SOD

Louisiana Tech University
School of Design

2022–2023

Graphic Design

design.latech.edu

Welcome to the Louisiana Tech University School of Design
Graphic Design Program

The Graphic Design program at Louisiana Tech University provides a comprehensive education that pushes on the boundaries of the discipline. Students learn how to communicate ideas visually, understand the tools of the field, develop new points of view, build community culture — as individuals and collaborators — and become professional practitioners. Faculty support and encourage abstract exploration along with a mastery of traditional practices.

The Graphic Design curriculum is built around a 12-quarter, four-year sequence of courses. Foundation courses begin in the fall quarter of freshman year, when students are required to take drawing, history and basic design courses. Sophomore students continue with graphic design courses focusing on typography, layout and history. Juniors and seniors take specific professional practice and core courses, and have the opportunity to take advanced electives.

Students who declare Graphic Design as major after the sophomore year or change their major may need additional time to complete the program as some courses are only offered in specific quarters. Consult with department chair or your advisor about building a graduation plan.

The School of Design offers the professional Bachelor of Fine Arts (BFA) degree and the terminal 60-hour Master of Fine Arts (MFA) degree. The School of Design has been fully accredited by the National Association of Schools of Art and Design since 1980.

Graphic Design Faculty

Tom Futrell
Department Chair, Graphic Design
Associate Professor of Design
tfutrell@latech.edu

Jerry Berg
Associate Professor of Design
jberg@latech.edu

Todd Maggio
Associate Professor of Design
tmaggio@latech.edu

Jake Dugard
Assistant Professor of Design
jake@latech.edu

Alumni

Students have secured internships at:
Fossil (Dallas)
Experience Music Project (Seattle)
Peter Mayer Advertising (New Orleans)
Disney (Orlando)
Seventeen Magazine and Inc. Magazine (NYC).

Alumni have also held design positions at:
Starz Network
The Richards Group
IBM
Target
IKEA
Dallas Mavericks
Drake Waterfowl Systems
Rockfish Interactive
Apptegy
FD2S
Delta Style Magazine
Southern Marsh
Agency Motion
ThreeSixtyEight
VMDO
Live Strong Foundation
Romph & Pou Agency
Girl Scouts of America
Common Thread Collective
Jacksonville State University
University of North Texas
Mississippi State University

Who are we?
Our Design Manifesto

We are thinkers.
We are makers.
We learn by doing.
We are forever students of the world.
We know that there are endless opportunities to
become better.

We take risks.
We experiment.
We fail.
We never stop trying.

We are not bound to the computer or tablet or pencil.
We strive to understand type and image and language.
We solve problems. Sometimes they are for a client.
Other times they are for ourselves.

We complete all of our assignments.
We document everything and keep our files organized.
We never miss a deadline.
We learn through critiques, discussions and collaborations.

But that is only the first part of our education.
There are workshops, field trips, lectures, reviews and impromptu
conversations with teachers and classmates.

Design problems never sleep.
Sometimes we won't either.
But we can't imagine we'd rather be in any other field.

We are designers.

One of the best ways to become a better designer is to immerse yourself. Read. Watch. Study. A lot. There is a wealth of information online that is both current and free. However, the internet is only the beginning. It's important to see design on paper. It's important to see design in person. Look at books, magazines, go to shows and simply be observant in the world around you. Here is a start:

BOOKS

How To Be a Graphic Designer...Your Soul / Adrian Shaughnessy
Identify: Basic Principles of Identity Design / Ivan Chermayeff
Universal Principles of Design / William Lidwell
Citizen Designer / Steven Heller + Veronique Vienne
Make It Bigger / Paula Scher
Thoughtless Acts? / Janet Fulton Suri, IDEO
Whatever You Think, Think the Opposite / Paul Arden
Thinking With Type / Ellen Lupton
Type, Image, Message / Skolos + Wedell
Grid Systems in Graphic Design / Josef Müller-Brockmann
The Elements of Typographic Style / Robert Bringhurst
How to Use Graphic Design... / Michael Bierut

BLOGS

designobserver.com	identitydesigned.com
underconsideration.com	eyeondesign.aiga.org
creativeboom.com	womenofgraphicdesign.org
itsnicethat.com	femme-type.com
creativereview.co.uk	uxdesign.cc
thedieline.com	dribbble.com/stories

PODCASTS

The Observatory from Design Observer
The Design of Business | The Business of Design
Adventures In Design with Mark Brickey
Design Matters with Debbie Millman
99% Invisible

DESIGN GROUPS

aiga.org - American Institute of Graphic Arts
segd.org - Society of Experiential Graphic Design
ixda.org - Interaction Design Association

ON CAMPUS

To foster networking and professional development, students can join the AIGA Student Group, attend our annual speaker series, which brings leading industry figures to the campus, submit to student exhibitions and more. There is no shortage of opportunity to learn outside the classroom.

