

Institution: Iowa State University



Master of Arts (MA) in Environmental Graphic Design

Iowa State University's Master of Arts (MA) in Environmental Graphic Design provides a comprehensive exposure to all aspects of the discipline, including wayfinding, exhibit design, branded environments, symbology and placemaking. This graduate-level degree is offered within the graphic design program of the College of Design, which includes graduate programs in architecture, interior design, landscape architecture, planning and studio arts. It is the first program of its kind in the United States.

In the Environmental Graphic Design (EGD) courses, there is an emphasis on culture, experience design, interaction, and information design. In addition to 8 courses that are EGD-specific, students are able to incorporate several courses from the other design programs in the college, including a selection of over 25 elective options in architecture, art, planning, interior design and landscape, including topics such as Universal Design, Sustainability, Preservation, Metals, Lighting, and Design Research. Students select a focus area for their 'creative component', a major EGD design project. Our [Institute for Design Research and Outreach](#) coordinates community design projects, which engage students in real world experiences.

Students wanting a stronger research emphasis can choose to pursue our Master of Fine Arts (MFA) degree, which includes a written thesis and an extensive graphic design curriculum.

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courthouse wayfinding system



science museum exhibit design



holocaust memorial design



public garden wayfinding system

hospital wayfinding symbols

