GRAPHIC DESIGN

Program Outline

Major: GRDE
Length: 3 Years
Delivery: 6 Semesters
Credential: Ontario College Advanced Diploma
Effective: 2014-2015
Location: Barrie
Start: 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 in both print and web based format. The depth and breadth of instruction in design and technology is reflected in the portfolio developed in the 3-year program, enabling graduates to play more creative and independent roles in the workplace.

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

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.

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;
- plan for the development and operation of a small freelance graphic design business;
- employ environmentally sustainable design principles and practices.

The Program Progression:
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Fall Intake - Barrie

Sem 1 | Sem 2  | Sem 3 | Sem 4  | Sem 5 | Sem 6
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Fall  | Winter | Fall  | Winter | Fall  | Winter
2014  | 2015   | 2015  | 2016   | 2016  | 2017
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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*
- 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/

Graduation Requirements:
26 Mandatory Courses

2   Communications Courses
5   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.

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
GRPH3000   Graphic Design 5
GRPH3001   Portfolio Development 1
GRPH3004   Professional Practices for Designers 2
GRPH3005   Trends and Issues in Graphic Design
GRPH3008   Advanced Graphic Applications
GRPH3009   Production Studio 3
GRPH3010   Three-Dimensional Environmental Design
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

Field Training
GRPH3011   Field Training

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.

GRPH3000 Graphic Design 5   42.0 Hours
In this project-based course, students will work individually and in groups to develop print and web based 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 1. Students experience a simulated work-related environment whereby they apply their time management, design and computer skills to prepare client work within strict timelines. Job search techniques, portfolios and job interviews are reviewed.

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

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)

GRPH3009 Production Studio 3   42.0 Hours
This hands-on course focuses on the development of advanced production skills for graphic designers. Building on the skills developed in Production Studio 1 and Production Studio 2, students will learn pre-press and troubleshooting techniques to ensure error free printing on a variety of presses, as well as techniques for creating standards-based digital assets for the Web.
P- GRPH2002 Production Studio 2

GRPH3010 Three-Dimensional Environmental Design   42.0 Hours
This hands-on course introduces students to techniques and technologies for designing and producing graphics for three-dimensional objects and the environment. Emphasis is placed on creative visual problem solving and application of type, colour, graphics and images.

GRPH3011 Field Training 160.0 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

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

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.