What do you need?
Program Requirements

LAPTOP

Apple computers continue to be an industry standard for graphic design. All students should have a laptop available for coursework in the Fall of their first year. We recommend the 14" or 16" Macbook Pro with at least 16GB of memory. Most configurations in the MacBook Pro lines will be sufficient, but one may want to look closely at differing options—here are a few things to consider: Higher processor speeds result in faster processing of files. Processor speed is measured in gigahertz (GHz). Memory or RAM is measured in giga-bytes (GB). Greater GHz and RAM equals greater working speed and usability. Apple hardware and software is available at discounted prices for students.

To find out more, visit apple.com/us-edu/store

PRINTER *(Recommended)*

We recommend Graphic Design majors to purchase a large format printer capable of outputting **13x19** prints. We currently recommend the Epson Expression Photo HD XP-15000 Inkjet Printer as it offers 13x19 borderless prints. Visit Epson.com, Amazon.com and bhphotovideo.com for the latest pricing on printers, paper and ink.

SOFTWARE

Adobe no longer offers disc-based versions of their Creative Suite. You are now required to maintain an active subscription with Adobe to use this software. Student prices are available.

A 30-day trial is available at adobe.com

Adobe Creative Cloud

TRAVEL

Each year, students will have a required field trip to visit design studios, advertising agencies, animation studios, workshops, museums, and/or conferences. These trips are important to the development of the student and their overall education. There is advance notice that will include the cost and location of the trip. The Graphic Design department supplements each trip. We have taken trips to Dallas, New Orleans, Memphis, Atlanta + more.

Prerequisites

FIRST YEAR REQUIRED COURSES

COURSE	DESCRIPTION	24 CREDITS	PREREQS
ART 115	2-D DESIGN	3	
ART 116	COLOR THEORY	3	
ART 118	3-D DESIGN	3	ART 116
ART 125	DRAWING I	3	
ART 126	DRAWING II	3	ART 125
ART 150	DESIGN & THINKING	3	ART 115
ART 160	INTRO TO GD	3	ART 150
ART 165	SURVEY OF DESIGN HISTORY	3	ART 150

SECOND YEAR REQUIRED COURSES

COURSE	DESCRIPTION	24 CREDITS	PREREQS
ART 230	ILLUSTRATION	3	ART 126
ART 255	DESIGN CRITICISM	3	ART 165
ART 266	ART HISTORY I	3	
ART 267	ART HISTORY II	3	ART 266
ART 280	TYPOGRAPHY I : FORM	3	ART 160
ART 281	TYPOGRAPHY II : SYSTEMS	3	ART 280
ART 282	SYMBOLS AND MARKS	3	ART 281
ART 283	DESIGN PRODUCTION	3	ART 282

THIRD YEAR REQUIRED COURSES

COURSE	DESCRIPTION	18 CREDITS	PREREQS
ART 361	IDENTITY CAMPAIGN	3	ART 283
ART 362	WEB DESIGN	3	ART 283
ART 364	INFORMATION DESIGN	3	ART 361
ART 366	EXPLORATIONS IN DESIGN	3	ART 361
CHOOSE ONE MAJOR STUDIO:			
ART 357	SCREEN-PRINTING	3	ART 361
ART 367	DIGITAL DESIGN I : ANIMATION	3	ART 362

FOURTH YEAR REQUIRED COURSES

COURSE	DESCRIPTION	15 CREDITS	PREREQS
ART 480	PROFESSIONAL PRACTICE I	3	ART 364 and 366
ART 481	PROFESSIONAL PRACTICE II	3	ART 480
ART 482	SENIOR CAPSTONE	3	ART 481

CHOOSE ELECTIVE SEQUENCE I OR II OR COMBO

I. COMMUNICATION DESIGN

Choose two of these classes:

ART 413	DESIGN THEORY + PRACTICE	3	ART 361
ART 310/410	DIGITAL PAINTING	3	ART 230/310
ART 415	DESIGN INTERNSHIP	3	ART 361
ART 410	ADVANCED DIGITAL PAINTING	3	ART 310
ENTR 430	INNOVATIVE PRODUCT DESIGN	3	ART 361

II. GAME DESIGN

GAME 475	GAME DESIGN VISUALIZATION	3	ART 367
ART 477	GAME DESIGN	3	ART 377

BACHELOR OF FINE ARTS – GRAPHIC DESIGN	**78 CREDITS**

OVERVIEW

The Graphic Design program offers a Bachelor of Fine Arts (BFA) degree. To graduate with a degree from Louisiana Tech University, students must successfully complete at least 120 course credits. All undergraduates complete a combination of major requirements, general education requirements and electives.

SATISFACTORY PROGRESS REQUIREMENTS

• Certain levels of academic and studio performance are required to continue in good standing.

• Classes in the design curriculum are sequenced. Students must complete all design classes offered each quarter since classes are the prerequisites for classes offered in subsequent quarters. The minimum acceptable grade for all design courses is 2.0.

