

NEW YORK UNIVERSITY  
SCHOOL OF CONTINUING  
AND PROFESSIONAL STUDIES



MASTER OF ARTS IN  
GRAPHIC COMMUNICATIONS  
MANAGEMENT AND TECHNOLOGY

DIVISION FOR MEDIA INDUSTRY STUDIES AND DESIGN

# MASTER OF ARTS IN GRAPHIC COMMUNICATIONS MANAGEMENT AND TECHNOLOGY

The astonishing pace of technological innovation continues to transform the graphic communications media industry. Today's companies and organizations require dynamic graphic communications leaders to take advantage of the most valuable opportunities. The **NYU Master of Arts in Graphic Communications Management and Technology** is designed for communications professionals seeking to move their careers forward by sharpening their business prowess in New York City, home to thousands of the world's leading media and communications organizations.

The M.A. in Graphic Communications Management and Technology serves as a crossroads where a worldwide network of graphic communications professionals from a variety of disciplines come together to develop management skills and explore the capabilities of emerging technologies. Whether students have experience as marketing managers, advertising account executives, project managers, printers, prepress specialists, or digital or graphic designers, they have the opportunity to customize a course of study to meet the needs of their profession.

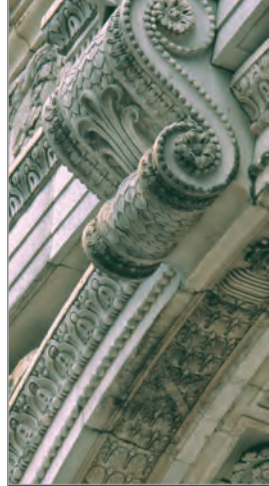
## AN EXCEPTIONAL DEGREE PROGRAM

In the dynamic global business of graphic communications, today's leaders need a broad-based skill set and an in-depth understanding of how to make the most of advances in print and emerging digital media. This management-driven degree provides a unique approach to exploring the many stages of the graphic communications process by linking education with business leadership. The program combines theory and critical thinking with practical applications to the world of graphic communications media.

NYU-SCPS, in collaboration with an advisory board of respected industry leaders, has developed a curriculum that accurately reflects the continuous changes and high-growth opportunities in the field of graphic communications. The program recently won the prestigious **2008 Excellence in Education Award for Innovation in Higher Education** from the Electronic Document Systems Foundation (EDSF).

Through class assignments, research experiences, case studies, and a final capstone project, students learn from industry experts and perfect their skills in one of the world's most vibrant global communities.

For more information on the M.A. in Graphic Communications Management and Technology curriculum, faculty, and events, visit [www.scps.nyu.edu/gcmt](http://www.scps.nyu.edu/gcmt).



## IN AND OF THE CITY

The graphic communications industry is the second largest manufacturing group in the U.S. economy and ranks as the seventh largest employer. New York City is home to thousands of media companies, as well as 25 major global communications conglomerates. As an epicenter for media industries, there is no better place to hone expertise in the graphic communications field than New York City. NYU-SCPS's unique master's program incorporates theoretical classroom learning with real-life experience, providing ample opportunity to sharpen students' business and networking skills.



“Our sector is experiencing a period of punctuated equilibrium, brought about by rapid innovation and the convergence of multiple industries.

Accordingly, tomorrow's leaders will require different skills. That's why they come to NYU.”

Michael R. Cunningham, CEO, DG3 (Diversified Global Graphics Group); alumni trustee, adjunct associate professor, and advisory board member, M.A. in Graphic Communications Management and Technology

## ABOUT THE NYU SCHOOL OF CONTINUING AND PROFESSIONAL STUDIES (NYU-SCPS)

The Division for Media Industry Studies and Design is one of several comprehensive academic divisions within NYU-SCPS. Established in 1934, the School is one of NYU's 14 schools and colleges dedicated to academic excellence and innovation. NYU-SCPS captures the expertise of key sectors where New York leads globally: Real Estate; Hospitality, Tourism, and Sports Management; Global Affairs; Philanthropy; Communications Media, Publishing, Digital Arts, and Design; Business, Marketing, and Finance; and the Liberal and Allied Arts, among others. Vibrant professional and academic networks attract full-time undergraduate and graduate students immersed in university life, working professionals in 14 graduate programs, and New Yorkers and visiting students of all backgrounds enrolled in 2,500 continuing education courses, certificate programs, conferences, and seminars annually. NYU-SCPS is widely considered to be the most complete example of NYU's founding commitment to be “In and of the City”—and of the World.



