Our master’s program uniquely prepares students for career success with the equivalent of 2 years experience in their field by the time they graduate. One reason for our 97% placement rate.

– Helayne Spivak, Director, VCU Brandcenter

WHAT ALUMS SAY

“My Brandcenter education did the most to prepare me for my day-to-day skills in the real world of User Experience Design. I could not be where I am without this experience.”

– Tyler Schmidt, Senior User Experience Designer, AKQA

“There was not one day where I wasn’t alternately elated, terrified, questioning, insecure or proud. A mix of emotions, the Brandcenter ripped me to the bare essence of myself and then built me back up as a better person, not just a better creative. By far, it was the most intense and greatest decision of my life.”

– Christine Pizzo, Experience Designer, DigitasLBi

“Coming from a small town in India, I was naturally a shy person. At the Brandcenter, I met people from all walks of life and they gradually helped me to open up. The transformation was phenomenal. I felt like a superhero (Iron Man, to be specific) on graduation day. I’m now living the big, American dream, and the credit goes to my Brandcenter family.”

– Rajkumar Kuppuswamy, Creative Technologist, Google Creative Lab

FROM THE DIRECTOR

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WANT TO LEARN MORE?

CONTACT

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www.brandcenter.vcu.edu / Follow us on Facebook, Twitter and LinkedIn / 804.828.8384

VCU Brandcenter

EXPERIENCE DESIGN

Track

Like many life-altering decisions, you may want to take a few moments to think about it.
We are experience designers. We dream things. We make things. We break things. And then, we do it again. We don’t define ourselves by the things that we make. We do define ourselves by how those things make others think and feel and act. That is why, on any given day you might find us making any number of things: ads, interfaces, apps, wearables, robots, flying machines...whatever it takes.

**TRACK DESCRIPTION**

- Business of Branding
- Creative Thinking
- Experience Design (IA)
- Visual Storytelling
- Strategy and Design
- User Participation Platforms
- Physical Computing 1
- Brand Experiences
- Creating Gravitational Pull
- Experimentation
- Physical Computing 2
- Innovation
- Persuasion
- Individuation

**CURRICULUM**

**2015**

**SEMESTER 01**
- Business of Branding
- Creative Thinking
- Experience Design (IA)
- Visual Storytelling

**SEMESTER 02**
- Strategy and Design
- User Participation Platforms
- Physical Computing 1

**SUMMER**
- Business of Branding
- Creative Thinking
- Experience Design (IA)
- Visual Storytelling

There are no classes during the summer between your first and second years of the Brandcenter. Many students intern for 8-10 weeks during this time. The school assists students with internship placement by compiling and curating a list of paid internship opportunities. Most internships are in New York City, Los Angeles, San Francisco, and Chicago.

**JOB PLACEMENT**

The job placement rate at the VCU Brandcenter is generally 75% within three months of graduation and 97% within six months of graduation. Brandcenter graduates are in demand, and we are lucky to have amazing support from our industry. Experience Design graduates have gone on to work at top agencies, on the client side, and in successful start-up companies. They have worked for global brands, on award-winning work, and have been recognized as leaders in our industry. Our graduates operate under multiple titles in the industry (and this is a good thing). Titles include, experience designer, creative technologist, interaction designer, information architect, multi-media producer, among others.

**WHAT THE INDUSTRY SAYS**

“If I were a young student aspiring to break into advertising, I would go out of my way to become part of the VCU alumni. There are many good creative schools out there; but only one that cocoon this creativity in the necessary strategic and business sensibilities.”

— David Droga / Creative Chairman/ Droga5

“VCU churns out some of the freshest thinking of all the schools as far as I have seen. The thing that really impresses us is that the program is structured to replicate real world agency experience, and those kids come out knowing the realities of working in the ad business and can hit the ground running.”

— John Butler/ ECD/ Butler, Shine, Stern & Partners

**THE FACULTY**

Brandcenter classes are taught by full-time faculty who are all experts in their disciplines. Our faculty bring a wealth of practical experience to the classroom. Prior to teaching, our professors have worked as creative directors, planning directors, brand managers, agency and company presidents, editors, directors, experience designers, among other roles. Most faculty members continue to consult in their respective fields, which helps to ensure they stay current in an industry that changes by the minute. Combined, our faculty have over 250 years of experience in the world of advertising and brand management.

The Virginia Commonwealth University Brandcenter in Richmond, Virginia is an innovative, two-year graduate program that brings the creative, strategic, business and technology sides of advertising and branding together. The Brandcenter offers a highly creative, uniquely collaborative environment for students concentrating in five tracks: Copywriting, Art Direction, Strategy, Creative Brand Management, and Experience Design. Students earn a Master of Science degree in Business/ Branding. Brandcenter alumni work at some of the best agencies in the world such as R/GA, Mother, Droga5 and Wieden + Kennedy. On the client side our alumni are helping to build brands like Target, Apple, Google, Nike and Coca. Innovation, design and entrepreneurship are tightly woven into our curriculum resulting in graduates who have gone on to launch successful start-ups and product ideas. Just imagine where you could go from here.