

FINAL PROJECT

The Final Project is a team-based entrepreneurial creative project developed over the course of the entire program with the assistance of academics and professionals in the field. This is the integrative core of the Master's experience. In the first term, students are taught how to approach each stage of developing a creative project: from investigation, to ideation, to implementation. In the second term, students are assigned a consulting project in which they will work with a client to solve a real-world visual and digital communication problem. Finally, the knowledge and skills acquired over the course of the program will be applied to a creative entrepreneurial project designed and executed entirely during the third term of the program.

