

HEALTH COMMUNICATION DESIGN (GRADUATE CERTIFICATE)

Contacts

Program Director: Maribeth Kradel-Weitzel
Email: Maribeth.Kradel-Weitzel@jefferson.edu
215-951-2104
Campus: East Falls

Program Description

The mission of the Health Communication Design program is to create a healthier world through clear, accessible and actionable communication design strategies. Through a series of themed, stackable certificates, delivered in a low-residency model, the MS in Health Communication Design equips students with theory and practice-based skills to address critical and complex health communication and design issues for individuals, communities, healthcare providers and policymakers. The program employs a human-centered process informed by user research, empathy, and a transdisciplinary, collaborative, multi-modal approach. Students can select a single themed certificate or complete two certificates plus a capstone to earn the MS in Health Communication Design, all delivered in a low-residency model.

Learning Goals/Outcomes

- Act as agents of lasting change at the intersection of health and design.
- Construct health communication research and solutions within an ethical framework.
- Create a personal approach for navigating the future of health communication work in an environment that is volatile, uncertain, complex and ambiguous.

Ethics and Accessibility Focus

Curriculum: Certificate, 12 Credits

Design and Communication for Disease Prevention, Management and Cure: Ethics and Accessibility Focus (offered in fall semesters)

- Foundational Courses may be required for students without significant design experience
 - HCMD 501 Digital Imaging Fundamentals
 - HCMD 502 Typography Foundations

Code	Title	Credits
HCMD 600	Prj Core Dis Prvnt Mgmt Cure	4
HCMD 601		3
Select two of the following Skills Modules:		2
HCMD 603	Change Management	
HCMD 604	Design Thinking Essentials	
HCMD 605	Negotiations	
General Elective		3
Total Credits		12

Additional options such as independent study, internship or other courses offered outside this program may be considered with approval from the program director.

- HCMD 602 Communicating Health Data
- HCMD 609 Health and Package Design
- HCMD 611 Design of Play

Sustainable Systems Focus

Curriculum: Certificate, 12 Credits

Design and Communication for Life Stages and Identity: Sustainable Systems Focus (offered in spring semesters)

- Foundational Courses may be required for students without significant design experience
 - HCMD 501 Digital Imaging Fundamentals
 - HCMD 502 Typography Foundations

Code	Title	Credits
HCMD 608	Project Core: Life Stages & ID	4
HCMD 607	Design of Play	3
Select two of the following Skills Modules:		2
HCMD 603	Change Management	
HCMD 604	Design Thinking Essentials	
HCMD 605	Negotiations	
General Elective		3
Total Credits		12

Additional options such as independent study, internship or other courses offered outside this program may be considered with approval from the program director.

- HCMD 602 Communicating Health Data
- HCMD 609 Health and Package Design
- HCMD 611 Design of Play