Program Description

ICV is a 2-year dual master’s degree program awarded from the University of Grenoble, France and the California State University-Chico, USA in association with the University of Koblenz-Landau, Germany.

Program Aim

The aim of the program is to provide students with the knowledge and skills required to design, study, and analyze the use of visualizations in training, business, industry, and government. Visualizations refer to the 2-D and 3-D static and animated visual displays that depict conditions, situations, processes, places or events as they appear in maps, diagrams, graphs, pictures, schematics, data-based spatial or linear renditions, and immersive virtual environments.

What is a Cognitive Visualization Specialist?

A specialist in ICV has a deep understanding of the transaction between visual displays and the cognitive and emotional processes of the human mind involved in task performance, problem solving, meaning making, aesthetic reaction, and choice behavior. Visual displays are integral to the work of engineers, lawyers, educators, advertisers, publishers, medical practitioners, and others, who rely on visualization tools to think, inspire, persuade, comprehend, and inform. ICV specialists therefore work in very diverse settings: Law firms, Research & Development, and public and private research labs in various application domains. They also move on to doctoral work in instructional design, learning sciences, media psychology, and other related fields.
Special Program Features

**Language Support:** You will receive language support in German, French, and English with native language speakers and teachers at the beginning of the 1st, 2nd, and 3rd semesters in the host country, and throughout the program at each university.

**Fieldwork:** You will work alongside editors, researchers, designers, and other relevant professionals in companies, labs, firms, and/or governmental agencies in France.

**Research Internship:** You will apprentice and conduct research with public and private enterprises on visualization problems in the USA and use the work for your master’s thesis.

**International Support:** You will receive continuous support from each university’s Office of International Programs. This includes access to all university services and assistance with visas, insurance, the location of housing, extracurricular activities, etc.

**Integrated Cohort:** If you are selected, you will move through all four semesters of the program as a member of a group of 12 carefully-selected international students, traveling from Germany, then to France, and finally to the USA. Learning, working, and studying together, you will develop deep friendships, professional networks, and an appreciation for each other’s culture, language, talents and skills.

**Travel Stipends:** You will receive a stipend from the U.S. Department of Education or the European Commission in the amount of $12,000 during the year you are living overseas.

Program Structure
Location, Timeline, Experience

The program builds on the expertise of researchers in psychology and education from the three different universities. Students will be part of an internationally recruited cohort and successively trained at all three universities in order to become visualization specialists. By understanding both European and North American professional contexts, you will have extensive opportunities throughout the world. The degree is full-time only. All courses are in English.

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<tr>
<th>1st year</th>
<th>Course content</th>
<th>Starting date</th>
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<tbody>
<tr>
<td>1st semester&lt;br&gt;UOKL, Landau, Germany&lt;br&gt;Cognition, learning &amp; media theory, persuasion.</td>
<td>Late August</td>
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<td>2nd semester&lt;br&gt;UPMF, Grenoble, France&lt;br&gt;Ergonomic modeling, design of training, visualization seminar, work experience placement.</td>
<td>Mid February</td>
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<th>2nd year</th>
<th>Course content</th>
<th>Starting date</th>
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<tr>
<td>1st semester&lt;br&gt;CSUC, Chico, USA&lt;br&gt;Advanced human learning, computer graphics seminar, research apprenticeship in applied setting</td>
<td>Late August</td>
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<tr>
<td>2nd semester&lt;br&gt;CSUC, Chico, USA&lt;br&gt;Advanced statistical methods, visualization seminar, master’s thesis.</td>
<td>Late January</td>
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Required Prerequisites

**Undergraduate Degree:** Undergraduate/graduate transcripts of completed bachelor’s degree in one of the following: Psychology, Applied Computer Graphics, Communication Studies, Computer Science, Graphic Design, Educational Science, or other related field.

**Undergraduate GPA:** 3.0 or higher last 60 units (or ECTS equivalent for EU applicants) based on a 4-point scale; 4.0 highest.

**Citizenship:** Proof of citizenship in the USA or EU.

**Knowledge Competence:** Completion with grade of ‘B’ or better (or equivalent) in each of the following undergraduate courses: Human Learning, Statistics, Cognitive Psychology and/or Perception.

**Software Competence:** MSWord, Excel, Power-Point, SPSS, Dreamweaver, and Photoshop.

**2nd Language Competence:** Developing competence at level B1 or higher in German or French (US students) based on the CEFR, and English at 550 TOEFL or 6.5 IELTS (EU students).

For more information, visit: http://www.ICVProgram.net