



LA ROCHE
COLLEGE

Graphic & Communication Design

Overview

La Roche College's Graphic & Communication Design Program provides you with the tools and skills you need to become effective visual communicators. Our students are well-informed, innovative designers who are able to adapt and grow within the ever-changing world of graphic design. Utilizing the most-up-to-date software, our program always remains current with the industry. And our students have gained employment at some of the top firms in the area: American Eagle Outfitters, MAYA Design, FSC Marketing Communications, The Children's Museum of Pittsburgh and Mellon Bank, just to name a few.

La Roche College is fully accredited by the National Association of Schools of Art & Design (NASAD).

The La Roche Approach

We offer you a unique, two-tiered curriculum. We begin with foundation courses dedicated to developing aesthetics and conceptual development. You are immersed in classes such as typography, the backbone of graphic design, and computer graphics, to learn and master the latest software. A comprehensive two-year professional program follows with an emphasis on presentation skills, problem-solving skills and practical real-world experiences to give you the edge you need to compete in the marketplace. We prepare you to handle deadlines, work in teams and manage projects from start to finish.

During the Graphic & Communication Design Department's annual Immersion Days, teams of junior and senior students are given 48 hours to design and present an entire communication plan for a "real-world" client. Past clients have included Pittsburgh 250, MSA and Passports/The Art of Diversity. These organizations are referred to us by the Small Business Administration. The students work closely with members of their team and the client to come up with solutions to communications problems, just as employees in design firms and advertising agencies do. Representatives from the participating organizations help judge the student work and have even incorporated student-produced pieces into their campaigns.

You also have the opportunity to spend time with professional graphic designers and art directors through our internship



program. Former students have interned with numerous organizations including Jack Horner Communications, Brady Communications, Elisco Advertising and Infinity Broadcasting.

Faculty Focus

Members of the La Roche College Graphic & Communication Design faculty are some of the finest on campus. They bring a wide variety of experiences to the classroom. One of our faculty members was a visiting professor at Women's University in Mumbai, India, and presents at conferences across the globe – from Paris to London to Banff, Canada. Another has served as a professional graphic designer and illustrator for publications and firms such as *National Geographic*, *Reader's Digest*, United States Department of the Interior and William Morrow and Company. The faculty's diverse outside interests and experiences greatly benefit La Roche students who are preparing for a wide range of roles in today's marketplace.

What Can I Do with My Degree?

The degree prepares students for a variety of careers in advertising agencies, graphic design firms, corporate communication departments, TV studios and magazines as graphic designers, web designers, illustrators, art directors and more.

Contact Us!

We'd like to hear from you.

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