



Graduate Programs

MFA Design: Designer as Entrepreneur

launched in 1998 as an alternative to most traditional MFA programs that emphasize form over content. We believed then, and have proven, that design must be integrated into content development. Designers are in the best position to conceive, prototype, manufacture and package their own creative content using all present and future media. Our goal is to help designers turn their skills into ventures aimed directly to the public in a marketplace of commercial goods and social ideas.

Design entrepreneurship enhances the teaching and learning of design not as a service but as part of a collaborative process—a process where many different

“ We are pioneers. We venture beyond the frontiers of design, traverse divergent fields and emerge with ambitious enterprises that deliver real value to real people. We are thinkers, makers and doers who tackle every problem from every angle. We are design entrepreneurs.”

— Audrey Stanton (MFA 2017)

kinds of creative people sit around the same table. Our students, therefore, work individually and collaboratively during two intensive years in an intellectually fertile environment to develop innovative ideas, products and campaigns using digital and analog tools. It is important to emphasize both cutting-edge and traditional technologies as interrelated and interdependent. Students build professional relationships with our expert full-time and visiting faculty—experienced designers, typographers, videographers, investors and business consultants—to ensure that their entrepreneurial ventures are aesthetically sound, conceptually innovative and commercially viable.

After more than 22 years, our MFAD alumni have also become integral members of a growing network of creative and business specialists. Our goal is to tap into the wealth of talent available to us in New York to ensure that our graduates transcend the common definition of designer. Graduates become individual and collaborative makers. Each year, our Venture Forum and Venture Launch spotlight remarkable work that builds the ability and confidence of the next generation.

Our students are fluent in the fundamentals of graphic design and typography while also maintaining literacy in all current communication methods. Students who have expertise in motion and sound design, writing and editing, interaction design, film, video, branding and user experience are essential to fulfilling our mission.

Designers must convey ideas verbally and visually. While we do not teach students how to design in any particular style, we encourage them to excel at their skills and rise to high creative and experiential levels—and to articulate their own intentions.

The program is not restricted to a formulaic curriculum; we use a broad set of visual languages as the foundation for all creative and productive activity. We change aspects of the curricular offerings each year to be ahead of the proverbial curve.

Designers are afforded an efficient, professional environment in which to work and share their output. Our “MFA Design Studio,” accessible 24 hours a day, is a work environment, with individual workstations and group production facilities. Through the studio, students stay connected to the professional world while partaking in the academic one.

The program embraces the future of design and is aimed at students and professionals from graphic design, product design, environmental design, film, photography and computer backgrounds as well as professionals who are interested in moving on to entrepreneurial endeavors. As one of our students said, our own venture is to produce “thinkers, makers and doers who tackle every problem from every angle.”

—Steven Heller & Lita Talarico, co-chairs



Poster from thesis show, “Venture 22: REIMAGINE.”

About the Program

In their first year at MFA Design, students are given advanced instruction in a variety of design and transdisciplinary skills such as interaction, motion graphics, branding, user experience, typography as a visual language, video and new media directing, and art book and digital publishing. Along with these skills-based courses, classes in business, marketing, ethnography, strategy, research, advertising, promotion, intellectual property and networking are offered.

The goal of the second year is the venture. Students are required to conceive and develop a viable product, campaign, service or app for a determined and tested audience. Students design and prototype this venture, which will be presented to a review panel of guest critics and faculty who will determine whether it has enough merit to progress to the next stage of development.

At the developmental stage, students produce a prototype for the purpose of pitching to investors, collaborators or distributors. This final product is presented at a public Venture Forum in the SVA Theatre.

The core faculty consists of distinguished contributors to the fields of graphic design, digital media, product design and business and is supplemented by guest speakers and

critics. Lecture series and off-site visits to design studios and firms are regularly scheduled throughout the academic year.

Degree candidates must successfully complete 60 credits, including all required courses, with a cumulative grade point average of 3.00. A residency of two academic years is required.

