



MFA DESIGN DEPARTMENT FACT SHEET

The MFA Design Department, now known as Designer as Author + Entrepreneur, launched in 1998 as an alternative to traditional masters' programs that emphasize form over content. The MFA in Design provides the education, inspiration, and experience to insure that students transcend the common definition of designers as service providers to become individual and collaborative authors. As they become productive members of the larger media world, the community of MFA Design alumni grows more influential each year.

As entrepreneurship has become more significant throughout the contemporary design scene, students are required to create their own content using new media and develop a thesis directly for a specific marketplace of goods and ideas. Students work individually and collaboratively during two intensive years to develop objects of value through electronic and handcrafted means. They network with visiting and full-time faculty, who are all professionals, to ensure that their intellectual properties are aesthetically sound and conceptually viable.

The MFA in Design is not restricted to a conventional curriculum, but instead embraces a broad set of visual languages and numerous communication platforms as the foundation for all creative activity. Students must be able to convey ideas verbally and visually, and are required to be fluent in the languages of graphic design and typography. They are encouraged to draw inspiration from other visual and communications artists who share authorial aspirations. Students with backgrounds or interests in motion, sound, writing, and editing are welcome.

2011 – 2012 Student population

38 matriculated students

Department co-chairs

Steven Heller and Lita Talarico

Some notable faculty members

Gail Anderson, Ken Carbone, Allan Chochinov, Brian Collins, Scott Dadich, Stephen Doyle, Linda Holliday, Milton Glaser, Keith Godard, Martin Kace, Maira Kalman, Warren Lehrer, Lee Maschmeyer, Wyatt Mitchell, Kevin T. O'Callaghan, Andrew Pratt, Stefan Sagmeister, Jeff Scher, Edwin Schlossberg, Scott Stowell, Veronique Vienne, Ada Whitney

Some notable alumni

Deborah Adler, Tarek Atrissi, Miriam Bossard, Peter Buchanan-Smith, Travis Cain, Celia Cheng, Sam Eckersley, Randy Hunt, Devon Kinch, Rick Landers, Matt Luckhurst, Bobby Martin, Elizabeth Morrow McKenzie, Serifcan Ozcan, Jennifer Panepinto, Thomas Porostocky, Stuart Rogers

Student exhibitions and events

Each spring graduating students present their thesis projects at Thesis Forum, a public event held at the SVA Theatre. In a separate event, first-year students exhibit original product designs and interactive environments inspired by a unique theme.

For further information, please visit our Web site at www.sva.edu and the department site at design.sva.edu.