

Our Mission

The primary mission of the School of Visual Communication Design is to provide a comprehensive and superior professional education in the study and practice of visual communication design, photo illustration and illustration that complements university studies in the liberal arts, humanities, and sciences. Uniquely positioned within the College of Communication and Information, the curriculum encourages cross-disciplinary studies to meet the challenges of an evolving marketplace.

Majors

Bachelor of Arts in Visual Communication Design

According to the National Association of Schools of Art and Design (NASAD), the Bachelor of Arts is a liberal arts degree that focuses on design and illustration “in the context of a broad program of general studies.” Following a successful Sophomore Review, students may continue into the fourth semester of the 123 credit-hour degree program. In addition, the program requires that students complete an internship, a 300-hour, off-campus experience that allows the student to apply theory to a professional situation. Generally, the student intern receives degree credit and monetary compensation for the internship experience.

Bachelor of Arts majors are required to choose a minor, a secondary area of study to complement the major. Suggested minors for VCD majors include: advertising, communication studies, organizational communication, digital sciences, photo-illustration, electronic media, public relations, management or entrepreneurship for non-business majors, business, marketing, public communication, health communication, fine art studio, visual journalism, or language.

Bachelor of Fine Arts in Visual Communication Design

The Bachelor of Fine Arts is “the professional degree” and “focuses on intensive work in the visual arts supported by a program of general studies,” according to the National Association of Schools of Art and Design (NASAD). The School of Visual Communication Design B.F.A. degree program consists of approximately two-thirds of the course work in the “creation and study of the visual arts,” with the remainder in general studies. Because of the greater emphasis on upper-level studio courses, the B.F.A. allows majors the opportunity to build greater expertise in a given area of the field. Following a successful Sophomore Review and with a 2.75 GPA in the major, students may continue into the fourth semester of the 126 credit-hour B.F.A. degree program. In addition, the program requires that students complete an internship, a 300-hour, off-campus experience that allows the student to apply theory to a professional situation. Generally, the student intern receives degree credit and monetary compensation for the internship experience. During the final semester of study, B.F.A. graduates are required to present an exit portfolio for public display.

Bachelor of Science in Photo-Illustration

The Bachelor of Science in Photo-Illustration provides the student with a comprehensive program of study balancing a liberal arts education with studio offerings in digital photography. Grounded in formal, technical and conceptual skills building, the Photo-illustration program focuses on the profession of photography as it relates to commerce. The School of Visual Communication Design B.S. degree program places emphasis upon the building of sound professional standards through experiential learning opportunities. Structured, sequential studio courses are dedicated to the notion of inspired problem-solving in the creation of dynamic digital image making.

The B.S. in Photo-Illustration requires portfolio reviews at both the sophomore and junior levels for purposes of general assessment. In addition, the 127 credit-hour degree program requires that students complete an internship. This 150 hour off-campus experience, allows the student to apply theory to a professional situation. Generally, the student intern receives degree credit and monetary compensation for the internship experience.

Term of Completion

All undergraduate degrees must be completed within 7 years of admission to the program.

Minors

Unless approved by the VCD Academic Advisor and School Director, minors are usually chosen from the following: Advertising, Business, Communication Studies, Digital Sciences, Electronic Media, Entrepreneurship for Non-business majors, Health Communication, Management for Non-business Majors, Marketing, Media Literacy, Organizational Communication, Photo Illustration, Public Relations, Public Communication, Visual Journalism, any foreign language (including American Sign Language).

Photo Illustration

The Photo Illustration minor provides a condensed study of studio professional photographic techniques. Current courses include: VCD 28000 Photography, VCD 14001 Visual Design Literacy, VCD 28002 Photography 2, VCD 28004 Photographic Perspectives, VCD 38003 Photo-Technology and VCD 34004 Visual Ethics.

VCD Required Computer Purchase

Overview

Prior to the beginning of the first semester of the Freshman year, all Visual Communication Design and Photo Illustration majors are required to purchase a Macintosh laptop computer and specific graphic software as described below. The computer and software will be used in subsequent VCD courses throughout the remainder of the degree program.