THE DESIGN ENTREPRENEUR VENTURE

The MFA Design venture is an entrepreneurial business that demands acute integration of graphic, interaction and product design, aesthetics, business and marketing. The end product is the culmination of intense research and development made ready for the marketplace or start-up investment. The venture can be virtual or physical. It can be an object, an app, a service, an experience or an advocacy campaign. It must be supported with extensive user experience research, iterating and testing. All assets must be functional and sustainable. The venture must have value to an audience that is quantifiable.

“The MFA Design/Designer as Entrepreneur program is less concerned with theoretical speculations but rather market-tested, strategy-based, ultimately viable concepts.”

—Steven Heller & Lita Talarico

NETWORKING OUR GRADUATES

Students enrolled in the MFA Design: Designer as Entrepreneur program study with renowned faculty and advisors that represent a wide range of design disciplines, viewpoints and methods, from traditional to progressive—notably design entrepreneurs, design strategists and design innovators. During an intense two years, students are introduced to various professional networks through our guest speakers and workshop leaders, who cover areas of type and typography, two- and three-dimensional objects, and makers and inventors of products. The faculty and guests are devoted to making this time in the designer's life intellectually fruitful and creatively profitable.

Our faculty provides work and job recommendations for students, who upon graduation are employed by commercial and not-for-profit corporations, institutions and businesses. Many found their own start-ups, design firms and studios. Some become partners in businesses and individual projects. Graduates have started more than 50 design studios around the globe.

MFA Design goes beyond the parameters of design by emphasizing design entrepre-

neurship. Students are immersed in the entrepreneurial start-up world through courses in business, intellectual property law and fund-raising. These are not just ancillary classes but essential for today's designer to have a well-rounded career. Many successful products and ventures for profit and nonprofit outcomes have come through student thesis/venture work, which is evaluated and critiqued by successful design entrepreneurs and business strategists. The venture is the beginning of an entrepreneurial adventure.

By graduation, designers know how to convincingly and cleverly pitch and negotiate. They are more confident and thus prepared to enter the next big stage of design practice, which involves creating their own content, which they brand, market and promote, while building business opportunities that will give something of value to their audiences.

Julia Marsh Wants to Sway Your Opinion on Seaweed

A future with bio-plastic alternatives

“It’s really difficult to give a project what it needs if you don’t find some way to make it personal. Usually, I’d prefer to be mildly obsessed with it. That way, I’m motivated to go the extra mile,” says Julia Marsh, the visionary behind Sway.

Sway, which began as Julia’s thesis project, aims to “support infrastructure for all life,” with its first goal being the elimination of single-use plastics. Julia is developing a sustainable alternative to plastic packaging using seaweed. She’s currently traveling through Latin America with her partner to research supply chains and bring awareness to the brand by recording the trip on a blog, Sway Frontiers, and Instagram series, @hellosway. ►

During her two years in the MFA Design program, Julia would write impactful statements from her instructors in her journal. During a class with Stefan Sagmeister, she jotted down, “Make it personal.” Julia, who grew up in Carmel, California, says, “My thesis needed to be connected to preserving the ocean and the forest because I wanted to find ways of honoring where I was raised.”

She adds: “That personal connection drove me to visit seaweed farms in Indonesia, access grants to film seaweed farms and biotech labs in California, hand-illustrate dozens of seaweed icons and interview scientists and material designers from Germany to Mexico. If Sway wasn’t personal to me, I don’t know that I would have had the stamina to put that amount of love and energy into the work.”

Prior to coming to SVA, Julia was a self-taught graphic designer. She enrolled in the master’s program to get a formal education in design and, along the way, learned an essential new skill: design thinking. “Before the program, most of my work was led by the simple desire to create delight. My primary goal now is to create work of consequence, which, naturally, is led by design thinking. I think the most successful designers are able to oscillate between thinking and making in perfect balance.”

