PROGRAM OUTLINE

Graphic Design

PROGRAM DESCRIPTION

This **diploma** program focuses on preparing the student to work in a variety of graphic design positions. This program will give students theoretical knowledge and the hands-on skills necessary to be successful. Students will create a portfolio that showcases their professional graphic design talents.

LEARNING OBJECTIVES

Upon completion of the program, students will have acquired industry standard software and technical skills and the knowledge to apply current industry policies, practices, procedures and tools.

ADMISSION REQUIREMENTS

- Grade 12 graduate or mature student status (British Columbia, 19 years or older)
- Meet minimum English language proficiency requirements.

PROGRAM DURATION

Total instructional hours	**960**
Total Co-op hours	**0**
Total program hours	**960**
Total program length (weeks)	**48**

GRADUATION REQUIREMENTS

- Successful completion of all program courses.
- Successful completion of program coop.

CAREER OPPORTUNITIES

Upon successful completion graduates will be able to secure entry-level graphic design employment, for example as a digital illustrator, layout specialist, graphic artist and design software specialist.

PROGRAM BREAKDOWN

Course No.		Hours
IND100	Art & Design Foundation	40
GRD100	Drawing*	40
GRD110	Digital Imaging I	40
GRD120	Digital Illustration I	40
GRD130	Typography	40
GRD200	Drafting*	40

Course No.		Hours
DFP200	Digital Photography	40
GRD210	Digital Illustration II	40
GRD220	Package Design I	40
GRD310	Advertising Design I	40
GRD340	Web Design	40
GRD400	Digital Imaging II	40
GRD300	Corporate Design	40
GRD320	Advertising Design Studio	40
GRD330	Mobile Media Design	40
GRD410	Publication Design I	40
GRD520	Senior Design Project	40
GRD600	Package Design Studio	40
GRD420	Motion Graphics	40
GRD610	Publication Design II	40
GRD620	Green Advertising Studio	40
GRD510	Portfolio	80
CAP100	Career Preparation	40

DELIVERY METHODS

☒ In-class instruction
☒ Distance education
☒ Combined delivery (both in-class and distance)
Courses indicated with * cannot be taken on-line

IND100 Art & Design Foundation

This course introduces students to the fundamentals and application of color theory and design. The course includes a short history of design, the physics of color and the fundamentals of the principles of design. Through a wide variety of art and design exercises students will learn to apply theory to artistic practice, learning how to apply basic design principles and color creatively.

GRD100 Drawing

This course will teach students how to see the world, allowing them to sketch and accurately draw their environment. Students will learn the fundamental concepts of drawing, how to use basic shapes, forms, lines and patterns, perspective (2/3D), scaling, proportions and lighting in the creation of realistic drawings.

Graphic Design

GRD110 Digital Imaging I

This course introduces students to industry standard digital imaging software – Photoshop. Students will learn the fundamentals of digital image manipulation and production, editing tools and techniques used in print and web production and will apply color and design principles in the creation of original compositions. Topics will include; color correction, layers, selection tools, brushes, masks, blending, filters, and file formats and output.

GRD120 Digital Illustration I

This course introduces students to the industry standard vector-based software used in manipulating photographic and bitmapped imagery and in the production of original illustrations used in magazines, advertising publications, technical documentation, game and video industries. Students will apply the basics of color and design in the creative production of a selection of industry specific illustrations. Topics will include; tools and functions, color palette applications, drawing and painting objects, using and creating masks and transparencies, type, effects, file formats and output.

GRD130 Typography

This course is an introduction to the importance and effective application of typography in all forms of communication. This course will cover type classifications (serif vs. sans serif, display type vs. text type), how type is measured, sized, and organized, and how spacing and alignment affect design, how to use kerning, tracking, leading, and line length, and covers the history and current trends in typography.

GRD200 Drafting

This course introduces students to the fundamentals of traditional conventional drafting, using paper and pencil to produce detailed technical drawings.

DFP200 Digital Photography

This course introduces students to the fundamental terminology, concepts, and techniques of digital photography. The content focuses on the principles of using color, composition, lighting, and other imaging techniques to capture a subject.

GRD210 Digital Illustration II

Adobe Illustrator is the choice of artists and designers to create drawings and illustrations (charts, graphs, logos, diagrams, cartoons) when precision and high resolution matters most. This course builds upon *Illustrator I*, introducing advanced illustrator techniques and lays out the production process, showing how to get work production ready.