# M.A. IN GRAPHIC COMMUNICATIONS MANAGEMENT AND TECHNOLOGY CURRICULUM

The M.A. in Graphic Communications Management and Technology is a 40-credit program that can be completed in two years of full-time study or up to five years of part-time study.

Students gain critical leadership skills specific to the field of graphic communications media through a core curriculum and elective courses from two areas of study to match their interests:

Management Practices and Cross-Media Technology. Coursework covers the functions of management and the capabilities of emerging technologies including executive leadership, entrepreneurial thinking, quality management, and managing the media mix; core expertise, such as buying and selling graphic communications, graphic presentation media, and managing electronic publishing, Web, and multimedia applications. In the final semester, a capstone project serves to complete the master's degree program.

The curriculum is frequently updated to ensure that students learn at the leading edge of this dynamic field. For the latest information, visit [www.scps.nyu.edu/gcmt](http://www.scps.nyu.edu/gcmt).

## CORE COURSES

Graphic Communications Management

Graphic Communications Professional Seminar:  
Executive Leadership

Graphic Communications Technologies

Financial Management:  
Planning and Analysis in Graphic Communications

Managing the Media Mix in Graphic Communications

## ELECTIVES

### MANAGEMENT PRACTICES

Human Resource Management in Graphic Communications

Graphic Communications: Design and Persuasion

Operations Management in Graphic Communications

Quality Management in Graphic Communications

Graphic Communications Professional Seminar:  
Entrepreneurial Thinking

The Buying and Selling of Graphic Communications

“Innovative managers and leaders are in demand globally. Our energized and collaborative community of students, faculty, alumni, and advisory board members—all focused on vision and growth—meet that demand.”

Bonnie Blake, director, M.A. in Graphic Communications Management and Technology; coordinating chair, NYU-SCPS Division for Media Industry Studies and Design





## CROSS-MEDIA TECHNOLOGY

Managing Electronic Publishing, Web, and Multimedia Applications in Graphic Communications Media I

Managing Electronic Publishing, Web, and Multimedia Applications in Graphic Communications Media II

Graphic Communications Initiatives:  
Concept Through Execution

Graphic Presentation Media: Building a Brand

## ADDITIONAL ELECTIVES

Independent Study in Graphic Communications

Advanced Seminar for Emerging  
Topics in Graphic Communications

## CAPSTONE PROJECT

Research Methods in Graphic Communications

Culminating Experience in Graphic Communications  
Management and Technology Project (Thesis)

## PRISM AWARD AND FELLOWSHIP

The Prism Award symbolizes excellence in art, communication, leadership, design, technological innovation, and freedom of expression. This award is presented annually to outstanding business leaders in graphic communications and students in the program whose scholarship, academic record, and leadership skills are exemplary. Former winners include Cathleen Black, president, Hearst Magazines; Richard M. Smith, chairman, editor-in-chief, and CEO, *Newsweek*; and Antonio M. Perez, president and CEO, Eastman Kodak Company.

The annual Prism Award luncheon is a major industry event that provides graphic communications professionals with the opportunity to network while helping fund student scholarships and supporting NYU's internationally renowned M.A. in Graphic Communications Management and Technology program.

In addition to the Prism Award, the advisory board also provides the Prism Fellowship. This scholarship offers qualified students an important resource to help them pursue an M.A. in Graphic Communications Management and Technology at NYU.