Minimum Hardware

Apple MacBook Pro (\$2,599.00)

- 15-inch: 2.3GHz with Retina display
- Specifications: 2.3GHz quad-core Intel Core i7
- Turbo Boost up to 3.5GHz, 16GB 1600MHz memory
- 512GB PCIe-based flash storage 1, Intel Iris Pro Graphics
- NVIDIA GeForce GT 750M with 2GB GDDR5 memory
- Built-in battery (8 hours)

1 TB External Hard drive (USB or Thunderbolt)

2–3 USB Jump Drives (at least 8 GB each)

Software Specifications

Software for the Fall 2014 Class will be purchased in stages according to the following schedule:

Semester Typical Year Software Title Cost**

Semester	Year	Software Title	Cost
1st	Fall Freshman	Adobe Creative Cloud	\$29.99/ Month
2nd	Spring Freshman	Adobe Font Folio Education Essentials	\$149.00

The software may be purchased from the Adobe website:

<http://www.adobe.com/products/creativecloud/students.html>

Questions regarding the VCD required Computer Purchase Program should be directed to Josh Talbott via email at; jtalbott@kent.edu.

Note that Apple will release newer versions of MacBook Pro products over time.

Students need only obtain a computer that meets or exceeds the specifications listed at the time the student enters the program.

Kent State University has no control over Adobe software costs. All Adobe prices are subject to change and do not include sales tax. The School of VCD attempts to make software and hardware as affordable as possible.

Responsible Use of Technology Resources

Access to technology is essential to the university's mission. However, access to technology is a privilege that requires faculty, staff, students and all users of university computing resources to use technology resources responsibly. See www.kent.edu/policyreg/ for the university's responsible-use and e-mail privacy policies.

These policies provide general standards and may be supplemented with additional policies from the School of Visual Communication Design and other schools and departments that operate their own computers or networks. Responsible use includes avoiding illegal downloading of music or video files and the sharing of software that supports illegal downloading.

Updated 4/19/14

Camera Requirements

Fall 2014, Photo Illustration majors only

Photo-Illustration majors will need a digital single lens reflex (DSLR) camera with a general-purpose zoom lens having a wide angle to modest telephoto focal length. Although a variety of lens options are available with most DSLR systems, the purchase of multiple lenses is not a requirement. The School of Visual Communication Design periodically publishes suggested camera options to aid in the selection and purchase of a camera. Once chosen, the camera should serve the student throughout the program of study. Please note; point and shoot cameras are not acceptable instruments for our program due to limited control options.

The following features are required:

- Manually adjustable ISO settings
- Manual exposure mode, i.e. separate control over lens openings and shutter speeds
- Manual focus
- Additional useful features include white balance presets for various light sources
- The camera will have many automatic features as well, e.g. focus, exposure, automatic white balance

The storage card that comes with the camera has limited storage and is only intended to show how the system works. The student will need an additional camera storage card or two to have the necessary storage capacity for coursework.

Additionally, an external storage device is necessary in order to transport or back up files. Devices such as CD's, DVD's, flash drives, external hard drives and iPods may be used. Students will also need a quality tripod. Students should plan on spending upwards of \$150 for a tripod that will safely hold the camera. Throughout the program, students will be required to purchase mounting and presentation materials.

There are two websites that students should become familiar with: Digital Photo Review (dpreview.com) for reviews and information about the latest photographic equipment, and B&H Photo Video (bhphotovideo.com), a New York-based supplier of photographic equipment.

Supplies Freshman through Senior Years

VCD requires little spending for traditional school supplies such as textbooks, but there are significant and varying costs each year that include supplies and materials for classes. As well, some studio courses require additional course fees. The amount varies each semester, depending on class needs and development, but should be factored into your budget plans.

Academic Advising

Regular consultation with an academic advisor is an essential aspect of all students' personal academic management and planning. Consultation at least once each semester for scheduling advice and assistance with registration procedures is the minimum expectation. We recommend that every student follow these steps:

1. For purposes of general academic advising or to confirm what the required courses are for next semester, schedule an appointment with the VCD Academic Advisor at least once every semester.
2. To make an appointment with your Academic Adviser go to vcd.kent.edu, click on "Resources" and then click on "Online Adviser Appointment Scheduling."
 - VCD Academic Advisor: Vince Giles, Room 218-F, Art Building
 - VCD Academic Advisor: Sara M. Sobeh, Room 218-E, Art Building
3. Read the advising information found in the undergraduate catalog. www2.kent.edu/catalog/2014
4. Sophomores: After successfully passing Sophomore Review, all VCD majors must meet with their VCD Academic Advisor to officially declare their degree option – BA or BFA.

