



The world around us is a picture. Always. But it's an ever-changing one. One that evolves. And as the industry faces so much change at the hands of technology, we need thinkers who are ready to refine that image for us, to show us which parts are important. Whether you're an advertising creative director, brand strategist, videographer, photographer or one of the countless other practical applications of a Visual Communication degree, this program will, at its core, teach you to tell a story—introduce a brand or issue in a relevant way and promote it through the lens of a global camera. You've heard picture is worth a thousand words. At Loyno, we'll teach you the skills to decide which ones are worth a million.

This is the place.

New Orleans is a city filled with picturesque stories. Around every corner there is a new shop opening, a new street performer drawing crowds, a new tourist taking in the city, a new local trying yoga in the park. Walking along oak-lined St. Charles Avenue, you can live the character, place, and narrative of our city. At Loyno, you can do this on your way to class. Here, you can learn how to tell a story from the classroom, from the city, and from the community.

Our students have won first place nine times in the national Bateman PR case study competition—more than any other school in the country. So not only is our campus located in a great place to field creativity, we've also proven we're one of the best at doing so. Additionally, all of our students graduate with internship and classroom experience with real clients working on real stories, campaigns, and strategies, so by the time you're looking for a job—you'll have already had one.

Courses

In addition to 3 core courses, students choose from discipline-specific electives to personalize the program. Here's a sample of what you can expect to learn and do:

Brand Lab

This student run agency offers real-world experience in public relations, design, photography and videography, social media, advertising, event and strategic planning by working with for-profit companies to create communication solutions.

Photography

The course covers the technical skills and the aesthetic understanding needed to produce quality photographs with a digital still camera. Emphasis is given to the composition and content of photographs during regular lab and critique sessions. The course also explores the significance of photography in both historical and contemporary contexts.

Videography

Videography builds skills in visual storytelling. Students work with digital video cameras to shoot, write and edit video news stories including several video news packages, one of which must focus on a social justice topic.

Advertising

This is an introduction to the field of advertising with attention given to market planning, message strategies, media planning, and advertising's impact on society.