

# GRAPHIC DESIGN

---

## Program Outline

<b>Major:</b>	GRDE
<b>Length:</b>	3 Years
<b>Delivery:</b>	6 Semesters
<b>Credential:</b>	Ontario College Advanced Diploma
<b>Effective:</b>	2012-2013
<b>Location:</b>	Barrie
<b>Start:</b>	Fall (Barrie)

---

### Description

The 3-year Graphic Design 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. (RGDOntario).

### Career Opportunities

At an entry-level of responsibility, graduates create and produce effective visual communications within constraints set by employers, clients and the market. They work as team members or independently. They apply all stages of the design process, the principles and history of visual communications and traditional and digital technologies and have a working knowledge of business practices and the basics of market research. The depth and breadth of instruction in design and technology as reflected in the portfolio enables graduates to play more creative and independent roles in the workplace.

### Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

- develop and implement solutions to complex problems encountered in all phases of the graphic design process;
- originate visual communications through the application of design theories and principles to develop effective design solutions;
- apply typographic skills and knowledge to create effective visual communications;
- use a variety of advanced technologies to capture and manipulate design elements in producing a final product;
- work in a professional manner, maintaining professional relationships and communicating effectively with clients, co-workers, supervisors and others;
- apply appropriate and effective business practices when dealing with clients.

### **The Program Progression:**

Fall Intake - Barrie

Sem 1	Sem 2	Sem 3	Sem 4	Sem 5	Sem 6
-----					
Fall 2012	Winter 2013	Fall 2013	Winter 2014	Fall 2014	Winter 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:**

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:**

- 24 Mandatory Courses
- 2 Communications Courses
- 3 Optional Courses
- 5 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
- GRPH3000 Graphic Design 5
- GRPH3001 Portfolio Development 1

GRPH3004 Professional Practices for Designers 2  
GRPH3005 Trends and Issues in Graphic Design  
GRPH3006 Field Training  
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.

#### Optional Courses

COMP2038 Web Design 2  
GRPH2005 Package Design 2  
GRPH3007 Graphic Illustration 2  
GRPH3008 Advanced Graphic Applications  
PNTG1000 Painting 1  
PNTG1001 Painting 2  
PRNT1000 Printmaking 1  
PRNT1001 Printmaking 2

#### 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.

**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.

**COMP2038 Web Design 2 42.0 Hours**

This hands-on course builds on the skills learned in Web Design 1, emphasizing advanced techniques for the professional Web designer. Learning occurs through the use of project-based assignments.

P- COMP2033 Web Design 1 or P- CSC3215 Web Design 1

**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

**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 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

**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.

#### GRPH2005 Package Design 2 42.0 Hours

This studio course continues to explore the role of applied graphics and packaging. In addition to aesthetic, informative, and promotional display aspects, the package's function is addressed. Emphasis is also placed on series creation, materials and their qualities, issues of manufacturing and packaging regulations.

P- GRPH2004 Package Design 1 or P- GAT3264 Package Design 1

#### GRPH3000 Graphic Design 5 42.0 Hours

In this project-based course, students will work individually and in groups to develop solutions for a variety of client needs. Projects are more complex and emphasis is placed on teamwork and time management.

P- GRPH2002 Production Studio 2 and (P- GRPH2003 Graphic Design 4 or P- GAT3341 Graphic Design 4) and C- GRPH3001 Portfolio Development 1 and C- GRPH3004 Professional Practices for Designers 2

#### GRPH3001 Portfolio Development 1 42.0 Hours

In this project-based course, students will fine tune acquired skills and focus their body of work towards specific job goals. They will develop a portfolio of work that best represents their creativity and skill in graphic design. Students will also have the opportunity to re-address previous projects and assignments for inclusion in their portfolios.

(P- GRPH2003 Graphic Design 4 or P- GAT3341 Graphic Design 4) and C- GRPH3000 Graphic Design 5

#### GRPH3004 Professional Practices for Designers 2 42.0 Hours

This course builds on the skills developed in Professional Practices for Designers. Students learn how to plan and build a career in the various sectors of the graphic design industry through emphasis on building relationships with employers and industry associations.

P- BUSI2004 Professional Practices for Designers 1 and C- GRPH3000 Graphic Design 5

#### GRPH3005 Trends and Issues in Graphic Design 42.0 Hours

This course explores the current trends and issues in the Graphic Design industry from a technical, creative and business aspect. Students are introduced to existing and emerging opportunities through research and discussion, field trips and analysis of the industry. Focus is placed on the importance of professional development and its relationship to achieving success in a highly competitive industry.

P- GRPH3000 Graphic Design 5 and P- GRPH3001 Portfolio Development 1 and P- GRPH3004 Professional Practices for Designers 2 and C- GRPH3006 Field Training

#### GRPH3006 Field Training 126.0 Hours

This course is a practical application of the theory and assignments experienced in the Graphic Design program. Skills acquired in the program will be practiced and enhanced,



while job performance is evaluated by potential employers. Activities will vary from placement to placement, but should include preparation and completion of assigned activities. Placement Hosts are asked to treat students as junior employees and expose them to the day-to-day workings of the industry. Students will continue developing and refining their body of work for inclusion in a professional portfolio.

C- GRPH3005 Trends and Issues in Graphic Design and P- GRPH3000 Graphic Design 5 and P- GRPH3001 Portfolio Development 1 and P- GRPH3004 Professional Practices for Designers 2

GRPH3007 Graphic Illustration 2 42.0 Hours

This studio course will continue to explore the graphic illustration process by examining specific venues, from portraiture to alternative fringe and grunge. Emphasis will be on subject matter, concept development, and personal style as well as conceptual and narrative illustration.

P- DRWG1003 Graphic Illustration

GRPH3008 Advanced Graphic Applications 42.0 Hours

This course will build on skills learned in Adobe Photoshop 1 and Adobe Illustrator 1. Emphasis will be placed on the advanced functions of these two applications in creating, manipulating, and editing both vector art and raster images. Learning will occur through technique-specific assignments.

P- COMP2035 Adobe Illustrator 1 and (P- COMP1021 Adobe Photoshop 1 or P- CSC3309 Adobe Photoshop 1)

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.

PNTG1000 Painting 1 42.0 Hours

This is a studio course which introduces the fundamental techniques of oil and/or acrylic painting. Students are taught the preparation of suitable surfaces for painting and the technical issues of paint application. Basic aesthetic issues are introduced in both representational paintings and exercises designed to generate personal expressive approaches to painting.

**PNTG1001 Painting 2 42.0 Hours**

This is a studio course which introduces traditional and experimental approaches to painting landscape, still life, non-objective and the figure. Emphasis will be placed on the relationship of drawing, composition and colour to painting.

P- PNTG1000 Painting 1 or P- PAI3223 Painting 1

**PRNT1000 Printmaking 1 42.0 Hours**

This is a studio course that introduces fundamental printmaking techniques in lithography and serigraphy, with emphasis on the edition. Students are also introduced to intaglio and relief printmaking, and will develop a personal aesthetic in response to the printmaking medium.

**PRNT1001 Printmaking 2 42.0 Hours**

This is a studio course which builds on the foundation of basic techniques in intaglio and relief, or lithography and serigraphy. A personal approach to image making is required, while emphasizing editioned prints. Students may focus their study in one or more of the printmaking processes.

**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.*