



# MS Health Communication Design and Certificate Options

Kanbar College/School of Design

# Presentation Overview

- Program Description
- Plan of Study
- Sample Student Work
- Careers

# Maribeth Kradel-Weitzel

Health Communication Design, DIRECTOR



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Maribeth Kradel-Weitzel is an assistant provost, associate professor and founding director of the MS Health Communication Design program. She also directs Jefferson’s Creativity Core Curriculum.

Kradel-Weitzel is on the national board of AIGA: The Professional Association for Design and president emeritus of the AIGA Philly chapter. She is a “Sappi Ideas That Matter” grant recipient, has lectured internationally and the work of her practice, Kradel Design, has been recognized with numerous awards. Kradel-Weitzel has a Certificate in Creative Leadership from the Yale School of Management, an MFA from Tyler School of Art and a BA from The Pennsylvania State University.



Jefferson

CREATE WHAT'S NEXT



# MS Health Communication Design Faculty

All faculty members are experienced, renowned experts in their field and actively engaged in professional practice.

**Laurie Churchman, MFA**

owner, Designlore

**Polly McKenna Cress, MFA**

chief design officer, Smithsonian Institutes  
Fulbright scholar

**Michael Seitchik, PhD**

owner and president, Michael Seitchik LLC

**Edward Scott, PhD**

instructor of Negotiation

**Renée Walker, MFA**

Assistant Professor and owner, Gold Collective

**The MS Health Communication Design program's mission is to create a healthier world through clear, accessible and actionable communication design strategies.**

**This highly unique program is the first of its kind.**

Health Communication Design is for visionary individuals driven by a passion to address critical and complex health communication design issues for people, communities, healthcare providers and policymakers.

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 design skills to create health-related change that improves the human condition. The program employs a process informed by user-centered research, empathy, and a transdisciplinary, collaborative, multi-modal approach.

### Low-Residency Model

- designed to provide maximum flexibility for your life
- on campus learning during 3 long weekends
- online and largely asynchronous for the remaining time

### Foundational Program for Non-Designers

- 2 long weekends in late summer for Fall semester start
- Digital Imaging Foundations
- Typography Essentials

Designed with flexibility and customization in mind.

## 2 Certificates

(12 credits each)



## Capstone

(6 credits)

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## MS degree

Full or part-time options are available.

Select a single certificate or complete two certificates and a capstone to earn the full Master of Science degree.

Certificate options include:

1. *Design and Communication for Disease Prevention, Management and Cure*  
(offered in fall semesters)
2. *Design and Communication for Life Stages and Identity*  
(offered in spring semesters)



## A Certificate Consists of:

- 1. Project Core** (4 credits) → The **Project Core** is a studio style course where students put design and communication theory into practice to work on projects relevant to the certificate theme and individual student's career goals.
- 2. Topic Core** (3 credits) → The **Topic Core** exists to support the Project Core with active research and discussion of related contemporary issues in design and health.
- 3. Elective** (3 credits):  
Select from Health and Package Design, Communicating Health Data, Design and Business Entrepreneurship, Cognitive Psychology for Design, Internship, Independent Study and more.
- 4. 2 Skills Modules** (1 credit each):  
Select from courses in Negotiation, Design Thinking or Change Management



The MS Health Communication Design program is a brand new program launching in Fall 2020. As a student of this program, you will create work driven by strategy and systems thinking that is sustainable, future-oriented and works across a diversity of media.



Graphic Design Communication undergraduate, Abbey Pitzer, created “Seedling” to help children manage their emotions during hospital visits and through exposure to nature and gamification.