Kent Academic Progress System (KAPS)

Kent Academic Progress System (KAPS) or Graduation Planning System (GPS) is a report that allows students to review their progress toward graduation based on their major (or based on the majors in which they are interested). The report takes into account course work that has been completed as well as course work that is currently in progress and courses that students are enrolled in for a future term.

To access your KAPS/GPS audit, please login to FlashLine. Go to your "Student Tools & Courses tab". Click on "GPS Audit and Plan" or "KAPS" located under the 'GPS, Roadmaps & Advising channel'. Students may request a KAPS/GPS report, either using their current major or a major they are interested in (called a "what if" report).

Policy & Procedures

Overview

This is the official policy and is in effect for all courses taught in the School of Visual Communication Design, regarding attendance, grades, plagiarism, etc. Faculty of a particular course may add additional and/or more stringent requirements beyond this basic policy provided these additions or changes are approved by the School Director and are given in writing to students in that class.

Class Attendance

Class attendance is mandatory. Courses taught in the School of Visual Communication Design are a combination of directed studio experiences, lectures, and individual and group critiques. Unlike most academic courses which have textbooks containing or augmenting much of the information given by the instructor, or like most studio art courses which seldom have definable subject material and specific content, at least 50% of each course in the VCD School is lecture, discussion and criticism which is not contained in textbooks. Therefore, excessive absences, late arrivals or early departures are disruptive to the learning process.

Excused Absences

Excused absences (limit discussed below) including illness or family crises carry no penalty. Such excuses must be verified and documented in writing by doctors or parents. Faculty pre-approved absences for legitimate activities for other courses will also be accepted without penalty. Class work however must be completed within reasonable time limits set by the instructor.

A maximum of 6 excused absences for classes meeting twice each week and 3 excused absences for classes meeting once each week (1/5 of the classroom meeting time) is the limit of excused absences which will be accepted. Beyond this limit of absences, the instructor may, with the approval of the School Director, require the student to apply for an Incomplete (if he/she meets the requirements- see below), or to withdraw from the course.

Non-Excused Absences

Non-excused absences include those absences listed above that are unverified by written documentation or for reasons which are considered invalid. For each non-excused absence beyond 3 for classes meeting twice each week and 2 for classes meeting once each week, the final grade for the class will be lowered one full grade. 4 non-excused absences will lower a final grade of "A" to a grade of "B," from "B" to "C" etc. Depending on the final course grade achieved an "F" grade could result from as few as 1 non-excused absence.

Combinations

Each non-excused absence in combination with excused absences of 3 or beyond will result in lowering the final class grade by one full letter. Example: 3 excused absences plus 1 non-excused absence will lower an "A" to a "B," a "B" to a "C," etc. and 2 non-excused absences from an "A" to a "C" etc. However, 4 excused absences plus 1 non-excused absence will lower an "A" to a "C," a "B" to a "D," a "C" to an "F." Furthermore, 5 excused absences plus 1 non-excused absence will result in the student being required to withdraw from the course.

Late Arrival/Early Departure

Roll will be taken at least once during each class session and a note made of those missing. If a student arrives after roll call it is his/her responsibility to alert the instructor of his/her arrival. Failure to do so may result in the student being marked as absent. Note will also be taken of early departures. Six late arrivals or early departures in any combination will be calculated as 1 non-excused absence. It is the responsibility of the student to secure information on missed assignments, or instructions due to absences, late arrivals or early departures.

Project Grades

Preparedness with proper materials required to work in class is important. Class time should not be used for that purpose.

Individual project grades are based on a variety of criteria including:

- 1 Concept
- 2 Developmental processes
- 3 Presentation and craftsmanship
Unacceptable craftsmanship may mean re-doing the project and may effect the final grade
- 4 Meeting project deadlines.

For each class period a project is late the final grade on the project will be lowered one letter. When stated in advance, an instructor may refuse to accept late projects considering it as an "F." Reworking a project for higher grades is permitted at the instructor's discretion.

5 Class participation in critiques.

Please note that projects will be held for no longer than one semester following the original class.

