

## QUICK GUIDE TO THE STCM MASTERS IN CMCI STUDIO

In the creative economy of the 21st century, design increasingly plays a strategic role. The one-year professional masters in strategic communication design (STCM) transforms students into design professionals who can hit the ground running, capable of solving real problems in the worlds of advertising, design, marketing, and business—whether the outcome is a product, a service or a branded experience delivered through the creative use of new technologies.

**Overview:** Located in the heart of downtown Boulder, the design of the program accommodates the realities of the 21st century global creative economy. It totals 39 hours and is a single dedicated calendar year in duration—from August to August—made up of four contiguous semesters. As follows: Fall semester, Spring semester, Maymester, and Summer Session D. Focused, accelerated, and transformative, the STCM masters degree program is integrated with our professional network throughout the full range of our activities and offerings.

**The Experience:** The STCM's learning model is the epitome of a new culture of learning, designed to address the realities of a changing and accelerated world where play is an essential basis for cultivating imagination and innovation. Studio-based, immersive and accelerated, students in the graduate program must choose a primary area of focus in one of our three studios: either Brand Design, Critical Making, or Experience Design. In the Fall and Spring semesters, students will take a total of 18 hours in their primary area of focus—Brand Design, Experience Design, or Critical Making. In addition to this total of 18 hours in their primary area of focus, all students are also required to enroll in both of our two open studios during Fall semester, Spring semester, and Summer Session D. All students must also enroll in Design Sprints, offered during the three-week Maymester.

BookLab focuses on portfolio building, and RE is dedicated to entrepreneurial design. In these studios, students will work on solo and group projects, exploring the techniques, processes, and the how and why of collective creativity.

BookLab and RE total 9 hours each in the year-long program. Design Sprints total 3 hours.

**The Program:** We accept no more than 36 students into the graduate program for each year. Students are required to indicate on their applications which studio will be their dedicated focus, indicating whether they are applying for Brand Design Studio, Experience Design Studio, or Critical Making Studio. Of the 39 total hours in the program, 9 will be taken during fall semester and 9 during spring semesters in a student's dedicated area of focus, which will be Brand Design, Critical Making, or Experience Design. So students will have a total of 18 hours in their primary focus by end of Spring semester. During the three-week Maymester, 3 hours will be taken in Design Sprints with projects from our industry partners. All students will enroll in 3 hours of RE and BookLab during fall semester, spring semester, and Summer Session D.

**BookLab** is dedicated to producing an exceptional professional design portfolio. **RE** is our entrepreneurial design studio focused on new product development. Regardless of their primary emphasis, all students must produce a body of professional work in **BookLab** and pass a final critique of that work by our faculty and industry experts. Work developed in **RE** will result in an original, potentially licensed product with a viable to-market strategy; it will also be judged by our network of entrepreneurs from the startup world. In order to graduate, all students must pass final critiques of their work in the final semester of these two studios, BookLab and RE.

**In summary,** the program is a single calendar year in duration—from August to August. A student's progression through the program will look like this:

**Fall semester:** *An individual student* will take 9 hours in their primary focus—either Brand Design, Experience Design, or Critical Making. *All* students must take 3 hours in RE and 3 hours in BookLab. **Total number of hours for Fall semester is: 15.**

**Spring semester:** *An individual student* will take 9 hours in their primary focus—either Brand Design, Experience Design, or Critical Making. *All* students must take 3 hours in RE and 3 hours in BookLab. **Total number of hours for Spring semester is: 15.**

**Maymester:** All students must take Design Sprints during the three-week Maymester. Total number of hours: 3.

**Summer Session D:** *All* students must take BookLab for 3 hours and *all* students must take RE for 3 hours. **Total number of hours for Summer Session D: 6 hours.**

**Total number of hours in the STCM by is: 39 hours.**

**The Evolution of the STCM Masters:** Studio-based and dedicated to cutting edge design theory and practice, the STCM originated as BDW in 2009. By 2016, BDW produced 124 graduates who now comprise an international alumni network that advises us on current and future practices in regard to design and innovation. Leaders from our alumni network also teach in the STCM program and/or guest lecture and recruit from our classes. Our graduates are industry professionals leading strategic design efforts at companies ranging from Apple to Uber, ESPN, Pinterest, Google, Dropbox, RG/A, Wieden and Kennedy, CPB, Deutsch LA, and 72 and Sunny—to name a few.

