Graphic Design - Digital Media

Ontario College Advanced Diploma (2 years) (1094)

705.759.6700 : 1.800.461.2260 : www.saultcollege.ca : Sault Ste. Marie, ON, Canada

PROGRAM OVERVIEW

In a fast-paced digital world, Graphic Design is more in-demand in the workplace than ever before. Sault College`s new accelerated advanced diploma program in Graphic Design will allow you to complete a 3-year program in only 2-years, getting you trained and ready for employment faster than ever.

The building blocks of great design come from creative minds, and fostering unique design solutions is key for creating work that stands above the crowd. This program helps students do so by focussing on the core courses in design and then expanding on those key elements to more advanced study.

This **accelerated** program will give you the tools you need to create visually stunning work that incorporates solutions for the ever growing digital age.Emphasis is placed on project-based learning, giving you a strong foundation in the exhilarating design process. Incorporating an array of both technology and media, you will receive your training alongside experienced and supportive professors and industry consultants who will help you develop a professional and industry relevant portfolio that will get you noticed.

In this way, we are able to train talented designers who are ready for the work force in only two years.

We can offer you:

- A learning experience in small studio classes under the watchful eye of professional designers.
- A culture that fosters creative ability and pushes to explore unique and creative ways to solve design problems.
- Studios with hardware and software that is current and relevant in the design field.
- A generous student to faculty ratio, and faculty who care about your learning experience.
- Projects that are designed to be hands-on and a reflection of a body of work typical of today`s graphic design industry.
- An automatic student membership to RGD (Registered Graphic Designers of Ontario) allowing you opportunities through Free admission to our local Design Algoma meetings, and webinars hosted by industry professionals.
- A sparkling student satisfaction rate of 100% on Knowledge and Skills, Quality Learning Experience and Graduate Satisfaction as well as 100% satisfaction rate from employers. (KPI results)

Our Faculty care about your success.

Students are asked to rate the concern of people at the College for their success. Student rate our program at 90% compared to the system average of only 66%. (KPI results).

If you are a Canadian citizen or permanent resident and currently unemployed, you may qualify for **second career** funding for this program! To learn more about your options and how to get started, contact us at **studentrecruitment@saultcollege.ca**.

PROGRAM OUTCOMES
A graduate of the Graphic Design - Digital MediaProgram at Sault College will reliably demonstrate the ability to:

1. Conceptualize and develop design solutions using principles of design to create visual communications that meet the needs of the project.
2. Employ the design process to create design solutions that meet the project objectives and the needs of the client and/or user.
3. Plan, create and use photography, illustration and typography in design layouts to meet the requirements of the creative brief.
4. Design, develop and create a variety of media products using relevant, current and/or emerging technologies.
5. Communicate ideas, design concepts and opinions clearly and persuasively to others.
6. Use recognized industry practices throughout the design process and related business tasks.
7. Plan, implement and evaluate graphic design projects using project management skills to deliver quality work to clients according to schedule and within budget.
8. Complete all work in a professional and ethical manner and in accordance with all applicable legislation and regulations.
9. Keep current with visual media design trends, technologies and industry practices using strategies that enhance work performance and guide professional development.
10. Assess, select and use a variety of digital media technologies when developing design solutions.

Reference

Ministry of Training, Colleges and Universities Graphic Design Program Standards (MTCU 61820), September 2014.

ADMISSIONS

MINIMUM ACADEMIC REQUIREMENTS

Ontario Secondary School diploma (or equivalent)with Grade 12 English (C) ENG4C, or mature student status.

CAREER PATHS

Graduates may work as graphic designers, computer graphic illustrators and designers, layout artists, typographic designers, advertising illustrators, book illustrators, art directors, teachers, webs site designers, production artists, corporate designers, package designers, print production managers, cartoonists, television production team members, set designers, and in many other areas.

MANDATORY FEES

Domestic		International	
Tuition	Ancillary	Tuition	Ancillary
$4,074.80	$1,085.00	$15,180.80	$1,545.00

These fees are for the 2020-2021 academic year (year 1 of study) and are subject to change. Please visit your Student Portal to view your Schedule of Fees.