Final Grades

Final grades are based on a variety of criteria other than grades earned on individual projects including:

- 1 Working habits or lack of.
- 2 Late work.
- 3 Attendance including late arrival or early departure
- 4 Working to potential.
- 5 Class participation including critiques.
- 6 Improvement over the term.
- 7 Re-evaluation of total output in class in relation to class and program standards.

Incomplete Grades

Information regarding the awarding of incomplete grades (IN) can be found in the university online catalog at: www2.kent.edu/catalog/2014/info/policies?policy=grade

Plagiarism

Plagiarism is grounds for academic dismissal or an "F" grade for the project or the entire class as determined by the seriousness of the situation. The Instructor, in consultation with the School Director, will determine the seriousness of the situation and the appropriate disciplinary action. Please familiarize yourself with the Kent State University policy regarding plagiarism.

Information can be found online at: <http://www.kent.edu/academics/resources/plagiarism/information-for-students/index.cfm>.

Copyright and Intellectual Property

Notice of copyright and intellectual property rights. Any intellectual property displayed or distributed to students during this course (including but not limited to PowerPoints, notes, quizzes, examinations) by the professor/lecturer/instructor remains the intellectual property of the professor/lecturer/instructor. This means that the student may not distribute, publish or provide such intellectual property to any other person or entity for any reason, commercial or otherwise, without the express written permission of the professor/lecturer/instructor.

Social Media

It is the policy of the School of Visual Communication Design that no student is to text during a class session. Exceptions are made in cases of emergency. Refusal to adhere to this policy may result in the student being asked to leave the class and marked absent.

Students with Disabilities

University policy 3-01.3 requires that students with disabilities be provided reasonable accommodations to ensure their equal access to course content. If you have a documented disability and require accommodations, please contact the instructor at the beginning of the semester to make arrangements for necessary classroom adjustments. Please note, you must first verify your eligibility for these through Student Accessibility Services (330-672-3391). or visit: www.kent.edu/sas/index.cfm for more information on registration procedures).

Acceptance Clause

The terms set forth in this addendum are in addition to the School of Visual Communication Design Policy signed and agreed upon by you. Participation in this constitutes your acceptance of the aforementioned as the total binding policy.

Plagiarism Policy

According to the Merriam-Webster Online Dictionary, to "plagiarize" means

- to steal and pass off (the ideas or words of another) as one's own.
- to use (another's production) without crediting the source.
- to commit literary theft.
- to present as new and original an idea or product derived from an existing source.

In other words, plagiarism is an act of fraud. It involves both stealing someone else's work and lying about it afterward. But can words and ideas really be stolen? According to U.S. law, the answer is yes. The expression of original ideas is considered intellectual property, and is protected by copyright laws, just like original inventions. Almost all forms of expression fall under copyright protection as long as they are recorded in some way (such as a book or a computer file). For further information see: www.plagiarism.org, and <http://www2.kent.edu/academics/resources/plagiarism/plagiarism-school.cfm>

Plagiarism may be grounds for academic dismissal or an "F" grade for the project or the entire class as determined by the seriousness of the situation. The Instructor in consultation with the School Director will determine the seriousness of the situation and the appropriate disciplinary action.

If you are accused of plagiarizing, you should expect the following:

1. Your instructor informs you verbally or in writing that he/she suspects you of plagiarizing.
2. Your instructor provides you with an opportunity to explain orally or in writing why you believe you did not plagiarize. Since you may be taken aback by the unforeseen accusation, you may be tempted to simply argue with the instructor rather than trying to understand why you are being accused of plagiarizing and writing out a response to the charge.
3. If your instructor still believes you plagiarized, he/she may impose one of these three sanctions:
 - i. Refuse to accept the work for credit (the student would have to do the work over from scratch in order to have it count towards his or her final grade).
 - ii. Give an "F" or zero to the student for that assignment.
 - iii. Fail the student for the entire course.
4. The instructor has discretion in determining the most appropriate response for the violation. He or she will decide how severely to penalize the student.
5. The instructor will fill out the online Cheating/Plagiarism Sanction Form, which gets sent to the Office of Student Conduct. That office will contact you, the instructor's chair or regional campus dean, and the dean of the college in which the student is enrolled to communicate the sanction applied by the instructor. The form also serves to inform you of your right to appeal the sanction.
6. The instructor might also recommend to his or her chair or regional campus dean that additional academic sanctions (sanctions affecting your ability to complete a degree) be applied.
7. If the instructor's chair or regional campus dean agree, the charge will be forwarded to the dean of the college in which you are enrolled or the vice provost for regional campuses for consideration of one of the following degree-related sanctions:
 - i. Revocation or recommendation to decertify or not to certify.
 - ii. Rejection of the thesis, dissertation or work.
 - iii. Recommendation for revocation of a degree.

