



Louisiana Tech University[®]
School of Design

2024-2025

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 a terminal 60-hour Master of Fine Arts (MFA) degree.

The School of Design is fully accredited by the National Association of Schools of Art and Design, the National Architectural Accrediting Board, and the Council for Interior Design Accreditation.

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.

GRAPHIC DESIGN FACULTY

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INTERNSHIPS

Students have secured internships at:

Fossil (Dallas)
Experience Music Project (Seattle)
Peter Mayer Advertising (New Orleans)
Disney (Orlando)
HKS Architects (Chicago)
Seventeen Magazine and Inc. Magazine (NYC)

EMPLOYERS

Alumni have secured full-time employment at:

Starz Network
Apple
IBM
American Express
Target
IKEA
urbanspace
mParticle
BOND
MCD Partners
Snap Me
Dallas Mavericks
Drake Waterfowl Systems
Rockfish Interactive
Apptegy
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

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 Design Student / Mitch Goldstein
Citizen Designer / Steven Heller + Veronique Vienne
Identify: Basic Principles of Identity Design / Ivan Chermayeff
Universal Principles of Design / William Lidwell
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

Tangent: A podcast about design, making and education
The Observatory from Design Observer
Creative Peptalk
Adventures In Design with Mark Brickey
Design Matters with Debbie Millman
99% Invisible
Type Radio

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 the industry standard for graphic design. All students should have a laptop available for coursework in the Fall of their first year. We recommend 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—but one important consideration: Higher processor speeds result in faster processing of files. Apple hardware and software is available at discounted prices for students. **To find out more, visit apple.com/us-edu/store**



SOFTWARE

We exclusively use Adobe Creative Suite. You are required to maintain an active subscription with Adobe to use this software. Student prices are available. First year is \$19.99/mo. **A 30-day trial is available at adobe.com**



PRINTER

We recommend Graphic Design majors to purchase a large format printer capable of outputting **13x19** prints. Visit Epson.com, Amazon.com and bhphotovideo.com for the latest pricing on printers, paper and ink.



STORAGE

We recommend students utilize a cloud-based back up system for all their school work. Unforeseen issues will happen and it's a good practice to keep all files safe. We recommend a subscription to Dropbox, G-Drive, One Drive, Box, etc.



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. The Graphic Design department helps to subsidize each trip. We have taken trips to Dallas, New Orleans, Memphis, Atlanta + more.





Graphic Design Quarterly Overview

For more information about this program visit our website: design.latech.edu
To schedule an appointment with a Graphic Design faculty advisor, call the School of Design office 318.257.3909.

1		
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	GER
FYE	GER	
10 hours	12 hours	9 hours
2		
FALL	WINTER	SPRING
ART 280: TYPOGRAPHY	ART 281: TYPOGRAPHY II	ART 283: DESIGN PRODUCTION
ART 266: ART HISTORY I	ART 282: SYMBOLS AND MARKS	ART 230: ILLUSTRATION _____ or _____ ART 310: DIGITAL PAINTING
GER	ART 267: ART HISTORY II	ART 264: GD HISTORY
GER		GER
12 hours	9 hours	12 hours
3		
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	HISTORY 101	ART 364: INFORMATION DESIGN
ART HISTORY ELECTIVE	GER	GER
GER		
12 hours	9 hours	9 hours
4		
FALL	WINTER	SPRING
ART 480: PROF PRACTICE I	ART 481: PROF PRACTICE II	ART 482: SENIOR CAPSTONE
GRAPHIC DESIGN ELECTIVE	GRAPHIC DESIGN ELECTIVE	GER
GER	GER: ELECTIVE	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)

78 CREDITS

ART/DESIGN REQUIREMENTS

+

42 CREDITS

GER REQUIREMENTS

GRAPHIC DESIGN ELECTIVES

- ART 171 – Digital Photography
- ART 240 – Ceramics
- ART 274 – Digital Manipulation
- ART 310 – History of Painting
- ART 357 – Screenprinting
- ART 367 – Digital Design I
- ART 371 – Problems in Photo
- ART 378 – History of Photo
- ART 413 – ExD Studio
- ART 415 – Design Internship
- Advanced Art History Elective
- ENTR 430 – Product Development

Frequently Asked Questions

What degrees are offered in Graphic Design?

Bachelor of Fine Arts // 4-year accredited professional degree
Master of Fine Arts // 3-year terminal degree

I have dual enrollment classes that I took in high school and I will be starting Tech as a sophomore, does that mean that I can cut a year off of my Graphic Design degree?

No — Because of how the classes progress through the curriculum, the primary studios are only taught once a year and are taught in sequential order, therefore you cannot progress to the next studio until you pass (with a C or better) the studio before. It will take you 4 years to complete the BFA in Graphic Design.

Can I minor in Graphic Design?

Yes — The minor is 10 course (30 credit hours).

Is a professional internship required to graduate?

No — but we encourage students to consider an internship the summer before their 4th year. It is possible to gain course credit for the internship by enrolling in ART 415-099 and completing the proper documentation of the experience.

Will Tech help find students and internship?

We have a career focus day in the spring quarter for firms to recruit for summer internships and professional jobs. We don't actively seek to place students into an internship, however, we have a large network of alumni to help with the search.

Is there a study abroad opportunity?

Yes — the College of Liberal Arts and the School of Design offer a study abroad opportunity during the summer. In the past years, students have traveled to Paris, Berlin, Rome and London.

How big are the classes? How long are the classes?

Each class size is approximately 16 students.
Design courses typically scheduled from 800-1150 am and 200-550pm Monday/Wednesday and Tuesday/Thursday.



Graphic Design Prerequisites

FIRST YEAR REQUIRED COURSES

COURSE	DESCRIPTION	21 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

SECOND YEAR REQUIRED COURSES

COURSE	DESCRIPTION	27 CREDITS	PREREQS
ART 230	ILLUSTRATION	3	ART 126
ART 264	HISTORY OF GRAPHIC DESIGN	3	ART 160
ART 266	ART HISTORY I	3	
ART 267	ART HISTORY II	3	ART 266
ART	ART HISTORY ELECTIVE	3	ART 267
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

GRAPHIC DESIGN ELECTIVES

Choose two of these classes:

ART 413	DESIGN THEORY + PRACTICE	3	ART 361
ART 310	DIGITAL PAINTING	3	ART 116/126
ART 415	DESIGN INTERNSHIP	3	ART 361
ART 410	ADVANCED DIGITAL PAINTING	3	ART 310
ENTR 430	INNOVATIVE PRODUCT DESIGN	3	ART 361
GAME 475	GAME DESIGN VISUALIZATION	3	ART 367
ART 477	GAME DESIGN	3	ART 475

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 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 make sure you factor in required prerequisites. You will not be allowed into courses without the corresponding prerequisite.

Please see the Louisiana Tech University catalog for additional information on prerequisites:
<http://catalog.latech.edu>

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



REQUIREMENTS FOR A GRAPHIC DESIGN MINOR

(30 HOURS)

All students are required to have a laptop computer loaded with Adobe Creative Cloud. Please visit School of Design website (design.latech.edu) for more details.

NAME _____

CWID # _____

COURSE		GRADE	TRANSFER CREDIT <i>Authorized by SOD Director or Dept.</i>	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

Pasquale De Paola, School of Design, Director _____
Date

Tom Futrell, Graphic Design, Chair _____
Date

Major Department Head _____
Date

Major Advisor _____
Date