GRD220 Package Design I

This course explores the basics of designing packages, with emphasis given to methods that are practical for manufacturing and shipping, while making the packaging visually appealing. The focus will be on folding cartons, which can be created with the tools available to most designers, Adobe InDesign and Illustrator. Skills to create die-lines, artwork and text will be learned and practical experience in printing and cutting packaging prototypes and preparing the job for professional printing will be given.

GRD310 Advertising Design I

Students will be introduced to traditional and mobile and social media marketing and advertising theory and trends. Using this framework students will begin to examine the purpose of graphic design in the context of advertising and will explore design principles applied in the promotion of an idea or product.

GRD340 Web Design

In this course students will be introduced to current web design theory and practice. This course explores a variety of techniques, tools, and technologies associated with web development. Students, will define, design, and develop an HTML based website using standard authoring tools. Through this 'hands-on' course, the student will learn the fundamentals of web design, as well as HTML, and CSS.

GRD400 Digital Imaging II

This course builds upon tools and techniques introduced in *Photoshop I*. Students will learn how to use and apply layers, slices, roll-overs, image maps, blends, and painting and compositing tools in the manipulation of existing images and in the creation of original work, being delivered using a variety of technologies.

Graphic Design

GRD300 Corporate Design

We are well aware of the influence that corporate branding has on the public's perception of people, politicians, companies and their products. Branding is used to inform, promote, deliver a message and/or create a recognizable identity. This course will introduce students to the processes that are involved in the creation of an institution's identify, with a focus on original logo creation.

GRD320 Advertising Design Studio

Building upon *Advertising Design I* students will create marketing collateral taking into consideration a variety of real world marketing and budgetary variables. Students will choose from one of three advertising scenarios each presenting a different constraint (target audience, fiscal limitation, product re-introduction). They will propose and defend three possible advertising design solutions. The 'client' will make the final choice and each student will take the project to completion by applying design best practices.

GRD330 Mobile Media Design

This course focuses on applying design and usability best practices in the creation of a superior mobile user experience. Students will be introduced to basic mobile and touch screen design principles. Students will apply these principles in the creation of a cross platform mobile user experience.

GRD410 Publication Design I

The rise and evolution of electronic information was supposed to herald the end of print media. To-date this has not occurred, with many publications still delivering both in hard and electronic copy. This course introduces students to the techniques and processes involved in creating print-based publications.

GRD520 Senior Design Project

The objective of this course is provide the student with the opportunity of decide on, design and complete a design project of their own choosing. Students will be evaluated on the originality of their project, design brief and ability to execute their project plan.

GRD600 Package Design Studio

Building upon *Packaging Design I* students will work in groups and choose from one of four packaging design challenges, each presenting a different constraint (size, material, environmental, cultural). Each group will propose and defend two possible design solutions. The 'client' will make the final choice and each group will take the project to completion by applying packaging design best practices.

GRD420 Motion Graphics

This course will introduce students to the principles of digital animated graphics. Students will bring their knowledge of design and illustration to the creation of animated assets. Students will learn how to create motion graphics for a variety of applications. Projects will focus on the design and optimization of animations for mobile assets.

GRD610 Publication Design II

Building upon *Publication Design I* students will learn how to design and create publications being delivered in digital format using a variety of electronic delivery technologies to a variety of digital media devices.

GRD620 Green Advertising Studio

In this course students will identify a current sustainability issue that is being negatively presented in the media and will develop a 'green' advertising campaign designed to change public opinion. Working competitively in groups each will propose and defend a design brief. Brief evaluation will use an intra-group and inter-group assessment model. Based on 'client' feedback students will take the project to completion.

GRD510 Portfolio

Building on the choices made with respect to their portfolio design brief students will focus on improving their portfolio pieces so that they clearly reflect a personalized area of interest and expertise, and demonstrate competency mastery. Students will present their final portfolio to a panel of their peers and industry representatives.

CAP100 Career Preparation

This course prepares students for their job search by introducing them to interviewing skills, resume writing, cover letters, interview preparation, public speaking and an introduction to general customer service.

Graphic Design

Methods of Evaluation
Course grading is indicated on each course outline. Generally assessment will consist of quizzes, exams, and assignments.

Required Course Material
Not all courses may have textbooks. Textbooks are listed on the course outline. Textbooks may not be available through the college.

Equipment
Computer and requisite software are provided at the college. No other equipment is required unless otherwise indicated on the course outline.

Program
Course currency and relevancy may change depending on the requirements of industry. The school may make changes at any time. Changes will be effective when made.

Other
For proof of *English Language Proficiency* please refer the Student Handbook.