If your instructor or dean believes that the academic sanctions listed above are not sufficient, the charge could be forwarded to the Academic Hearing Panel. If that happens and it is determined that more action is needed, the penalties could increase and you could be dismissed from the university. Students who commit their first, usually less-egregious act of plagiarism are sometimes asked to attend "Plagiarism School." <http://www2.kent.edu/academics/resources/plagiarism/plagiarism-school.cfm>

Sanctions:

Depending upon the severity of the incident, or incidents, a range of sanctions may apply.

1. Refuse to accept the work for credit. (The student would have to redo the work in its entirety in order for it to count as coursework for the class.)
2. Assign a grade of "F" or zero for the assignment.
3. Assign grade of "F" for the course.
4. Revocation or recommendation to decertify or not to certify; or
5. Rejection of the thesis, dissertation or work; or
6. Recommendation for revocation of a degree
7. Disciplinary Probation
8. Disciplinary Suspension
9. Disciplinary Dismissal

For a comprehensive overview regarding Kent State University's policies in connection to plagiarism, please see, Information for students <http://www2.kent.edu/academics/resources/plagiarism/plagiarism-school.cfm>

The information contained within this document is intended to assist and to help guide those involved with the issue of plagiarism through established processes and policies.

You may also contact the Office of Student Conduct at 330 672.4054, or email; studentconduct@kent.edu. Website <http://www2.kent.edu/emsa/studentconduct/index.cfm>

Academic Evaluation Scales

The chart below shows the grading matrix used by the School of Visual Communication Design. Note that equivalent scales of 100 point, 11 point and 3 point systems are cross referenced.

A+	12	100	100.00	4.00
A	11	95–99	97.00	4.00
A–	10	90–94	92.00	3.70–3.99
B+	9	86–89	87.50	3.30–3.69
B	8	83–85	84.00	3.00–3.29
B–	7	80–82	81.00	2.70–2.99
C+	6	76–79	77.50	2.30–2.69
C	5	73–75	74.00	2.00–2.29
C–	4	70–72	71.00	1.70–1.99
D+	3	66–69	67.50	1.30–1.69
D	2	63–65	64.00	1.00–1.29
D–	1	60–62	61.00	0.01–0.99
F	0	00–59	29.50	0.00–0.00
0	–1	–1	–1	–1.00

Sophomore Review Photo-Illustration

Photo-Illustration students in the School of Visual Communication Design must successfully complete a Sophomore Portfolio Review in order to be eligible to register for further coursework in the School. The review is held near the end of the second year in the School of Visual Communication Design.

Portfolio Review for PHOI Majors: VCD 20008

Students are required to assemble a portfolio of work from the following courses to be reviewed by the VCD full-time faculty:

VCD 13001, Intro to VCD II

VCD 23001, Intro to Typography

VCD 28000, Photography

VCD 40195, Photography 2

VCD 38003, Photo Technology

Portfolio Evaluation

Portfolios are dropped off, evaluated, and picked up at a later specified date. Work from the aforementioned classes is evaluated and scored by full-time Photo-Illustration faculty. Students must achieve a passing score of 2.70 to successfully complete their reviews. Students receive notification of the results of the review in writing. Eligible students who have been unsuccessful may request to retake the test the following year, though permission is granted on a case-by-case basis. Students may only retake the test a maximum of two times.

Junior Review Photo-Illustration

Portfolio contents consists of samples from the following courses taken during the junior year:

VCD 38001, PhotoGraphics

VCD 38004, Advanced Photography

At the time of the review all students are either BA designates in VCD or BS designates in Photo Illustration. Students who receive a passing score may take additional coursework toward completion of their degree program. Those VCD majors who demonstrate exceptional aesthetic and conceptual ability, have a 2.75 GPA in the major, and receive a grade of B or better in Junior Review are invited to enter the BFA Program and may be permitted to register for 40000 level VCD courses. Notification of results of the review is received in writing. Students who have been unsuccessful may request to retake the test the following year, though permission is granted on a case-by-case basis.

