

GRAPHIC DESIGN

Program Outline

Major:	GRDE
Length:	3 Years
Delivery:	6 Semesters
Credential:	Ontario College Advanced Diploma
Effective:	2016-2017
Location:	Barrie
Start:	Fall (Barrie)

Description

The Graphic Design program involves interdisciplinary, problem-solving activities which combine visual sensitivity with skill and knowledge in the areas 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.

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 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 a freelance graphic designer.

Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

- conceptualize and develop design solutions using principles of design to create visual communications that meet the needs of the project;

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

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 for more information.

The Program Progression:

Fall Intake - Barrie

Sem 1	Sem 2	Sem 3	Sem 4	Sem 5	Sem 6
-----	-----	-----	-----	-----	-----
Fall	Winter	Fall	Winter	Fall	Winter
2016	2017	2017	2018	2018	2019

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/

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/

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:

- 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 unless otherwise stated on the course outline.

Mandatory Courses

BUSI2004 Professional Practices for Designers 1
COMP1020 Digital Page Layout 1
COMP1021 Adobe Photoshop
COMP1076 Web Production
COMP2035 Adobe Illustrator
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
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

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 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 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.

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

Students are introduced 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 of editorial, advertising and promotional materials. Emphasis is placed on the integration of graphic design skills, typography, creative visual problem-solving, print and web/new media, 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 production and digital publishing. Type management, artwork preparation, 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 digital 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, for print and digital publishing 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. Various styles and media will be explored and the relationship between type and image will be addressed.

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 and C- GRPH3004 Professional Practices for Designers 2

GRPH3001 Portfolio Development 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.

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 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 and (P- COMP1021 Adobe Photoshop 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 program 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 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.