GRAPHIC DESIGN PRODUCTION

Program Outline

Major: GRDP
Length: 2 Years
Delivery: 4 Semesters
Credential: Ontario College Diploma
Effective: 2012-2013
Location: Barrie
Start: Fall (Barrie)

Description
The 2-year Graphic Design Production program involves interdisciplinary, problem-solving activities which combine visual sensitivity with skill and knowledge in the area of communications, technology and business. These professions specialize in the structuring of visual information to aid communication and orientation.

Students are student members of the Association of Registered Graphic Designers of Ontario (RGD Ontario).

Career Opportunities
At an entry level of responsibility graduates assist senior designers in the development and production of design work within constraints set by employers and the market while working under supervision and as team members. They apply a working knowledge of design fundamentals, typography and technology including standard software, digital and photographic techniques.

Program Learning Outcomes
The graduate has reliably demonstrated the ability to:
- develop and implement solutions to routine problems encountered in the development and production phases of the graphic design process;
- develop effective visual communications through the application of design theories and principles according to specifications;

- apply typographic skills and knowledge to develop effective visual communications;
- use a variety of routine technologies to capture and manipulate design elements in producing a final product;
- work in a professional manner, maintaining professional relationships and communicating effectively with co-workers, supervisors and others.

The Program Progression:
```
Fall Intake - Barrie

Sem 1 | Sem 2  | Sem 3 | Sem 4
-----------------------------
Fall  | Winter | Fall  | Winter
2012  | 2013   | 2013  | 2014
```

Articulation:
A number of articulation agreements have been negotiated with universities and other institutions across Canada, North America and internationally. These agreements are assessed, revised and updated on a regular basis. Please contact the program co-ordinator for specific details if you are interested in pursuing such an option. Additional information can be found on our website at http://www.georgianc.on.ca/academics/articulations/

Admission Requirements:
Applicants must meet ONE of the following requirements to be eligible for admission to this program:
- OSS Curriculum: OSSD or equivalent with Grade 12 English (C) or (U) (ENG4C, ENG4U)
- Academic and Career Entrance Certificate (ACE) program with: Communications
- Ontario High School Equivalency Certificate (GED)
- Mature applicant with standing in the required courses and/or mature student testing that meets the minimum standards for admission

Applicants who are 19 years of age or over by the first day of classes, and who lack the academic entrance qualifications, may be considered for entrance to an appropriate post-secondary diploma or certificate program as mature applicants. Each applicant will be considered on an individual basis and acceptance will be determined by counselling, Communication Placement Assessment (CPA), previous post-secondary education and evaluation of experience. Some programs also have specific prerequisite requirements that must be met prior to admission. Mature applicants must meet all program specific prerequisites. Those applying as mature students and having no documentation of

Grade 12 education must supply, if required, proof of age, such as a copy of an official birth certificate or driver's licence. Refer to Section 2.5 and 2.6 of the Academic Calendar for further details.

Selection Process:
All applicants must submit a PORTFOLIO with a LETTER OF INTENT for review. Successful graduates of the Art and Design Fundamentals, One-Year Certificate Program (Program Major: AADF) at Georgian College are exempt from this requirement. Should a portfolio not meet requirements, applicants are considered for acceptance to the Art and Design Fundamentals, One-Year Certificate Program (AADF) as an alternate program choice, provided space is available.

LETTER OF INTENT: A letter of intent should clearly outline reasons for your program choice, your career goals, and a description of personal abilities and attitudes that will help you in achieving your goals. The letter should be edited for grammar, spelling and clarity and should be produced using word processing computer software. The letter of intent must be included in your portfolio.

PORTFOLIO: A portfolio should demonstrate readiness to enter and succeed in the chosen program. It should contain 12 pieces of your best original work, as outlined below. Please label your artwork 1 through 12 and include a typed sheet that briefly describes the work and media used (for example: Drawing #1 - Still Life/Pen & Ink).