Senior Year

Bachelor of Fine Arts (BFA)

After a successful Sophomore Review and acceptance into the BFA degree program, BFA seniors may choose one of three areas of concentration:

2D Graphic Design

3D Graphic Design

Illustration

The Bachelor of Fine Arts in Visual Communication Design is a four and a half year degree program with the option of completing a minor.

Minor Option

VCD students on the BFA minor option typically choose from one of the following:

Advertising; Business; Communication Studies; Digital Sciences; Electronic Media; Entrepreneurship for Non-business Majors; Health Communications; Management for Non-business Majors; Marketing; Media Literacy; Organizational Communication; Photo Illustration; Public Relations; Public Communication, Visual Journalism; Any foreign language (including American Sign Language)

Exhibition

Bachelor of Fine Arts candidates in VCD are required to participate in an annual portfolio show in the spring. This exhibition is a final component of the Professional Portfolio course. It is intended to showcase the work of BFA and graduate students in the School and serves to create interview and employment opportunities with local and national design employers.

Bachelor of Arts (BA)

The Bachelor of Arts in Visual Communication Design is a four-year degree program with emphasis on professional business and technical skills. BA students in their senior year typically enroll in coursework to complete their general electives and minor.

Required Minor

VCD students in the BA degree program are *required* to have a minor in order to graduate. Students typically choose from one of the following minors:

Advertising; Business; Communication Studies; Digital Sciences; Electronic Media; Entrepreneurship for Non-business Majors; Health Communications; Management for Non-business Majors; Marketing; Media Literacy; Organizational Communication; Photo Illustration; Public Relations; Public Communication, Visual Journalism; Any foreign language (including American Sign Language)

Bachelor of Science (BS)

BS students in their senior year typically enroll in senior-level Photo Illustration coursework and/or complete their general electives. BS seniors are also required to complete Senior Capstone (VCD 49199) as described earlier in this section.

Internships

An internship offers students valuable opportunities to work within the context of commercially active professional studio environments, while taking classes in their chosen major. Independent work taken on by the student in a freelance arrangement does not fulfill the requirements for an internship.

Every major in the School of Visual Communication Design must complete a 1 credit hour internship preparation course – either VCD 38009 Internship Seminar in Photo Illustration or VCD 40092 Internship I in Graphic Design/Illustration. The internship proper is a 3 credit hour course, VCD 40192 Internship II, and requires 300 hours of on-the-job employment, (150 hours for Photo-Illustration).

Internships are available throughout the year: fall and spring semester, winter break, spring break and during the summer. The school maintains a database, of approved school Internship organizations. You may submit a proposal to the active Internship Coordinator, as well. This proposal needs to be approved in advance.

Listings of available internships may also be found at the Kent State University Offices of Career Services and/or from the Internship Coordinator.

Compensation

Most internships are paid and compensation ranges from minimum wage up to \$20.00 per hour. Several of Kent State University on-campus Internships require students to be on the Work-Study Program. Some off-campus internships do not pay wages but offer other incentives that provide non-monetary benefits and meet individual student career objectives.

For more detailed information regarding the VCD Internship requirements and expectations, see the VCD Internship Coordinator or go to www.kent.edu/vcd/current-students/internships.cfm

You can find positions available on the Experience Job Board at <https://experience.kent.edu>

Career Services & Advising

The Career Services Center can be a helpful resource for internship and employment advice and opportunities. The Center is located at 261 Michael Schwartz Center, or on the web www.kent.edu/career

The mission of the Center is to support students in achieving their academic and career goals by assisting them in developing self-awareness, making informed decisions, acquiring experience, and obtaining meaningful employment.