BDW evolved and is now the Strategic Communications Design masters (STCM) in CU's College of Media, Communication, and Information.

All classes in STCM take place in our downtown Boulder location at the CMCI STUDIO, with full 24/7 access to our state-of-the-art tools, on-site bike room, showers, lockers, and bathrooms, of course

## STCM Curriculum for 2018/2019

### Brand Design Studio

Brand Design Studio focuses on concepts of branding and visual design, including tools and workflows, principles of aesthetics and branding, along with visual tone and brand identity—all of which contribute to a strong understanding and capability in successful brand design.

Offered in the fall semester:

- APRD 5001, Brand Design Studio 1
- APRD 5003, Brand Design Studio 2
- APRD 6871, Special Topics in Brand Design

Offered in the spring semester:

- APRD 5013, Brand Design Studio 3
- APRD 5015, Brand Design Studio 4
- APRD 6871, Special Topics in Brand Design

### Experience Design Studio

Experience Design Studio concentrates on deriving actionable insights and translating them into compelling design artifacts and experiences. Topics can include responsive web design, mobile app design, UI patterns, research and prototyping relevant and necessary to designing branded experiences.

Offered in the fall semester:

- APRD 5002, Experience Design Studio 1

- APRD 5004, Experience Design Studio 2
- APRD 6871, Special Topics in Experience Design

Offered in the spring semester:

- APRD 5014, Experience Design Studio 3
- APRD 5016, Experience Design Studio 4
- APRD 6871, Special Topics in Experience Design

## Critical Making Studio

Critical Making Studio leverages core concepts of critical making to bridge the gap between creative physical and conceptual exploration through hands-on productive activities that integrate new and emerging technologies with human activities. In short, they break down the divide between thinking and making, —including a variety of creative hacks of existing technologies to bridge physical and digital environments.

Offered in the fall semester:

- APRD 5005, Critical Making Studio 1
- APRD 5007, Critical Making Studio 2
- APRD 6871, Special Topics in Critical Making

Offered in the spring semester:

- APRD 5017, Critical Making Studio 3
- APRD 5019, Critical Making Studio 4
- APRD 6871, Special Topics in Critical Making

## RE Studio

RE is an Entrepreneurial Design Studio (required for all STCM students) Dedicated to using the power of design to change the world and how we engage with it, the RE studio classes are future-focused on re-imagining and re-designing the world, especially regarding the possibilities of emerging Interfaces. Design explorations and builds in these

studios typically take students beyond the screen to explore the Web of Things, Voice, Virtual Reality, Augmented Reality, Wearables, Enchanted Objects, Biological Interfaces and even No Interface whatsoever.

Offered in the fall semester:

- APRD 5006, RE: Studio 1

Offered in the spring semester:

- APRD 5008, RE: Studio 2

Offered in the Summer Session D:

- APRD 5841, Advanced Projects Lab -- Students will produce and present a fully functional prototype by the end of the summer session D. This prototype will be presented to our VC community at the end of summer session D.

### **Design Sprints** (required for all STCM students)

This series of design sprints result in an ability to move rapidly against a design problem—a critical skill in the creative environments of today. Students work in teams to design against real-world problems for real-world clients. Concepts are developed along with client representatives and presented for review by the client, helping students develop communication and collaboration skills with industry professionals and project stakeholders. Clients have included Uber, Allstate's innovation group, Arity, Microsoft, ESRI, among others.

- APRD 5010 Design Sprints 1, 2, & 3 are offered annually throughout the three-week Maymester.

### **BookLab** (required for all STCM students)

Focused on producing a finished professional portfolio, BookLab runs throughout the calendar year. Fall and Spring semesters in BookLab include studio visits and guest speakers who show and tell what makes a top-level portfolio in different design areas. Students learn what great work looks like and gain insight into how it came about—through process, methodology, and plain hard work and close attention. The final semester of BookLab in spans summer session D—from June 4 – August 10—and is dedicated to moving students' work to another level, with the aid of professional critiques each and every week. The

summer session of BookLab results in a juried professional review of each portfolio at the end of the summer session and prior to graduation.

- APRD 5011 BookLab -- Offered in the Fall, Spring semesters. An intensive version of BookLab is offered in Summer Session D and includes repeated critique sessions and visit and evaluations of student work by our industry partners who will also be recruiting at this time.

**APPLY NOW**

Applications are accepted on a rolling basis.

Apply by August 1, 2018 for the 2018-2019 academic year.