

# GRAPHIC DESIGN

**Program:** GRDE

**Credential:** Ontario College Advanced Diploma

**Delivery:** Full-time

**Work Integrated Learning:** 1 Field Placement

**Length:** 6 Semesters

**Duration:** 3 Years

**Effective:** Fall 2018

**Location:** Barrie

## Description

In this program, students engage in interdisciplinary problem-solving, combining visual sensitivity with skill and knowledge in the areas of communications, technology, and business. Students learn to structure visual information to aid communication in both print and web-based formats, and employ these skills in the creation of advertising, editorial, branding, and information design. The depth and breadth of instruction in design and technology is reflected in the portfolio developed in this three-year program, preparing students to take on more creative and independent roles once they enter the workplace.

## Career Opportunities

At an entry-level of responsibility, graduates create and produce effective visual communications, in print and digital media, within constraints set by employers, clients, and the market. Graduates may find employment with design studios, advertising agencies, newspapers, magazines, web/interactive studios, corporations with in-house design departments, government agencies, or educational institutions. Graduates may also choose to work independently as freelance graphic designers.

## Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

1. conceptualize and develop design solutions using principles of design to create visual communications that meet the needs of the project;
2. employ the design process to create design solutions that meet the project objectives and the needs of the client and/or user;
3. plan, create and use photography, illustration and typography in design layouts to meet the requirements of the creative brief;
4. design, develop and create a variety of media products using relevant, current and/or emerging technologies;
5. communicate ideas, design concepts and opinions clearly and persuasively to others;
6. use recognized industry practices throughout the design process and related business tasks;
7. plan, implement, and evaluate graphic design projects using project management skills to deliver quality work to clients according to schedule and within budget;
8. complete all work in a professional and ethical manner, and in accordance with all applicable legislation and regulations;
9. keep current with visual media design trends, technologies and industry practices using strategies that enhance work performance and guide professional development;

10. apply basic entrepreneurial strategies to identify and respond to new opportunities within graphic design;
11. employ environmentally sustainable design principles and practices.

## External Recognition

Upon enrolment, students are registered as members of the Association of Registered Graphic Designers, providing them with opportunities and resources for professional development. Visit [www.rgd.ca](http://www.rgd.ca) (<http://www.rgd.ca>) for more information.

## The Program Progression

### Fall Intake

- **Sem 1:** Fall 2018
- **Sem 2:** Winter 2019
- **Sem 3:** Fall 2019
- **Sem 4:** Winter 2020
- **Sem 5:** Fall 2020
- **Sem 6:** Winter 2021

## 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.georgiancollege.ca/admissions/credit-transfer/>

## Admission Requirements

OSSD or equivalent with

- Grade 12 English (C or U)

Mature students, non-secondary school applicants (19 years or older), and home school applicants may also be considered for admission. Eligibility may be met by applicants who have taken equivalent courses, upgrading, completed their GED, and equivalency testing. For complete details refer to: [www.georgiancollege.ca/admissions/policies-procedures/](http://www.georgiancollege.ca/admissions/policies-procedures/) (<http://www.georgiancollege.ca/admissions/policies-procedures/>)

Applicants who have taken courses from a recognized and accredited post-secondary institution and/or have relevant life/learning experience may also be considered for admission; refer to the Credit Transfer Centre website for details: [www.georgiancollege.ca/admissions/credit-transfer/](http://www.georgiancollege.ca/admissions/credit-transfer/) (<http://www.georgiancollege.ca/admissions/credit-transfer/>)

## Selection Process

All applicants must submit 3 to 5 samples of creative work that represents their interest in the field of Graphic Design. Samples may be created using digital or traditional media. Work can be submitted by e-mail, regular mail, or delivered in person.

Please note, successful graduates of the Art and Design Fundamentals one-year Certificate program (Program Major: AADF) at Georgian College are exempt from this requirement.

Contact the program coordinator to obtain additional information or to arrange a personal interview.

## Graduation Requirements

28 Program Courses

2 Communications Courses

4 General Education Courses

1 Field Training

## 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 unless otherwise stated on the course outline.

## Program Tracking

Semester 1		Hours
Program Courses		
COMP 1020	Digital Page Layout 1	42
GRPH 1000	Typography	42
GRPH 1001	Graphic Design 1	42
PRNT 1002	Print Production	42
Communications Course		
Select 1 course from the communications list during registration.		42
General Education Course		
Select 1 course from the general education list during registration.		42
Hours		252

Semester 2		Hours
Program Courses		
COMP 1021	Adobe Photoshop	42
COMP 1076	Web Production	42
COMP 2035	Adobe Illustrator	42
GRPH 1002	Graphic Design 2	42
Communications Course		
Select 1 course from the communications list during registration.		42
General Education Course		
Select 1 course from the general education list during registration.		42
Hours		252

Semester 3		Hours
Program Courses		
COMP 2110	Web: Interactive Techniques	42
GRPH 2000	Graphic Design 3	42
GRPH 2001	Production Studio 1	42
GRPH 2010	Drawing and Illustration for Graphic Designers	42
HSTY 2001	A History of Illustrative and Graphic Art	42
PHOT 1005	Photographic Communication	42
Hours		252

Semester 4		Hours
Program Courses		
BUSI 2004	Professional Practices for Designers 1	42
COMP 2039	Digital Page Layout 2	42
COMP 2111	Web: Content Management	42
COMP 2129	Course COMP 2129 Not Found	42
GRPH 2002	Production Studio 2	42
GRPH 2003	Graphic Design 4	42
General Education Course		
Select 1 course from the communications list during registration.		42
Hours		294

Semester 5		Hours
Program Courses		
GRPH 3000	Graphic Design 5	42
GRPH 3001	Portfolio Development	42
GRPH 3004	Professional Practices for Designers 2	42
GRPH 3009	Production Studio 3	42
GRPH 3010	Three-Dimensional Environmental Design	42
GRPH 3012	Course GRPH 3012 Not Found	42
Hours		252

Semester 6		Hours
Program Courses		
GRPH 3005	Trends and Issues in Graphic Design	42
GRPH 3008	Advanced Graphic Applications	42
General Education Course		
Select 1 course from the general education list during registration.		42
Field Training		
GRPH 3011	Field Training	160
Hours		286
Total Hours		1588

*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.*