By utilizing the Center's in-person and online services and resources, students can gain a better understanding of their:

- Personal values and interests
- Skills and abilities
- Preferred work environments

Through the Center, students can learn how to:

- Research careers and employers
- Prepare a resume and cover letter
- Interview successfully
- Develop career related experience
- Obtain and maximize an internship
- Conduct a job search
- Employ proper business etiquette
- Utilize networking opportunities
- Evaluate a job and salary offer
- Pursue admission to graduate school
- Enhance progress toward a degree through testing

Organizations and Associations

Glyphix

Glyphix student design studio produces professional-level design work in an educational setting. It serves both on-campus and off-campus businesses, including non-profit organizations, hospitals, schools, and charities. Glyphix provides a truly professional atmosphere, both in philosophy and in physical space. It regularly receives awards and honors in both collegiate and professional venues. Most recently, Glyphix received ADDY awards from The Advertising Federation of Greater Akron. Glyphix was also awarded Outstanding Achievement for Excellence in the design, development and implementation of the School of Visual Communication Design website by the Interactive Media Awards, an international organization.

Students who wish to participate in Glyphix must be recommended by the VCD faculty and apply for the limited positions. The experience earns credit hours toward graduation, and can be taken as an elective class or as an internship. Participants have the opportunity to experience real-world design projects, work with clients and vendors, and discover the process of applying their design skills to a variety of job situations.

Photo-Illustration Organizations

Photo-Illustration majors are encouraged to join the American Society of Media Photographers (ASMP) student membership category. The ASMP is “the premier resource for community, culture, commerce and publication relating to photography.” Students will learn about current trends in photography, portfolio preparation, and assistantships in addition to workshops and seminars. Their website is www.asmp.org. Joining the Society of Photographic Education (SPE) is also encouraged. “The Society for Photographic Education is a nonprofit membership organization that provides and fosters an understanding of photography as a means of diverse creative expression, cultural insight, and experimental practice. Through its interdisciplinary programs, services, and publications, the society seeks to promote a broader understanding of the medium in all its forms through teaching and learning, scholarship, and criticism.” <https://www.spenational.org>

IdeaBase

Located in downtown Kent, **IdeaBase** is a for-profit, academic/private sector collaboration in the fields of advertising, visual communication design and marketing communications. Undergraduates and graduate students in each of the four schools within The College of Communication and Information are eligible to apply.

AIGA at Kent State

AIGA, the professional association for design, is an organization where design professionals exchange ideas and information, participate in critical analysis and research, and advance education and ethical practice.

AIGA is the oldest and largest membership association for professionals engaged in the discipline, practice and culture of designing. Founded as the American Institute of Graphic Arts in 1914 as a small, exclusive club. Today AIGA represents more than 19,000 designers through national activities and local programs developed by more than 55 chapters and 200 student groups.

Kent State’s student chapter of the AIGA creates a strong community here on campus by encouraging its members to get involved in the local design community through design workshops, lectures, and trips. It also enables members to build leadership skills that will be valuable as they move into the professional world. Membership requires a nominal fee.

College of Communication and Information (CCI) Commons

CCI Commons is a living-learning community on the Kent Campus. It is open to all majors and pre-majors enrolled in the College of Communication and Information at Kent State University. Students of all levels from the schools of Communication Studies, Journalism and Mass Communication, Library and Information Science and Visual Communication Design can join the CCI Commons. CCI Commons provides students with programming, activities, and mentoring to help meet their academic, social and professional needs. Students who belong to the CCI Commons live in Olson Hall. The residence hall features a 24-hour computer lab and design studio. The benefits to joining CCI Commons include living close to classes and advising offices, taking part in hall activities, guest speakers, networking opportunities, and workshops geared to CCI majors.

To join the CCI Commons or to learn more about the residential college, contact Marianne Warzinski, program coordinator, at 330-672-4467 or send an Email to mrwarzin@kent.edu.

For more information, go to www.kent.edu/housing/department-residence-services

Awards and Scholarships

Awards

The Visual Communication Design program at Kent State University is competitive and respected within the creative industry for both their students and alumni. Each year students receive honors and awards in collegiate and professional competitions.

The VCD website provides up-to-date information regarding student honors:
http://vcd.kent.edu/news/vcd_news.html

ADDY

The Akron ADDY Awards is the local level of the national ADDY Awards competition, which honors creative excellence in the advertising industry for work completed in the previous calendar year. In 2014, Glyphix, the Kent State student design studio, won several awards which included: A silver medal for Traveling Stanzas Bus Posters in the category Public Service Campaign; a silver medal for the Roughts Promotional Postcards in Elements of Advertising; a silver for the School of VCD Promotional Posters in Collateral Material.