She credits Brian Collins, whom she calls the “primary evangelizer of design thinking,” with this insight. “He encouraged us to study and anticipate what the future needs. He taught us that designers make the future a reality by helping everyone else to see it.”

One of the first design challenges for Sway was getting people to have a positive association with seaweed: “My whole thesis centered on people caring about the incredible potential of seaweed to solve the plastic problem. People have to trust it. I started by interviewing dozens of people about their opinion of the plant. The answers were consistently, ‘It’s slimy, it’s gross, it smells.’”

After some trial and error, Julia realized that the answer was to photograph seaweed in its original environment: water. “Seaweed is naturally elegant,” she says. “In the ocean, it sways and swirls and catches the light beautifully. Any scuba visit or snorkeling experience will show you that the underwater world is a marvelous garden of colors. I ended up filling vases with water and sprigs of seaweed, and designed the set as though shooting a floral arrangement. The result is a sort of art-lab beauty, which is not how seaweed is typically portrayed. This beauty works to elevate the seaweed, making it seem more valuable and full of potential.”

The photos, blog and social media are all in the effort to “make it magnetic,” something she learned from Steven Doyle. “That’s the purpose of our expedition to Argentina,” Julia



**Julia Marsh (MFA 2019)
Raises \$2.5 Million for SWAY,
reports *Forbes* in “Seaweed-
Based Sway Is A Way For
Single-Use Plastic to Disappear,”
November 2021**

Logo for Sway, Marsh’s thesis project, which launched her current travels through Latin America.

says. “Journeying to the southernmost city in the world is not a story you often see in the innovation community. We’re not just developing early partnerships and exploring our supply chain throughout Latin America—we’re using our Sway Frontiers series to invite others to venture into new frontiers, find potential in unexpected places, do the hard thing and discover the goodness of strangers. If you connect with the bigger picture, then maybe you’ll also start to care about a plastic alternative derived from seaweed.”

Learn more at swaythefuture.com.



CLOCKWISE FROM TOP LEFT: Marsh speaks with a seaweed farmer; seaweed in water for Sway marketing; prototype of regenerative packaging made from seaweed.

Curriculum/ Sample Program

Degree candidates must successfully complete 60 credits, including all required courses, with a cumulative grade point average of 3.00. A residency of two academic years is required.

FIRST YEAR/FALL

	CREDITS
Design and Branding	3
Type for Masters	3
Design Technology Workshop I	0
Paul Rand Lecture Series	0
Telling Stories	3
Writing and Designing the Visual Book	3
Can Design Touch Someone's Heart?	3

FIRST YEAR/SPRING

Design Decisions	1.5
Interaction Aesthetics: Designing Digital Products in the 21st Century	3
Designing Large	1.5
Designing Value	3
Design Conceptualization: Developing Your Venture Concept	3
Thesis Introduction	3

SECOND YEAR/FALL

Making It Real	3
Intellectual Property and the Law	1.5
Seminars I	3
Thesis Consultation (Preparation)	3
Thesis Consultation (Research and Development)	3
Thesis Matrix	1.5

SECOND YEAR/SPRING

Design Technology Workshop II	0
Seminars II	3
Thesis Consultation (Pitch and Presentation)	3
Thesis Consultation (Production)	3
Thesis Video and Media Launch	3
Design to Context	3

Student Highlight



Emily Roemer

BON AMIE

My venture is called Bon Amie, which translates as “good friend” in Cajun; it is a platform that matches design professionals with communities to help rapidly fund-raise for disaster relief. This idea derived from my experience during Hurricane Ida. Being from Louisiana but living in NYC, I felt helpless to the hurricane relief situation. To raise money I designed a T-shirt to sell. I ended up raising \$4,000 in profit in one day, which was perfect because of the immediate need for funding.



Course Offerings

This is a sample of our recent course listings. For our full curriculum, visit: sva.edu/mfadesign/curriculum.

