

coop corner

“If it goes perfectly, nobody notices the work you’ve done.”



Landry, at the drafting table

CRAIG BAILEY

David Landry sees the world through brand-colored glasses. Where others may view a building as a building, or a printed page as just that, Landry sees the untapped potential of a painter’s blank canvas.

West Village H and Northeastern music magazine *Tastemakers* are two venues coming under the design influence of the junior designer in the university’s Marketing and Communications Office.

Later this month, under the auspices of Northeastern Creates, student artwork will be transformed into 3- by 10-foot banners, and hung on the side of the H building as part of an effort to highlight the artist abilities of students. And how the sketches, photographs and abstracts get displayed is, in part, Landry’s handiwork. So too is the music magazine, which he single-handedly re-designed.

“I’ve just always loved art,” he said. “I started to draw when I was 6 or 7, and I just kept it up. I didn’t want to study fine art though, so Northeastern’s program, which wasn’t strictly art-based, was perfect for me.”

Landry discovered the campus when his sister, Michelle, enrolled in physical therapy a year before, and although their academic paths are different, their happiness with their leafy campus is a shared thing. “We both love it here.”

He is very optimistic about the future viability of his work. “As I see it, there will always be a need for designers. If something isn’t being ‘done’ as a new (design) it is being redone,” he said. “In my world, there’s always a goal to keep material looking fresh and current.”

Above all other design elements, he loves typography best. “There’s so many decisions governing things an ordinary person wouldn’t know about, like, how many columns to put on a page, and the amount of space between letters,” he said. “If it goes perfectly, nobody notices the work you’ve done.”

When he’s not fine-tuning the graphic images seen all over campus, Landry is playing the piano or guitar with a student band.

Down the road, he envisions going to work for a small design firm in the Boston area, and possibly freelancing.

“I like Boston,” he said. “I don’t feel the urge to uproot myself.”

David Landry
Class year: Middler
Hometown: Stoughton, Mass.
Major: Multi-media studies and graphic design
Co-op coordinator: Ann Galligan

— Susan Salk

Let us know

Do you know of a student who has had an interesting co-op job? Send story ideas to:

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