3 DRAWINGS* USING ANY MEDIUM
- one figure or portrait
- one still life
- one own choice

3 WORKS* USING COLOUR
- one figure or portrait
- one still life
- one own choice

6 WORKS THAT INCORPORATE TYPE AND IMAGE
can be rendered or computer-generated and can include any of the following:advertisements, yearbooks, brochures, posters, magazine layouts, logos, etc.

*Please do not submit the following:anime, superheroes, comic book characters, photographs altered in Photoshop.

Evaluation Criteria: The faculty team assessing your work will be looking for
- originality (copies of existing work or clip art are not acceptable)
- personal expression and creativity
- competence in the use of line, tone, texture, perspective, light and shadow
- evidence of understanding of colour relationships and effective applications

- use of a variety of media
- presentation, organization, matting, mounting, etc. (framing is not required)

Graduation Requirements:

19 Mandatory Courses

2   Communications Courses

3   General Education Courses

Graduation Eligibility:

To graduate from this program, the passing weighted average for promotion through each semester, from year to year and to graduate is 60%. Additionally, a student must attain a minimum of 50% or a letter grade of P (Pass) or S (Satisfactory) in each course in each semester.

Mandatory Courses

BUSI2004   Professional Practices for Designers 1

COMP1020   Digital Page Layout 1

COMP1021   Adobe Photoshop 1

COMP2033   Web Design 1

COMP2035   Adobe Illustrator 1

COMP2039   Digital Page Layout 2

DRWG1002   Applied Drawing Techniques

DRWG1003   Graphic Illustration

GRPH1000   Typography

GRPH1001   Graphic Design 1

GRPH1002   Graphic Design 2

GRPH2000   Graphic Design 3

GRPH2001   Production Studio 1

GRPH2002   Production Studio 2

GRPH2003   Graphic Design 4

GRPH2004   Package Design 1

HSTY2001   A History of Illustrative and Graphic Art

PHOT1005   Photographic Communication

PRNT1002   Print Production

Communications Courses

To be selected at time of registration from the College list, as determined by testing.

General Education Courses
To be selected from College list

Course Descriptions:
BUSI2004 Professional Practices for Designers 1   42.0 Hours
This course orients learners to the principles of design business practices. The content deals with topics such as client communication, time management, teamwork, interviews, resume development, self promotion and portfolio development.

COMP1020 Digital Page Layout 1   42.0 Hours
This hands-on course will emphasize the capabilities of page layout software as a graphic design tool for both single and multiple page layouts for print and web on the Macintosh computer.

COMP1021 Adobe Photoshop 1   42.0 Hours
This course introduces the capabilities of Adobe Photoshop as a tool for the designer. Students apply technical skill in the manipulation and retouching of images for print and web application.

COMP2033 Web Design 1   42.0 Hours
This hands-on course explores the use of the World Wide Web for communicating ideas and concepts for business and information purposes. Students will plan, design and develop websites.

COMP2035 Adobe Illustrator 1   42.0 Hours
In this hands-on course, students will learn how to use the drawing program Adobe Illustrator to create illustrations and logos as well as other types of original artwork for print and web on the Macintosh computer.

COMP2039 Digital Page Layout 2   42.0 Hours
This hands-on course builds on the skills learned in Digital Page Layout 1, emphasizing advanced techniques for the professional designer. Industry-standard page layout software will be utilized. Learning will occur through the use of project-based assignments.
P- COMP1020 Digital Page Layout 1 or P- CSC3208 Quarkxpress 1

DRWG1002 Applied Drawing Techniques   42.0 Hours
This studio course deals with the fundamentals of representational image making and the application of design elements and principles, as required by graphic illustrators, graphic designers, interior designers and industrial designers.