WRITING AND DESIGNING THE VISUAL BOOK

Instructor: Warren Lehrer

This course combines design and literature to create integrated and meaningful expression. Students will develop their creative writing skills through a sequence of exercises in continuous writing, observational writing, tilting objects and images, theatrical improvisation, storytelling, writing from different points of view, structuring a narrative and editing. Selected texts from exercises are then set into a variety of book formats, using any combination of book structures, typography, images and symbols. Emphasis is placed on discovering a visual form that emerges out of the meaning and shape of an original text. Historical and contemporary examples of “visual text” will be presented.

DESIGN DECISIONS

Instructor: Allan Chochinov

This is a course on design thinking and design making. It acknowledges that designers deal with scale and, as a result, are capable of creating powerful design gestures that multiply out into powerful design consequence. The course is hands-on; students will build prototypes and create sketches each week, exploring design through various design lenses and personal points of view.

DESIGN AND BRANDING

Instructor: Kevin Brainard

In this course students will develop a comprehensive brand identity that reinforces the narrative of a chosen business or service. Our theoretical readings will be complemented with historical competitive audits to identify and leverage unique opportunities to develop the brand's story. Critical thinking, iterative design methodology and a synthesis of research, design production and presentation will be emphasized.

CAN DESIGN TOUCH SOMEONE'S HEART?

Instructor: Stefan Sagmeister

It is widely assumed that movies, literature and music get to our emotional core. It seems to be more difficult for design to achieve a similar effect. In this course students will explore how to accomplish this with three individual assignments.

Student Highlight



Mitchell R. Johnson

PLEX

Plex is an immersive arts education program for students of color to gain exposure in the art and design industry.



PLEX
ENLIGHTEN EXPRESS EMPOWER

THESIS VIDEO AND MEDIA LAUNCH

Instructor: Ada Whitney

The video that you create in this course will define the essential need for your product, what it does and how it will be viable. The resulting spot (30 seconds to two minutes) will become a cornerstone of your marketing and fund-raising plan. This course is divided into conception and production sections. Students will develop narratives through storyboards and scripts. Shooting, lighting, sound, editing and authoring skills and software programs will be covered. In addition, collaborative class projects are dedicated to concept, design and production of branding and packaging for the Thesis Forum.

DESIGNING VALUE

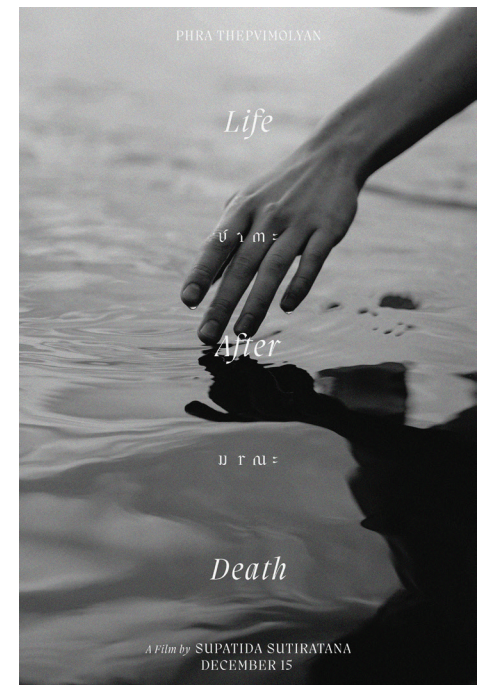
Instructor: Amy Wang

Successful ventures are technically feasible, financially viable and desirable on a personable level. But who is doing the desiring? What do they want? And how will they trust they are getting it? This course will guide thesis projects through the desirability lens using design research methodology and arrive at insights that inform the design principles, value proposition and business model of each venture.

TYPE FOR MASTERS

Instructor: Justin Colt

This course will be dedicated to type and typography in order to help raise typographic fluency through classes and exercises. It will allow students to refine and refresh their skills and tool kit. In addition, the course will provide critiques of work for other first-semester classes.



