LA ROCHE COLLEGE
GRAPHIC DESIGN

Our
graduates are
well rounded,
with conceptually
driven and
aesthetically
exceptional
portfolios,
and who are
prepared to enter,
grow and evolve
with their
industry.

GRAPHIC DESIGN AT LA ROCHE

La Roche College's Graphic Design program is structured to offer you opportunities to fully engage in current design thinking, develop your own personal design voice and become an innovator in the field of design.

A degree in Graphic Design from La Roche College will prepare you to work at graphic design firms, advertising agencies, corporate communication departments, multimedia firms or publishing firms as a graphic designer, art director, creative director, interactive designer, book designer, illustrator and more.

Our program offers a two-tiered curriculum that begins freshman year with courses dedicated to developing aesthetics and conceptual thinking. You will be immersed in coursework that includes foundation design, typography and computer graphics.

A comprehensive professional program follows during the junior and senior years that emphasizes the development of problem-solving skills, while fostering independence and individuality. In addition to advanced design, typography and interactive classes, you will be introduced to the business of graphic design, and have many opportunities to collaborate with your peers on presentation skills and practical, real-world experiences. You will learn to handle deadlines and work as a member of a team to manage projects from start to finish.

Senior coursework includes a senior capstone project, a senior seminar class and portfolio preparation, all designed to enable you to be fully prepared to transition into your first job. The senior year culminates in a Senior Portfolio Show in downtown Pittsburgh, where industry professionals are invited to come and meet the seniors and review their portfolios.

NASAD ACCREDITED

La Roche College is one of only two colleges in the area to be fully accredited by the National Association of Schools of Art & Design (NASAD).

OUR GRADUATES

La Roche College Graphic Design graduates have made an impact regionally as well as nationally. Graduates of our program are creative directors, graphic designers, interactive designers and art directors at some of the top firms including Apple, American Eagle, Lockerz, MAYA, Brunner, Mullen and A to Z Communications, giving our current students a vast network of possibilities when the time comes for them to seek an internship or that all-important first job.
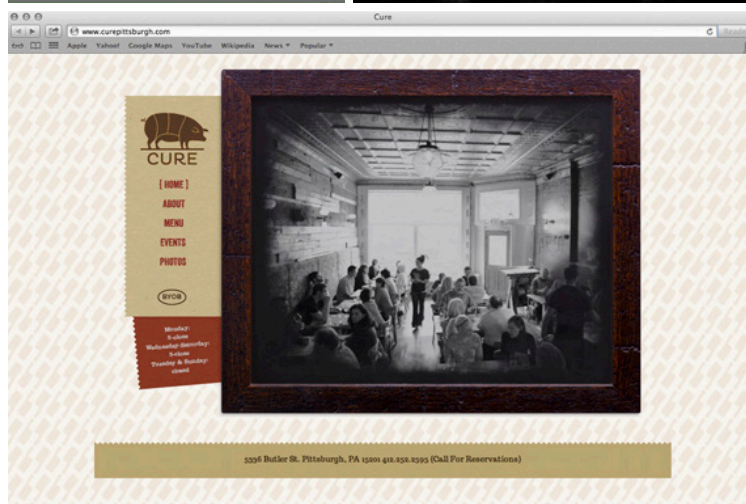
OUR FACULTY

Our faculty brings an impressive depth of knowledge and diversity to the La Roche College Graphic Design classrooms. Many of our full-time and adjunct faculty work professionally, and exhibit professionally, outside of the classroom, keeping them engaged in current design thinking, trends and practices. This, in turn, informs their coursework and keeps our students current with the most up-to-date information about the design industry.

AIGA STUDENT GROUP

Graphic Design students are encouraged to join the La Roche College AIGA student group, our student chapter of the national professional organization for design. Our AIGA student group offers students at all levels the opportunity to interact with, and learn from, each other through their mentoring initiative as well as special projects and events throughout the year.

The professional Pittsburgh chapter of AIGA is also very active and holds and sponsors many events which further enrich the design education and development of our students.

IMMERSIONS

During the Graphic Design department's annual Immersions Project, teams of junior and senior students are given 48 hours to develop concepts and creative solutions for a project presented to them by a non-profit organization solicited and selected by the Graphic Design faculty. This project gives students an opportunity to interact with real-world clients, while helping local non-profits with their communication needs. This fall students developed creative solutions for CORE (Center for Organ Recovery and Education). Past clients have included Haiti H20, WPSBA and North Hills Community Outreach.

INTERNSHIPS

Through our internship program, you will have the opportunity to work with, and learn from, design professionals. All internships are approved by faculty to make sure that the location is appropriate for each student. Students are required to take one three-credit internship, but many students opt to take a second, giving them more experience and possibilities for employment after graduation. Our students have interned at some of the top firms in the area including Mullen, MAYA, Smith Brothers, Elisco Advertising, American Eagle Outfitters and FSC Marketing Communications, just to name a few.

FRESHMAN REVIEW

Portfolio reviews are not required for incoming freshmen to gain entrance into the program. However, freshmen are required to go through a Freshman Review at the end of their first year. The review is informal and is an opportunity for students to present their work to all of the Graphic Design faculty and begin a discussion with the faculty about their first year at La Roche. At this time, students are given feedback by the faculty regarding their progress in the program.

SOPHOMORE REVIEW

At the end of the sophomore year, students are required to present a portfolio of their work to the Graphic Design faculty at the Sophomore Review. Students must have completed all required freshman and sophomore Graphic Design coursework, earning a "C" or better in each course, to be allowed to participate in the Sophomore Review. Students are given one of three outcomes after their Sophomore Review:
• Continue in the Graphic Design program
• Continue in the Graphic Design program with recommended actions
• Continue in the Graphic Design program with required actions
• Change major before the next academic term

COMPUTER INITIATIVE

The La Roche College Student Computer Initiative requires that all freshman and transfer students who are entering the Graphic Design program purchase an Apple laptop and Adobe Creative Suite software before the start of the fall semester. Hardware and software specifications are posted on the La Roche website during the summer for the next academic year.

AWARDS

Recent recognition and accolades for our students:

• Four projects designed by La Roche College Graphic Design students, "Kitchen Capable" branding campaign, "Goldmark" and "The Baker and the Bard," both integrated branding systems, and "Shared Borders," an interactive exhibition developed and designed by the junior class, will be included in the *HOW Magazine* International Design Awards Showcase.

• This past year, four La Roche students had pieces selected for inclusion in PGH365, AIGA Pittsburgh's Annual Design Competition and Exhibition. The exhibit showcases the best professional and student work of the region.

   A junior graphic design student was also recognized with a design excellence award.

• Two students were honored as semi-finalists in the 2013 Adobe Design Achievement Awards. Each had two pieces selected that will advance to the final round of judging. A total of 3,752 entries were submitted from around the world, and only 813 were chosen in the semi-final round across 12 different categories.

   The ADAA competition honors the most talented and promising student graphic designers, photographers, illustrators, animators, digital filmmakers, developers and computer artists from the world's top institutions of higher education.

QUESTIONS?

If you have any more questions please feel free to contact us at design@laroche.edu. Our faculty would be more than happy to answer your questions. We also invite you to come to campus during the week, meet all of our faculty, sit in on a class or two and meet current graphic design students. Just give us a call or send an email and we can set up an appointment for you!

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