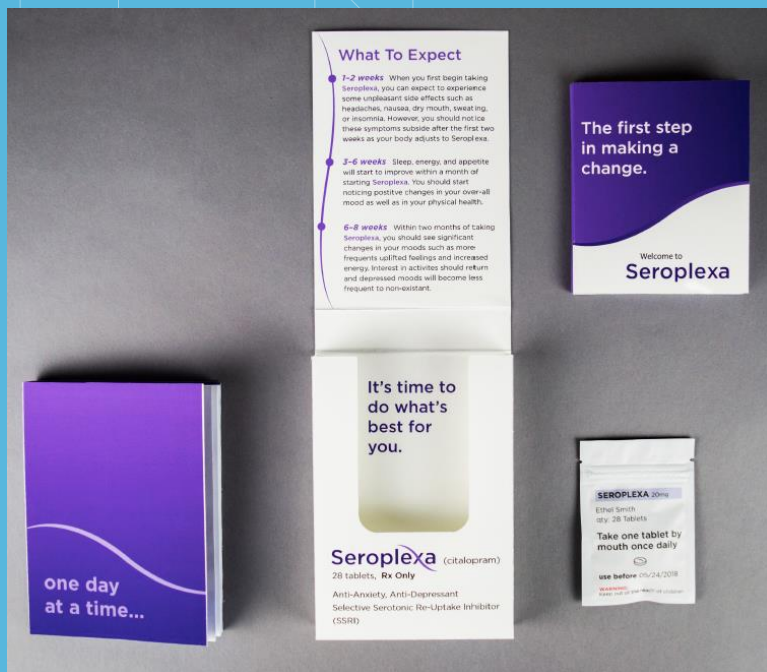
“Seedling” by Abbey Pitzer

The project consists of multiple touchpoints to improve both inpatient and outpatient experiences. Final deliverables include a paired app and activity book with animated augmented reality components. As children move throughout the hospital, the space around them transforms into various biomes. Children can collect their findings and earn points.



### Pharmaceutical Packaging Process

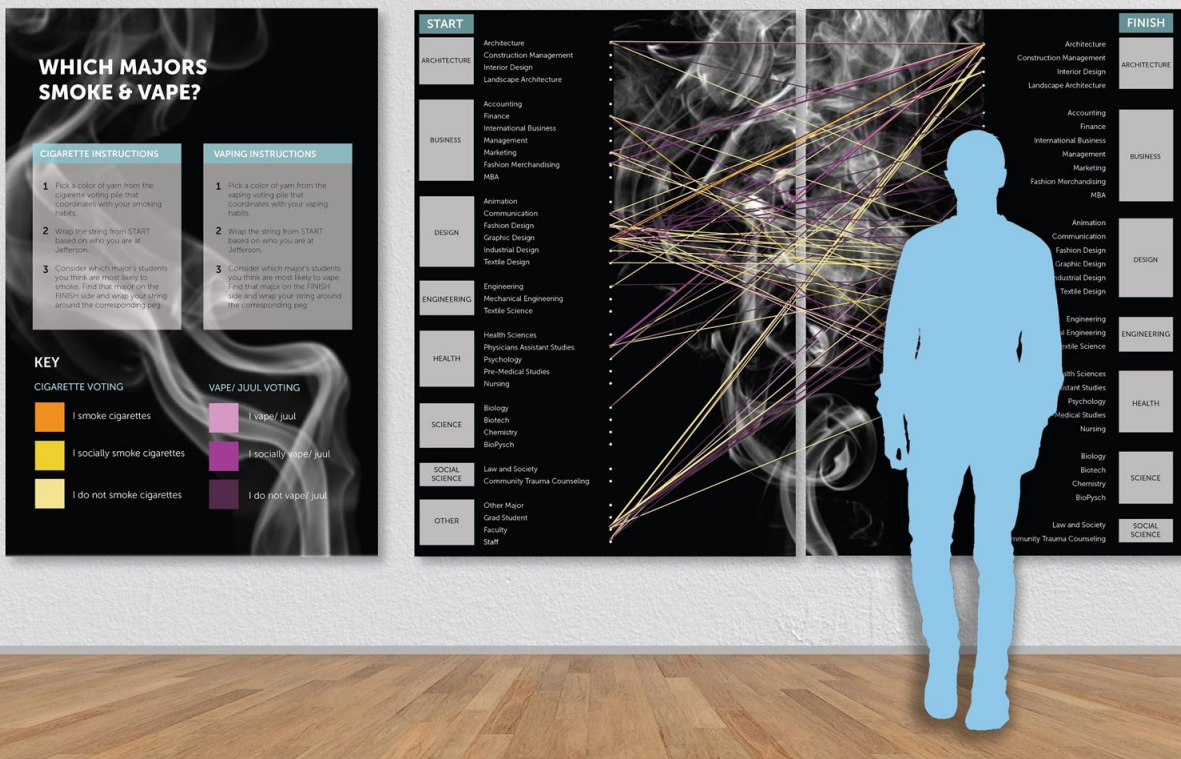
In partnership with Jefferson's Occupational Therapy program, students created pharmaceutical packaging targeted to senior citizens. To gain empathy for their audience, students experimented with goggles that mimic various optical challenges and other hand and manipulation issues common in the aging population. They tested prototypes with members of the target market.