CLOCKWISE FROM TOP LEFT: Alexandra Mooney, *Cycle*; Hyunji Jun, *Trash to Treasure*; Lena Forman, *All Together Now*; Supatida Sutiratana, *Life After Death*; Eunji Kim, *Brett Kim LP*; Xi Li, *There's Inspiration Everywhere*.

Notable Alumni

Rosina Bosco (MFA 2011)
co-founder, CCO, Flatirons Development

Randy Hunt (MFA 2007)
head of design, Artsy

Samia Kallidis (MFA 2013)
co-founder, Ladies, Wine & Design and Bia Warrior

Adam Katz (MFA 2012)
creative lead, designer, Google Creative Lab

Katherine Killefer (MFA 2020)
designer, Pentagram

Matt Luckhurst (MFA 2010)
founder, executive creative director, The New Company

Julia Marsh (MFA 2019)
founder, Sway

Camille McMorro (MFA 2012)
interaction designer, Google

Serifcan Ozcan (MFA 2007)
senior global creative director, Nike Sportswear; founder, Obumu

Albert Pereta (MFA 2012)
creative director, Pinterest

Tala Safie (MFA 2018)
designer, *The New York Times*

Martina Salisbury (MFA 2000)
creative director, TwoSeven Inc.

Helga Schmid (MFA 2010)
acting programme director, Graphic Design Communication, London College of Communication, UAL; founder, Uchronia

Nigel Sielegar (MFA 2009)
founder, Corse Design Factory

Juan Diego Soto (MFA 2006)
branding design director, BX Brand Experience Design Group

Shawn Sprockett (MFA 2013)
design director, Emergent Experiences; founder, SSPROCKETT

Thai Truong (MFA 2013)
designer, Google

Sue Walsh (MFA 2006)
creative director, SYPartners

Amy Wang (MFA 2006)
design director, Openbox

Lauren Wolff (MFA 2011)
creative director, JUICE Mobile

Faculty

Steven Heller
co-chair, MFA Design; special assistant to the president; co-founder, MFA Design Criticism, MPS Branding, MFA Interaction Design, MFA Products of Design programs, School of Visual Arts; contributing editor, *Print, Eye, Baseline*

Lita Talarico
co-chair, MFA Design; co-founder, Masters Workshop in Design History, Theory and Practice in Italy; writer; design consultant

Debra Bishop
art director, The New York Times Mag Labs

Kevin Brainard
founding partner, Area of Practice

Allan Chochinov
chair, MFA Products of Design, School of Visual Arts; partner, Core77

Brian Collins
designer, creative director, Collins

Anthony D'Avella
founder, principal, Runyon Design

Stephen Doyle
creative director, Doyle Partners

Louise Fili
president, Louise Fili Ltd.

Will Harding
product designer, Facebook

Deborah Hussey
editor; writer; curriculum coordinator, School of Visual Arts

Fred Kahl
chief creative officer, Fredini Enterprises, Inc.

Adam Katz
design director, Hello Alfred

Jennifer Kinon
founding partner, The Original Champions of Design

Warren Lehrer
designer, typographer, author, performer

Bobby C. Martin, Jr.
founding partner, The Original Champions of Design

Frank Martinez
trademark attorney, The Martinez Group

Marc Rabinowitz
senior product design director, Platform, Squarespace

Stefan Sagmeister
graphic designer; founder, Sagmeister Inc.

Jeff Scher
experimental filmmaker; writer, *Opinionator*, *The New York Times*

Edwin Schlossberg
partner, ESI Design

Gael Towey
creative director, filmmaker

Sue Walsh
creative director, SYPartners

Amy Wang
design director, Openbox

Ada Whitney
co-founder, creative director, Beehive

Willy Wong
creative director

“We have a teacher from Facebook teaching a course. The program is very up-to-date with what’s happening.”

