

COMMUNICATIONS DESIGN

There is no one way to practice Communications Design. At Pratt, we see it as a close alignment of thinking and making. Our curriculum pairs critical, cultural observation with emerging technologies and tools to help you form your own design process. In that pursuit, our goal is not only to prepare you for a range of job possibilities and careers, but also for a lifetime of creative inquiry—understanding the narratives and structures that define your world today and designing new ones to inform your future.

Being in New York means being immersed in the design industry every day. This allows us to engage faculty with unique technical skill sets and emerging capabilities, teaching students from the forefront of the field. Our graduates leave equipped to pursue a spectrum of exciting career paths as creative professionals. Our alumni continue to distinguish themselves in design studios, cultural institutions, branding agencies, and independent enterprises, making significant contributions to the fields of art and design, print and digital publishing, education, film, gaming, interactivity, and many more.

THE CURRICULUM

The Communications Design curriculum embraces the multifaceted and interdisciplinary nature of communication design practice. Our courses and projects promote the rich exchange embodied in a studio culture that values the development of individual perspectives, critique, visual literacy, media fluency, experiential learning, and innovative formal outcomes.

Second-year coursework introduces fundamental theories, methodologies, and skills central to communication design. Courses prompt students to define and explore a design process that engages research, historical and contemporary contexts, experimentation, audience, technology, and play in the construction of meaningful visual forms.

Upper-level studio courses prompt students to engage in increasingly complex projects that introduce time-based media, visual systems, branding, and installations. Beginning in the third year, students develop an individual focus or set of interests inside the larger discipline through courses in their chosen area of emphasis: graphic design or illustration. Electives both inside the department and throughout the Institute expand the core curriculum, allowing students to explore ways of thinking and making through their specific communication design interests.

The department hosts an annual visiting artist and designer lecture series and invites guest critics to participate in open critiques, taking full advantage of the wealth of talent that New York City has to offer. The program also supports international exchange and study abroad programs for students who are interested in expanding their learning experience abroad.

Acting Chair

Pirco Wolfframm

Assistant Chair

Philip Graziano

Acting Assistant Chair

Sahar Khraibani

Assistant to the Chair

Nene Villalobos

Academic Advisers

Aaron Stone
Nicholai Patchen

Office

Juliana Curran Terian Design Center
Steuben 404
Tel: 718.636.3594
www.pratt.edu/ug-communications-design (<http://www.pratt.edu/ug-communications-design/>)

Faculty Bios

www.pratt.edu/ug-communications-design/faculty

- Communications Design, BFA (Emphasis in Graphic Design) (<https://catalog.pratt.edu/undergraduate/design/communications-design/communications-design-bfa-graphic/>)
- Communications Design, BFA (Emphasis in Illustration) (<https://catalog.pratt.edu/undergraduate/design/communications-design/communications-design-bfa-illustration/>)

In the Communications Design BFA program students will undertake a course of study where they will work towards:

- Developing a professional, responsive and interdisciplinary perspective on the role of design and the designer and their relationship to economic, social, ecological, historical and political systems
- Engaging with form, systems, experiences and interactions as intersecting modes of knowing, thinking, making and being, and the implications on people, communities and environments across scale
- Situating making practices, research and theory in response to the legacies of design history and to global, local and personal narratives
- Demonstrating fluency in challenging the use of tools, technologies and materials across media in consideration to the value systems they embody
- Practicing exploration and experimentation of the interplay between thinking and making towards developing a diverse body of work