

VISUAL AND DIGITAL MEDIA ARTS

Program: VDMA

Credential: Ontario College Diploma

Delivery: Full-time + Part-time

Length: 4 Semesters

Duration: 2 Years

Effective: Fall 2023

Location: Barrie

Description

In this program, students develop their creative abilities and artistic skills using the latest digital tools and a variety of traditional media. Through a combination of creative course content and hands-on studio practice, students develop their interests and skills in a variety of techniques and media, including drawing, painting, sculpture, printmaking, digital art, 3D modelling, 3D printing, photography, and extended reality (VR, AR) that help bring their artistic vision to life. Experiential art studios and unique media labs provide a hands-on environment to foster essential visual art skills. In our Campus Gallery, students engage with the work of contemporary artists as well as have opportunities to showcase their own work. Through immersive and leading-edge art education, students foster critical thinking, social innovation, and entrepreneurial skills, which are essential for success within the diverse professions in the visual arts.

Career Opportunities

Graduates may find work in careers including but not limited to studio assistant, gallery preparator, photographer's assistant, set decorator, concept artist, teaching assistant, digital illustrator, and sales. With a broad background in the creative application of digital and visual art media, graduates may also choose to pursue further studies in a related artistic discipline to further enhance their career opportunities. Alternatively, graduates may also choose to pursue their own professional studio art practice.

Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

1. create original works of art using principles of art and design and sustainable practice for both traditional and digital arts media;
2. adhere to safety protocol while working with a range of potentially hazardous equipment and materials both inside and outside of the studio;
3. critique works of art to foster a collaborative community, build confidence and encourage artistic growth;
4. promote one's own digital and visual art, designs and brand using business and entrepreneurial strategies to generate income;
5. design and realize exhibitions of artwork for galleries, displays, shows and/or online platforms according to curatorial standards;
6. prepare funding proposals and business plans to generate opportunities and capital in support of visual and digital art projects goals;
7. create a professional portfolio to showcase a range of digital and visual artwork for the purposes of employment and promotion;

8. participate in teaching, leadership or mentorship opportunities in the community that elevate the profile of art and artists in society;
9. analyze cultural, visual and digital art trends that may impact future sales, commissions and employment in digital and visual arts;
10. communicate design and technical information effectively using artistic skills, language, and digital formats to diverse audiences.

Program Progression

The following reflects the planned progression for full-time offerings of the program.

Fall Intake

- **Sem 1:** Fall 2023
- **Sem 2:** Winter 2024
- **Sem 3:** Fall 2024
- **Sem 4:** Winter 2025

Admission Requirements

- Ontario Secondary School Diploma (OSSD) or equivalent, mature student status 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/academic-regulations/ (<https://www.georgiancollege.ca/admissions/academic-regulations/>)

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 for Prior Learning website for details:

www.georgiancollege.ca/admissions/credit-transfer/ (<https://www.georgiancollege.ca/admissions/credit-transfer/>)

Additional Information

To be successful in this program, students are required to purchase art materials such as paints and canvas on an ongoing basis.

In addition, a personal tablet and stylus are required for digital drawing. We recommend an Apple product to run the app, Procreate. Visit the Procreate website to find out which iPads can run the latest software version <https://procreate.art/faq> (<https://procreate.art/faq/>). The Procreate website also provides advice on how to get earlier versions of the software for older devices.

Students can use an equivalent Android tablet and stylus. We will recommend a different drawing app, as Procreate does not run on Android.

Students will not need to purchase the tablet before the first day of class and will have some time to ask questions before buying a device.

Graduation Requirements

19 Program 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 unless otherwise stated on the course outline.

Program Tracking

The following reflects the planned course sequence for full-time offerings of the Fall intake of the program. Where more than one intake is offered contact the program co-ordinator for the program tracking.

Semester 1		Hours
Program Courses		
ARTS 1000	2D Media Studio 1	56
DIGS 1000	Digital Studio 1	56
DRWG 1000	Interpretive Drawing 1	42
SCUL 1000	3D Studio 1 - Materials and Methods	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		280
Semester 2		
Program Courses		
ARTS 1001	2D Media Studio 2	56
DIGS 1001	Digital Studio 2	56
DRWG 1001	Interpretive Drawing 2	42
HSTY 1001	Introduction to Modern Art	42
SCUL 1001	3D Studio 2 - Materials and Methods	42
Communications Course		
Select 1 course from the communications list during registration.		42
Hours		280
Semester 3		
Program Courses		
ARTS 2001	Critical Issues for Fine Artists 1	42
DIGS 2001	3D Graphics and Immersive Environments	56
DIGS 2002	Digital Narratives	56
DIGS 2003	Digital Studio 3	56
FINA 2006	Figure Studio: Drawing and Painting 3	42
General Education Course		
Select 1 course from the general education list during registration.		42
Hours		294
Semester 4		
Program Courses		
ARTS 2002	Professional Practices for Fine Artists	42
ARTS 2013	Contemporary Art Studio	56
ARTS 2014	Digital Illustration	42
COMP 2100	Social Media and Web Management	42
DIGS 2004	3D Digital Studio	56
General Education		
Select 1 course from the general education list during registration.		42
Hours		280
Total Hours		1134

Graduation Window

Students unable to adhere to the program duration of two years (as stated above) may take a maximum of four years to complete their credential. After this time, students must be re-admitted into the program, and follow the curriculum in place at the time of re-admission.

Disclaimer: The information in this document 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.

Program outlines may be subject to change in response to emerging situations, in order to facilitate student achievement of the learning outcomes required for graduation. Components such as courses, progression, coop work terms, placements, internships and other requirements may be delivered differently than published.