DRWG1003 Graphic Illustration   42.0 Hours
This course is designed to further develop the students' rendering skills and general understanding of professional illustration by focusing on concept development and classifications of the industry. Various styles and media will be explored and the relationship between type and image will be addressed.
P- DRWG1000 Interpretive Drawing 1 or P- DRG3205 Interpretive Drawing 1 or P- DRWG1002 Applied Drawing Techniques or P- DRG3114 Applied Drawing Techniques

GRPH1000 Typography   42.0 Hours
This course introduces students to letterforms and type applications as they are used by the graphic designer. The course includes typographic terminology, comprehensive rendering of letterforms, type classification, and assignments focusing on the practical application of type.

GRPH1001 Graphic Design 1   42.0 Hours
This project-based course involves two-dimensional design for print and web. Emphasis is placed on visual problem-solving, studio skills and production of design solutions.

GRPH1002 Graphic Design 2   42.0 Hours
This project-based course involves two-dimensional design for print and web. Emphasis is placed on studio skills, the design process, and visual problem solving. Projects address editorial, advertising, corporate, and information design. Solutions are executed using digital media.
P- GRPH1001 Graphic Design 1

GRPH2000 Graphic Design 3   42.0 Hours
This is a project-based course involving two-dimensional design in conjunction with editorial, advertising and promotional materials design. Emphasis is placed on the integration of graphic design skills, typography, creative visual problem-solving, print production, and professional presentation. Students are encouraged to use proper terminology in order to effectively discuss and critique design to focus on client requirements for projects and to adhere to strict deadlines.
P- GRPH1002 Graphic Design 2 or P- GAT3258 Graphic Design 2

GRPH2001 Production Studio 1   42.0 Hours
This computer-based course will introduce students to proper digital file construction with a focus on sheet-fed offset presses. Type management, artwork preparation, print, digitization of images, colour reproduction, scanning image file formats and colour management will be addressed.

GRPH2002 Production Studio 2   42.0 Hours
This course builds on skills developed in Production Studio 1 in exploring the role of the production designer in the preparation of electronic files. The course emphasizes creating electronic documents for high-quality print in a variety of formats.

P- GRPH2001 Production Studio 1

GRPH2003 Graphic Design 4   42.0 Hours
This is a project-based course involving two-dimensional design in conjunction with editorial, advertising and promotional materials design. The integration of related graphic skills, creative visual problem- solving and print production will continue, with emphasis placed on developing a portfolio of work that best represents students' creativity and skill in graphic design.
P- GRPH2000 Graphic Design 3

GRPH2004 Package Design 1   42.0 Hours
This studio course will explore the role of applied graphics and packaging. Emphasis will be placed on concept, marketing, design and presentation.

HSTY2001 A History of Illustrative and Graphic Art   42.0 Hours
This course examines the tradition of illustrative and graphic arts. Graphic design or visual communication begins in prehistoric times and can be traced through the beauty of Egyptian hieroglyphics to the evolution of the phonetic alphabet. Medieval manuscripts, Gutenberg's printing press, and the 20th century explosion of imaging are all part of this tradition. The course allows students the opportunity of examining graphic design as an integral part of history.

PHOT1005 Photographic Communication   42.0 Hours
This course will explore how photography is used to communicate an idea or concept. Emphasis will be placed on examining the relationship and interaction between the graphic designer and photographer in the creation of images. Students will learn how to create photographic images for application in the graphic design field.

PRNT1002 Print Production   42.0 Hours
This course introduces students to the stages and process necessary to prepare conceptual artwork for commercial use. Students develop insight into production procedures and issues, such as sustainable design, and enhance communication skills necessary to work with clients, peers, and suppliers involved in the print and web production processes.

Course Description Legend
P = Prerequisite; C = Concurrent prerequisite; CO= Corequisite

Information contained in College documents respecting programs is correct at the time of publication. Academic content of programs and courses is revised on an ongoing basis to ensure relevance to changing educational objectives and employment market needs. The college reserves the right to add or delete programs, options, courses,

timetables or campus locations subject to sufficient enrolment, and the availability of courses.