

Graphic Design – Program Fit

Graphic Design Production (GRDP)

TWO YEARS
(FOUR ACADEMIC SEMESTERS)

First year – design basics (design process, research, problem-solving, the communication process, logo/icon design, advertising, info graphics), typography, industry standard software skills.

Second year – advanced conceptual design (branding, info graphics, editorial, briefs, justifications, etc.), professional practices, web/print production studio techniques, research techniques

Strong focus on hands-on projects

18 hours of classes a week

Six courses per semester

Communicate and present ideas, design concepts and opinions clearly and persuasively

Develop and practice computer skills

Job-specific focused

Work with minimum supervision

Reliable, dependable, and respectful

Good communication skills

Strong team player

Self-starter

Ability to prioritize, meet deadlines and work independently

Demonstrates personal responsibility

Entry-level junior/production designer

Work under direction of team lead

Self-direction with some administrative reporting

Perform assigned tasks and duties

Graphic Design studios, Advertising Agencies, Web-based design houses

Government agencies (e.g. municipal, provincial, federal in-house art departments)

Corporate in-house art departments (retail and service companies, hospitals, etc.)

Publishing (newspapers, magazines, etc.), Marketing companies, Printing companies

Graphic Design (GRDE)

THREE YEARS (SIX ACADEMIC SEMESTERS
+ 160 HOURS OF FIELD PLACEMENT)

First and second year – identical to Graphic Design Production program

Third year – advanced portfolio development opportunities, professional practices, web and print production techniques, advanced software skills, trends and issues, experiential graphics, etc.

Field Placement, an opportunity to practice the skills acquired in the Graphic Design Program and develop confidence within a real world setting.

18 hours of classes a week

Six courses per semester

Progressive design, advanced production and computer skills based on first and second year courses

Develop project management skills and keep current with visual media design trends

Career-focused

Ability to lead a team

Strong communication skills

High attention to detail

Broad level thinking

Professional decision making skills

Strong ability to prioritize, meet deadlines and work independently

Potential for future art directing roles

Self-directed with administrative reporting

Develop and manage projects

Troubleshoot problems

Creative and innovative thinking

Program Focus

Program workload and expectations

Successful student/employee

Employment expectations

Typical employers

Graduation Requirements:

Two-year Program GRDP: 19 Mandatory + 2 Comm + 3 GenEd

Three-year Program GRDE: 26 Mandatory + 2 Comm + 5 GenEd + 1 Field Placement

For more information, please visit

<http://www.georgiancollege.ca/academics/academic-areas/design-and-visual-arts/programs-tab/>