• Student progress is reviewed at the end of each quarter. Students failing to meet the grade criteria meet with faculty to discuss any issues. In the absence of compelling extenuating circumstances, a student will be placed on probation for failing to make satisfactory progress.

• Students who fail to meet the criteria for two consecutive quarters or who accumulate three separate quarters of probationary status will be dismissed from the program.

PREREQUISITE REQUIREMENTS

When choosing courses, please factor in prerequisites. You will not be allowed into courses without the corresponding prerequisite.

Please see the Louisiana Tech University catalog to determine prerequisites **http://catalog.latech.edu**

Note: With advisor approval, some courses may be used as substitutes for core design courses.

School of Design
Graphic Design

For more information about this program visit our website at: design.latech.edu
To schedule an appointment with a Graphic Design faculty advisor call the
School of Design office 318.257.3909 or email Kirsten Dowies at kdowies@latech.edu.

FRESHMAN

FALL	WINTER	SPRING
ART 115: 2D DESIGN	ART 116: COLOR THEORY	ART 118: 3D DESIGN
ART 125: DRAWING I	ART 150: DESIGN + THINKING	ART 160: INTRO TO GD
COMMUNICATION: 101	ART 126: DRAWING II	ART 165: SURVEY OF GD HISTORY
FYE	GER	
10 hours	**12 hours**	**9 hours**

SOPHOMORE

FALL	WINTER	SPRING
ART 280: TYPOGRAPHY	ART 281: TYPOGRAPHY II	ART 283: DESIGN PRODUCTION
ART 255: DESIGN CRITICISM	ART 282: SYMBOLS AND MARKS	ART 230: ILLUSTRATION — or — ART 310: DIGITAL PAINTING
ART 266: ART HISTORY I	ART 267: ART HISTORY II	GER
GER		GER
12 hours	**9 hours**	**12 hours**

JUNIOR

FALL	WINTER	SPRING
ART 361: IDENTITY SYSTEMS	ART 357: SCREENPRINTING — or — ART 367: DIGITAL DESIGN I	ART 366: EXP IN DESIGN
ART 362: DESIGN FOR WEB I	GER	ART 364: INFORMATION DESIGN
GER	GER	GER
GER		GER
12 hours	**9 hours**	**12 hours**

SENIOR

FALL	WINTER	SPRING
GRAPHIC DESIGN ELECTIVE	ART 481: PROF PRACTICE II	ART 467: DIGITAL DESIGN II
ART 480: PROF PRACTICE I	ART 413: THEORY + PRACTICE	ART 477: GAME DESIGN
GAME 475 : GAME VISUALIZATION	GER: ELECTIVE	ART 482: SENIOR CAPSTONE
GER		GER: ELECTIVE
9 hours	**9 hours**	**9 hours**

GENERAL EDUCATION REQUIREMENTS (GER):

ENGLISH (6 hours)
• Composition 101
• Composition 102

MATH (6 hours)
• Algebra 101
• Math 125

SCIENCE (9 hours)
• Biological Science
• Physical Science
• Science Elective

SOCIAL SCIENCE (6 hours)
Select two courses from:
• Anthropology
• Economics
• Geography
• International Studies
• Political Science
• Psychology
• Sociology

HUMANITIES (9 hours)
• Communication 101
+
Humanities Elective
Select one course from:
• Literature
• Foreign Languages,
• History
• Classical Studies
• Communications
• Philosophy
• Religious Studies
• Interdisciplinary Studies

GER ELECTIVES (6 hours)

**42 CREDITS
TOTAL GER REQUIREMENTS**

School of Design
Graphic Design Minor

SOD

REQUIREMENTS FOR A GRAPHIC DESIGN MINOR
(30 HOURS)

All students are required to have a laptop computer loaded with Adobe Photoshop, Illustrator and InDesign. Please visit School of Design website (design.latech.edu) for more details.

NAME _____

CWID # _____

COURSE		GRADE	TRANSFER CREDIT _Authorized by SOD Director or Chair_	INSTRUCTOR
ART 115	2D DESIGN	_____ 3		
ART 150	DESIGN + THINKING	_____ 3		
ART 160	INTRO TO GRAPHIC DESIGN	_____ 3		
ART 165	DESIGN HISTORY	_____ 3		
ART 280	TYPOGRAPHY I	_____ 3		
ART 281	TYPOGRAPHY II	_____ 3		
ART 283	PRODUCTION	_____ 3		
ART300/400	ELECTIVE	_____ 3		
ART300/400	ELECTIVE	_____ 3		
ART300/400	ELECTIVE	_____ 3		

APPROVAL

_____   _____
School of Design, Director   Date

_____   _____
Graphic Design, Chair   Date

_____   _____
Major Department Head   Date

_____   _____
Major Advisor   Date

Revised 08/22