Visual Communication Design

The Master’s Programme in Visual Communication Design allows students to execute demanding design assignments which develop their conceptual and aesthetic design skills. Students acquire methodological skills in design research and develop a responsible view of the effects of visual communication while deepening and broadening their competencies.

The master’s programme is intended to be completed in two years. Students make a personal study plan that builds on their interests and special skills, and supports their master’s theses. The degree structure provides students with an opportunity to pursue studies towards a minor in the other schools of Aalto University or at other national or international universities.

Visual Communication Design with a Concentration in Information Design

The concentration in Information Design offers a practical education in visual communication of information. It has been estimated that humanity doubles its data every two years. The demand for design solutions for visual presentation of information is driven by, among other things, this rapid expansion of available data, and the accompanying growth in computational capability to process it. Information design is a competence with applications far beyond the traditional design professions. It finds use also in, for example, journalism, science and engineering, business intelligence, and the civil service. Information design is at its core a highly interdisciplinary field, combining skills from graphic design, new media, interaction design, computer science, statistics, geoinformatics, journalism, and more. At the intersection of design and technology, Aalto is uniquely positioned to provide the eclectic mix of expertise needed for this growing field.

Visual Communication Design with a Concentration in Visual Narrative

Visual Narrative is an exciting, emerging field that touches on many disciplines, and brings together a synthesis of skill sets from graphic design, writing, interactive media, film, animation, graphic novels, and games. We approach these forms as explorations into visuals that tell stories. Students study forms such as story-telling, narrative architecture, and authorship. Publishing, on traditional as well as emerging platforms, is addressed as the production and distribution of authored works. Founded with the methodologies of design and sequential art, this major will embrace the digital innovations that are transforming all narratives - in books and games, on film and the web - into hybrid media.