COMMUNICATIONS DESIGN

Pratt Institute’s graduate Communications Design program has been educating graphic and package designers for more than 40 years. In a survey of 10,000 design professionals by Graphic Design USA magazine, the Pratt program is recognized as one of the five most influential schools in the field over the past 50 years and one of the top five schools today. The program is ranked in the top 12 of over 200 graduate graphic design programs in the nation, as reported in U.S. News & World Report rankings.

Pratt offers the Master of Fine Arts (MFA) degree in Communications Design and the Master of Science (MS) degree in Package Design.

Our MFA in Communications Design, a 60-credit graduate program, emphasizes full-time studio practice in graphic design (print and digital media, artifacts, information, environments, systems). The components of the MFA program focus on studio practice, research and scholarship, design teaching methodologies, and studies of visual media, including history, praxis and theory, critical and creative analysis, aesthetics, as well as other related humanities and social sciences.

Our MS in Package Design, a 48-credit graduate program, emphasizes full-time studio practice in package design (typography, branding, structural packaging, fragrance packaging, sustainability) and offers a broadly based curriculum centered on the decision-making process for new product/package development, featuring courses in package design, brand development, visual communications, digital technology, marketing, and form.

The department is located on Pratt’s main campus in Brooklyn, New York, in The Juliana Curran Terian Design Center, a building devoted to its School of Design programs, both undergraduate and graduate. The department’s faculty includes highly regarded, award-winning professional designers, authors, and marketing and media specialists. The faculty members serve as important professional contacts for the students—several have written pivotal design books and articles, and many have been honored with design awards from prestigious arts and design organizations.

With access to world-famous design firms—and through the department’s internship opportunities and professional faculty—students have the opportunity to talk and work with some of the best designers in the country. As a result, many students secure industry positions even before graduation.

A diverse body of students from different professional, educational, and cultural backgrounds—more than 28 countries are represented—come to Pratt to further their careers in the design industry, begin a journey toward becoming a design educator, or alter a career course. Our graduate programs provide students the opportunity to develop and refine their design process, design voice, and creative skills, leading to professional competence and leadership.

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