—Tala Safie (MFA 2020)

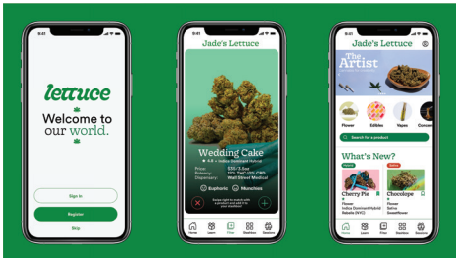
Student Highlight



Ezra Lee

LETTUCE

Lettuce is a mobile personal shopping platform that educates and recommends products to new and curious cannabis customers. The goal is to remove the stigma from cannabis while introducing consumers to this lifestyle.



Application Process

APPLICATION REQUIREMENTS

For a full list of application requirements and detailed instructions, visit:

sva.edu/grad/howtoapply

- Online Application and \$80 Application Fee: sva.edu/apply

DEADLINES

For information on application deadlines, visit: sva.edu/grad/timeline

IMPORTANT LINKS

- FAQ: sva.edu/grad/faq
- International students: sva.edu/grad/intl
- Tuition and fees: sva.edu/tuition
- Visit SVA: sva.edu/grad/visit



Contact Us

We encourage applicants to visit our department. Contact us directly to schedule a departmental tour at mfadesign@sva.edu. For more information and to register, go to: sva.edu/grad/visit.

If you have any questions about the application process, contact Graduate Admissions at 212.592.2107 or email: gradadmissions@sva.edu.

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“Hold your beliefs lightly

and remember that belief is usually a sign of a closed mind. Examine your assumptions and never stop reexamining them.”

—Milton Glaser

ACCREDITATION

The School of Visual Arts has been authorized by the New York State Board of Regents (www.highered.nysed.gov) to confer the degree of Bachelor of Fine Arts on graduates of programs in Advertising; Animation; Comics; Computer Art, Computer Animation and Visual Effects; Design; Film; Fine Arts; Illustration; Interior Design; Photography and Video; Visual and Critical Studies; and to confer the degree of Master of Arts on graduates of programs in Art Education; Curatorial Practice; Design Research, Writing and Criticism; and to confer the degree of Master of Arts in Teaching on graduates of the program in Art Education; and to confer the degree of Master of Fine Arts on graduates of programs in Art Practice; Computer Arts; Design; Design for Social Innovation; Fine Arts; Illustration as Visual Essay; Interaction Design; Photography, Video and Related Media; Products of Design; Social Documentary Film; Visual Narrative; and to confer the degree of Master of Professional Studies on graduates of programs in Art Therapy; Branding; Digital Photography; Directing; Fashion Photography.

The School of Visual Arts is accredited by the Middle States Commission on Higher Education (msche.org), 1007 North Orange Street, 4th Floor, MB #166, Wilmington, DE 19801, 267-284-5011. The Commission on Higher Education is an institutional accrediting agency recognized by the U.S. Secretary of Education and the Council on Higher Education Accreditation.

The Interior Design program leading to the Bachelor of Fine Arts in Interior Design is accredited by the Council for Interior Design Accreditation (accredit-id.org), 206 Grandville Avenue, Suite 305, Grand Rapids, MI, 49503-4014.

The School of Visual Arts' Department of Art Education is a member in good standing of the Association for Advancing Quality in Educator Preparation (AAQEP), a national accrediting organization recognized by the Council for Higher Education Accreditation (CHEA). The School of Visual Arts' Department of Art Education is currently pursuing accreditation of its educator preparation programs under the AAQEP standards with an anticipated quality assurance review in fall 2023. Pursuant to Section 52.21 of the

Regulations of the Commissioner of Education, the educator preparation programs offered by the School of Visual Arts are therefore considered to be continuously accredited for purposes of meeting the New York State requirement that all such programs maintain continuous accreditation. The School of Visual Arts' Master of Arts in Teaching in Art Education program was previously accredited by the Council for the Accreditation of Educator Preparation (CAEP).

The Master of Professional Studies in Art Therapy degree program is approved by the American Art Therapy Association, Inc., and as such meets the Education Standards of the art therapy profession.

CREDITS

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School of Visual Arts

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