PROGRAM OF STUDY

SEMESTER 1

CMM115-3 Communications I
GRD101-3 Drawing for Communication
GRD102-6 Design 1 (Design Principles)
GRD103-6 Typography 1
GRD104-3 Digital Production 1
GRD105-3 Professional Practices 1 (Design Research)

SEMESTER 2
GRD201-3 Digital Photo Manipulation
GRD202-6 Design 2 (Design Strategies)
GRD203-6 Typography 2
GRD204-3 Digital Production 2
GEN100-3 Global Citizenship
GRD205-3 Design History

SEMESTER 3
GRD301-3 Web Design
GRD302-8 Design: Senior 1
GRD303-6 Typography for Digital Media 1
GRD304-3 Digital Production 3
GRD305-3 Motion Graphics

Select one of the following:
GEN110: Student Selected General Education

SEMESTER 4
GRD401-3 Web Design 2
GRD402-8 Design: Senior 2
GRD403-6 Typography for Digital Media 2
GRD404-3 Digital Production 4
GRD405-3 Motion Graphics 2
GRD406-8 Capstone Design Project
GRD407-2 Graduate Exhibit
Note: Semester 4 is 21 weeks.

Course Descriptions

Semester 1

Communications I (CMM115) (3 credits)

This course is designed to help students develop the skills necessary to communicate effectively in their programs and at the college level. Students will think critically to capture the meaning messages and respond appropriately; produce coherent, clear paragraphs; and purposively research and responsibly integrate credible sources into their own writing. Emphasis is placed on the writing process, from planning to revising, while providing opportunities to explore various modes of communication.

Drawing for Communication (GRD101) (3 credits)

In a visual communications industry drawing is one of the main forms of communication that design professionals employ. In this course the basics of drawing, point,line, form, will be covered in practical exercises that allow the participant to gain a solid foundation in visual communication. Drawing principles studied will include planning drawings, perspective drawings, use of shading and textures. Practical exercises will be applied to traditional media based projects as well as digital applications.

Design 1 (Design Principles) (GRD102) (6 credits)

This course will be delivered in a digital format using current Adobe Creative Suite software as working tools. In this foundation course the basics of design, design process, composition and visual language will be practiced. Participants will be challenged to formulate design plans and implement project planning and time management skills in developing coursework. Participants will be challenged with practicing the basics of design and design process in both print and web based applications.

Typography 1 (GRD103) (6 credits)

In this foundation level typography course the participant will be challenged with demonstrating their acquired understanding of typographic concepts as they pertain to web based design problems as well as print based Design problems. Knowing how people read,accept information and understand ideas is a cornerstone to any professional design career. Participants should expect to be able to utilize basic digital and print based typographic concepts and methods tin their daily creative work by the end of this course.

Digital Production 1 (GRD104) (3 credits)

This course will focus on the use of software currently used in the creative industry. The Adobe Creative suite of computer applications in a Macintosh environment will be the main subject matter studied in this course. Participants will be using Creative software to solve design problems and challenge their digital skills.

Professional Practices 1 (Design Research) (GRD105) (3 credits)

A sound understanding and practical applications of design research, information gathering techniques and documentation of both formative and summative data will be the end goal of this course. Students will be coached and will practice methods to gain insights into strategies that will help them as professional designers provide more what the client needs as opposed to what they think they want. With a good foundation in using research to approach and understand any design problem the participant may face in their future careers the professional designer will be able to provide better and more competitive services to their clients in any visual communications problem encountered.

Semester 2

Digital Photo Manipulation (GRD201) (3 credits)

This is a foundation level course that will provide the participant with a solid understanding of basic photographic techniques as well as the ability to understand a photographic language to better art direct photographers in their future careers. Images gathered will also be manipulated using photographic editing software to provide participants with a base level skill set to expand upon in future coursework and challenges. Developing and manipulating images for use in both web based and print based applications will be studied.

Design 2 (Design Strategies) (GRD202) (6 credits)

How professionals approach design problems requires planning and strategy in order to deliver top quality services to any client. Design skills will be further enhanced in this continuation from Design 1. Basic design skills will be expanded upon and applied to a variety of real life digital communications challenges. Participants will be challenged with creating solutions to digital visual communication problems in a guided and coached environment. Design challenges involving web sites, apps and print based solutions will be explored.

