



It's 2016. Innovation is different. Consumers don't just buy products because they work. They buy them because they feel right – personal, a part of them. They buy things they believe in, things that make them feel connected. Inventors, manufacturers, and producers are all looking to one group of people to create the user experiences that make these connections – designers. Designers are the makers who both challenge us and shape the world into a user-friendly experience. At Loyola, we'll give you this increasingly relevant skill set. We'll teach you to become one of those makers.

## This is the place.

There's no better place to study design than New Orleans. There's a reason our city was recently named both the best city in the United States for creative professionals (ranked #1 by SmartAsset) and the best "New Brainpower City" in America (ranked #1 by *Forbes*). At Loyola, learning from the genuine character and cultural narrative of New Orleans is inescapable. Here you'll become not just a creative professional, but one with a uniquely realized vision, as well.

We ensure you graduate with a relevant skill set by balancing design and technology in our curriculum. As we teach you design principles and creative problem-solving techniques, you'll create projects in our state-of-the-art digital arts center to hone your skills in these design areas: web design, app design, typographic design, publication design, advertising, illustration, photography, and color management. So by the time you graduate, you'll have had the hands-on formal training, digital and analog, to back up those strong concepts.

## Courses

Once you complete the required courses teaching basic design principles, typography, image making, and history/theory, you'll move onto specializations such as type design, interactive design, motion graphics, and publication design. Here's a sample of what you can expect to learn and do:

### Design Lecture Forum

Design forum is a gathering of all students and faculty in design. This monthly meeting will present a guest speaker from the local, national, or international design community. Students are encouraged to ask questions.

### Design History 1

This introductory course will discuss design history from the beginning of written communication through the Industrial Revolution and WWI. Although the focus will be on the study of visual communications in their historical contexts, the course will also include architecture, industrial, and environmental design. Design discourse will be introduced through historical writings and critical analysis. Students will also participate in discussion by writing critical texts that respond to course material.

### Interactive Design + Narrative 1

Students are introduced to interactive narrative through design and coding. Principles of composition for the screen such as: scale, weight, space, texture, direction, form, and color will be explored. Other basic design foundations including grids, methodology, craftsmanship, and tools for creating interactive design will be covered. This course introduces the concept of narrative by examining multiple interactive formats such as websites, apps, and e-readers.