Diamond Braxton: Seroplexa, anti-depressant medication



Liza Marino: Panesha, anti-nausea medication



Students Kayla Gerace, Sara Maguire, and Emily Williams created a public participatory data visualization to research perceptions about tobacco use on campus.

Users selected a string color based on their tobacco use status, then connected the string to a personal identifying factor at one end and their opinion about a major that most engages in tobacco use on the other. This research was taken into account in further deliverables.

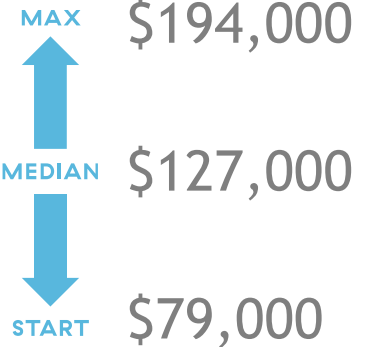
JOB TITLE

# Creative Director

## OUTLOOK

While titles and compensation vary widely from one organization to the next, the role of creative director is a more senior title within agency or in-house teams, and this title often denotes leadership of a design team. The US Department of Labor predicts positive growth in general graphic design fields of 3% by 2028.

## SALARIES



Source: Glassdoor.com

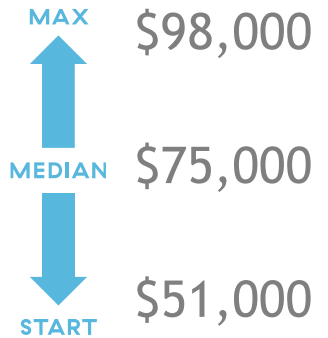
JOB TITLE

# Health Communications Specialist

OUTLOOK

A health communications specialist can find employment in many sectors, such as non-profit, major media, tech or pharmaceutical companies, centers of academic research and within the healthcare system, among others. The US Department of Labor predicts a growth of 15.9% by 2028 in opportunities for media and communication workers. The sample salary uses employment data from the FDA.

SALARIES



Source: careertrendr.com

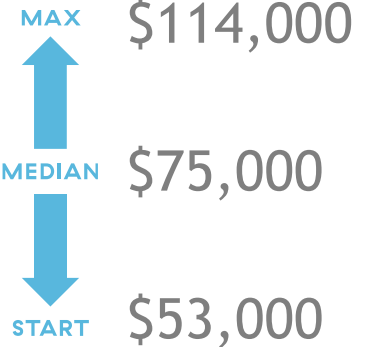
JOB TITLE

# University Professor in Design

## OUTLOOK

A master's degree is generally the terminal degree required to assume an academic faculty position in a design field. The US Department of Labor predicts a growth of 9% by 2028 in opportunities for postsecondary educators. Salary figures shown indicate role of Assistant Professor and are not discipline specific.

## SALARIES



Source: Glassdoor.com





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