## A COMMUNITY OF SCHOLARS AND PROFESSIONALS

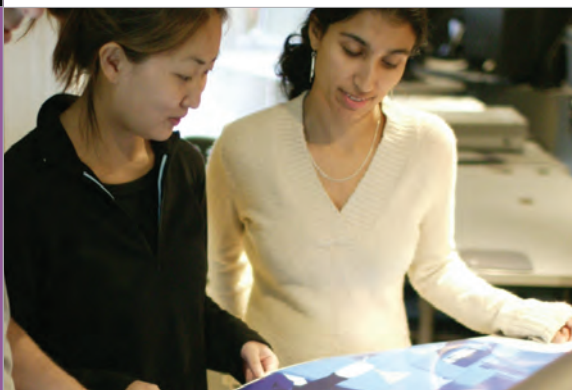
With the largest international student population of any university in the country and a faculty that represents a similar diversity in background and education, NYU's classrooms come alive with cultural, professional, and intellectual discourse. Many students in the program work in the field, while others are setting forth on a new career path.

The academic excellence experienced in the program is the product of a world-class faculty of communications specialists drawn from the New York metropolitan area and beyond. Faculty approach their courses as career preparation sessions, and class assignments are real-world, real-workplace projects.

Through classes, workshops, and events, students experience their professors' dedication to academic discovery, eagerness to share their knowledge, and commitment to mentoring and professional advisement.

## PROSPECTS FOR GRADUATES

The master's degree program highlights our strong connections within the global graphic communications media industry. We make it a priority to nurture this worldwide network for the benefit of the school and its students. Our students have achieved leadership positions as entrepreneurs and in major companies and organizations worldwide in the fields of integrated marketing, advertising, digital media, print production, and design.



## NETWORKING AND PROFESSIONAL EVENTS

Individual consultations with advisors, discussions about job opportunities and trends, and access to alumni in strategic positions are essential to the program. In addition to our annual PRISM Award luncheon (see sidebar), there are a variety of events organized by our advisory board, including a speaker series, seminars, and site visits to conferences and companies focusing on vital topics facing the industry.

## ADVISORY BOARD AND MENTORING PROGRAM

Our advisory board is composed of global leaders in graphic communications media. A look at the companies represented by our board members—Hearst, DG3 (Diversified Global Graphics Group), JWT, Adobe, Hewlett-Packard, the *New York Daily News*, NAPL, and many others—says it all. These business leaders help shape the curriculum, ensuring that our degree program reflects the continuous changes taking place in the field. The Advisory Board Mentoring Program pairs students with an advisory board member who shares his or her expertise and real-world observations. For more information, visit [www.scps.nyu.edu/gcmt](http://www.scps.nyu.edu/gcmt).



## ADMISSION

We seek individuals who are confident in their ability to master the required material, who have strong written and oral communication skills, and who have the courage to ask challenging questions. Preference is given to applicants with experience in this field, but can come from a variety of professional backgrounds, including consulting, financial services, entertainment, consumer products, nonprofit, and technology. For detailed information on admission requirements and application deadlines, or to apply to the program online, visit [www.scps.nyu.edu/gradadmissions](http://www.scps.nyu.edu/gradadmissions) or call (212) 998-7100.

## FINANCIAL AID

Aid for graduate students at NYU-SCPS is available in many forms. Fellowships, merit scholarships, and loans are based on financial need, academic merit, or both. We work with members of the lending community to provide qualified students with low-interest education loan options, including loans for international students. It is recommended that students file for aid as early in the admissions process as possible. Decisions on financial aid are made after admission to NYU. For more information on financial aid opportunities and deadlines, visit [www.nyu.edu/financial.aid](http://www.nyu.edu/financial.aid).



“I am benefiting from the exposure the program has given me to the latest innovations in technology, as well as the opportunity to meet and learn from leading practitioners in the field.”

Carole Wehberg,  
student, M.A.  
in Graphic  
Communications  
Management and  
Technology



## NEW YORK UNIVERSITY

*A private university in the public service*

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