

# GRAPHIC DESIGN PRODUCTION

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## Program Outline

<b>Major:</b>	GRDP
<b>Length:</b>	2 Years
<b>Delivery:</b>	4 Semesters
<b>Credential:</b>	Ontario College Diploma
<b>Effective:</b>	2013-2014
<b>Location:</b>	Barrie
<b>Start:</b>	Fall (Barrie)

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### 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 in both print and web based format.

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;
- employ environmentally sustainable design principles and practices.

### **The Program Progression:**

Fall Intake - Barrie

Sem 1		Sem 2		Sem 3		Sem 4
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Fall		Winter		Fall		Winter
2013		2014		2014		2015

### **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:**

You must meet ONE of the following requirements to be eligible for admission to these programs:

Secondary school applicants:

- OSS curriculum: OSSD or equivalent, with Grade 12 English (C) or (U) (ENG4C, ENG4U)

Non-Secondary school applicants (19 years or older):

- Any credit Communications course taken at Georgian College
- College preparatory programs including those taken at Georgian College: Art and Design Fundamentals and General Arts and Science\*

Note: Graduates of Georgian's Art and Design Fundamentals program are exempt from submitting a portfolio for selection.

- Equivalent courses in English taken through secondary school or Independent Learning Centres (at the general, advanced, college or university level)
- Academic and Career Entrance Certificate (ACE) program with communications
- Mature student testing in English that meets the minimum standards for admission (available through most testing services)\*
- Ontario High School Equivalency Certificate (GED)
- English, Literature or Communication credit courses from accredited colleges/universities

Home school applicants:

- Applicants can write the mature student testing in English that meets the minimum standards for admission (available through testing services)\*

\* available from Georgian College. For a complete listing please contact the Office of the Registrar.

Non-secondary school 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. Mature applicants must meet all program specific prerequisites including all selection criteria; equivalencies are stated above. Applicants who are unsure whether they meet admission requirements should contact the Office of the Registrar. In addition, 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.

Credit transfer and course exemptions:

Applicants who have taken courses from a recognized and accredited post-secondary institution and/or have relevant life/learning experience may be eligible for credit transfer/course exemptions. Courses/experience must match at least 80% of the learning outcomes of a Georgian College course with a minimum grade of 60% or C achieved in previous coursework; some program exceptions apply (see program outline). For further information please visit the Credit Transfer Centre website: [georgiancollege.ca/admissions/credit-transfer/](http://georgiancollege.ca/admissions/credit-transfer/)

### **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  
COMP1076 Web Production  
COMP2035 Adobe Illustrator 1  
COMP2039 Digital Page Layout 2  
COMP2110 Web: Interactive Techniques  
COMP2111 Web: Content Management  
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  
GRPH2010 Drawing and Illustration for Graphic Designers  
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 and relationship management, ethical and sustainable design practices, time management, teamwork, interviews, resume development, self promotion, portfolio development and freelance operations.

**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.

**COMP1076 Web Production 42.0 Hours**

This hands-on course introduces students to web production techniques utilizing Hypertext Markup Language (HTML) to create the structure of a web page and Cascading Style Sheets (CSS) to control colour, layout and type. Emphasis will be placed on constructing web pages that conform to World Wide Web Consortium (W3C) standards. Students will learn hand coding as well as industry standard software.

**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 including interactive PDFs and ePublishing. 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

**COMP2110 Web: Interactive Techniques 42.0 Hours**

This hands-on course introduces students to techniques for creating interactive and animated elements for the Web. Focus will be placed on creating effective user experiences that work across multiple devices. Students will learn how to use a variety of animation and interactive technologies including JavaScript.

P- COMP1076 Web Production

**COMP2111 Web: Content Management 42.0 Hours**

This hands-on course introduces students to the techniques for creating, organizing and managing web content utilizing a variety of technologies including Content Management Systems (CMS) and social media. Students will learn how to develop fully functioning websites that can be easily managed and updated.

P- COMP1076 Web Production

**GRPH1000 Typography 42.0 Hours**

This course introduces students to letterforms and type application as used by the graphic designer. The course includes typographic terminology type classification, and assignments focusing on the practical application of type using digital media.

**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 and web 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 for print and web production. Type management, artwork preparation, digitization of images, colour reproduction, image file formats and colour management will be addressed.

P- COMP1076 Web Production and P- PRNT1002 Print Production

**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 in a variety of formats for both high-quality print and web based distribution.

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, print and web 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

GRPH2010 Drawing and Illustration for Graphic Designers 42.0 Hours

This hands-on studio course focuses on drawing, rendering and illustration techniques as they apply to graphic design. Emphasis will be placed on the development of technical and observational skills.

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 photographic images are used to communicate an idea or concept. Students will learn how to create, select and manipulate 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

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