

HEALTH COMMUNICATION DESIGN (MS)

Contacts

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

Campus: East Falls

Program Website (<https://www.jefferson.edu/academics/colleges-schools-institutes/kanbar-college-of-design-engineering-commerce/school-of-design-engineering/academic-programs/ms-in-health-communication-design.html>)

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.

Curriculum: Graduate Degree, 30 Credits

Complete Certificate 1 and Certificate 2 and:

Code	Title	Credits
HCMD 606	Capstone Preparation ¹	1
HCMD 605	Negotiations	6
Total Credits		7

¹ Note that Capstone Preparation will substitute for one Skills Module within the second certificate earned.