BFA Exhibition

Each spring, the School of Visual Communication Design features a BFA Portfolio Exhibition highlighting the work of its graduating seniors. Awards for Best of Show, Best Portfolio and individual discipline-specific honors are announced and distributed at the exhibition reception.

Individual Honors:

Visual Communication Design student work has been reproduced and recognized in a variety of annuals, magazines and journals. A partial list includes: Print Magazine Regional Design Annual, Photographer's Forum, The Best of College Photography and Cleveland Magazine.

2014–2015 Scholarships

The School of Visual Communication Design offers several scholarship opportunities based on academic merit and student leadership.

Scholarships specific to VCD are the following:

- Robert and Judy Wilson Scholarship
- Lewis and Dona Williams Endowed Scholarship
- American Greetings Endowed Scholarship for any VCD major
- Emeritus Professor Jerry Kalback Scholarship
- School of Visual Communication Design Scholarship

Kent State University offers additional sources of financial aid in grants, scholarships and awards. The campus provides a Scholarship Search Qualifier located at:

<http://www2.kent.edu/financialaid/scholarships/index.cfm>

Procedures for Student Academic Complaints

Current and detailed information regarding Procedures for Student Academic Complaints can be found in the Kent State University Policy Register or by going online: <http://www2.kent.edu/policyreg/index.cfm> and searching student academic complaints.

This administrative policy and procedure is established to provide an appropriate framework and method to resolve student complaints of an academic nature. As such, this policy is specifically designed to maintain the integrity of the academic environment and to ensure that the rights of students in such matters are clearly stated and protected.

General Guidelines

In initiating a complaint and throughout the formal appeals process, students may seek the counsel of the office of the student ombudsman. The student ombudsman will provide information, clarify procedures, and facilitate communication as requested. The student ombudsman is located in the Office of the Vice President for Enrollment Management and Student Affairs, 250 Kent Student Center, 330.672.9494.

Informal Resolution

The student is expected first to review the matter with the instructor in an attempt to resolve the issue immediately. If the matter is not resolved immediately, the student must discuss the matter with the School Director before lodging a formal complaint. The student may also consult with the student ombudsman in an attempt to achieve informal resolution.

Formal Complaint

If the attempts at informal resolution are unsuccessful, the student may lodge a formal complaint by submitting said complaint, in writing, to the School Director. In the case where a complaint is lodged against the School Director, the complaint will be submitted to the chair of the student academic complaint committee. The process for filing is as follows:

(a) The written complaint submitted by the student should include the nature of the complaint, the facts and circumstances leading to the complaint, reasons in support of the complaint, and the remedy or remedies requested. The complaint statement submitted by the student becomes the basis for all further consideration of the matter. The written complaint should also note what attempts were made at informal resolution and should include any evidence pertinent to the issues identified.

(b) Upon receipt of the complaint, it shall be referred to the student academic complaint committee for consideration. A copy will be made available to the respondent(s) who shall respond in writing to the complaint and include any information or documentation related to the response.

(c) The conduct of matters brought before the student academic complaint committee shall be non-adversarial in nature. The committee shall examine and evaluate fully the written allegation and response, including any supporting documentation submitted by the appellant or respondent. The complainant and the respondent will be invited to appear before the committee. The committee may also invite testimony from any other persons who, in the judgment of the committee, may assist in its examination and evaluation of the complaint.

(d) After completion of its review and examination and following appropriate deliberation, the committee shall forward to the School Director a written recommendation, which becomes part of the record.

(e) Upon receipt of the written recommendation from the Student Academic Complaint Committee, the School Director shall provide a written decision to the complainant and the respondent, with a copy going to the members of the committee and the Dean of the College of Communication and Information. In arriving at a decision, the School Director, besides reviewing the recommendations provided by the committee, may consult with the parties to the complaint or others who the Director believes may assist in the review of the matter. The written decision should contain a summary of the complaints, of the committee's recommendation, and the reason(s) for the decision rendered.

(f) In the event that the decision requires a change in a student's academic record, and neither party appeals the department decision, it is the responsibility of the Director to initiate such a change, following established university procedures.

(g) Appeal of School decision. The complainant or respondent may appeal to the appropriate Dean the decision made at the School level. The process is outlined in the Kent State University Policy Register.

School Contact Information

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