Typography 2 (GRD203) (6 credits)

A continuation of Typography 1, this course will provide the participant with the opportunity to practice already learned skills and build upon then to develop sophisticated digital typographic solutions for visual problems. The basics of typographic study will be reinforced and expanded on to allow the participant to develop organized and creative typographic solutions. A focus on using type in editorial design applications will be central to this course. Editorial design application will include traditional media such as magazines, ebooks, accessible PDF documents. Concepts in accessibility centering around AODA(Accessibility for Ontarians with Disabilities Act) and typography will be introduced to be expanded upon in future courses.

Digital Production 2 (GRD204) (3 credits)

This course is a continuation of Digital Production 1. This is a foundation course in the basics of electronic creativity. The importance of? computer terminology will be stressed. Students will learn to manipulate equipment and software, manage files, scan images, and create graphics and text layouts using the Adobe Creative Suite package which includes Illustrator, Photoshop and InDesign, and mobile/Web development software. Advanced techniques in image manipulation, page building, image creation, will be practiced.?

Global Citizenship (GEN100) (3 credits)
The world we are living in is one in which local, national and international issues are interwoven, and the need for us to understand the impact these issues can have on our lives has never been greater! Using a socio-cultural, political and environmental lens, students will view how the world is changing and how to become active agents of change from the local to international level. Important issues such as social injustice, poverty, environmental protection, resource scarcity, sustainability, and health will be addressed. Global citizenship is an opportunity to `Be the Change`. This course meets the Civic Life and Social and Cultural Understanding General Education themes.

Design History (GRD205) (3 credits)

A solid background and understanding of historical design trends will provide the future Graphic Designer information and an understanding that will help develop creative approaches to future design challenges. A study of major recent design movements will be studied in this active and interactive course.

Semester 3

Web Design (GRD301) (3 credits)

The idea of delivering information to an audience digitally over wireless networks is a relatively new technology. User interface and user experience design will be a cornerstone to the content in this course. IN this course the participant will be able to compare and contrast web based and print based communications techniques, methods and concepts. Emphasis will be on mastering the development of effective web pages and online apps that are geared to deliver specific information to a specific audience.

Design: Senior 1 (GRD302) (8 credits)

Senior level students in design will be challenged with developing visual materials to solve design problems found in real life scenarios. Participants will be encouraged to use design for social good and explore how good design can build good communities. Case studies of existing Design projects will be used as examples to allow participants the ability to develop their own design projects with real purpose and meaning. This is a students directed course facilitated by a professional designer and will replicate a real life design studio as much as possible.

Typography for Digital Media 1 (GRD303) (6 credits)

This course will allow the senior student to become more expert in using typography in a digital environment. Participants will become well versed in the specific nuances involved in using typographic content in a digital environment as opposed to print. Concepts in web based typography and kinetic

typography will be practiced.

Digital Production 3 (GRD304) (3 credits)

HTML, CSS, and Javascript are fundamental programming languages used in web production. In addition to basic coding web designers and production artists must have a sound working knowledge of image and type manipulation in order for web pages to load efficiently and be readable across a variety of browsers. This course will center on expanding the students knowledge of code- the language of the web- to allow the participant to be a productive member of any web development team and employ best practices in code development.

Motion Graphics (GRD305) (3 credits)

Making images and typography move has been the domain of animators for many decades. Graphic designers, especially those employed in the broadcast design industry or developing moving graphics for web based solutions will benefit from this course. This studio course introduces the student to the world of moving graphics. Through experimentation and exploration students will study legibility and readability issues with typography and how movement impacts both type, imagery and understanding and interpretation. A variety of methods will be used to manipulate text and imagery in a moving environment. Expertise in the concepts involved in presenting image based to typographic based solutions in an environment that moves will be crucial in the future careers of graphic designers.

Student Selected General Education (GEN110) (3 credits)

For Transfer Credit Purposes only.

Semester 4

Web Design 2 (GRD401) (3 credits)

This course will provide an experience for the senior level design students to be a fully functioning front end web designer. The course will center around the development of websites and development of content and coding for projects undertaken. If possible pro-bono projects for not for profit organizations focused in community based issues will be undertaken by the participant. The course will be facilitated by an experienced faculty who will guide and art direct the participant through the projects to complete the competencies required by the course.

Design: Senior 2 (GRD402) (8 credits)

In this final semester course the participant will be challenged with developing design projects that enhance the public good. Wherever possible participants will work with not for profit clients to solve community based design problems. Senior level students in design will be challenged with developing visual materials to solve design problems found in real life scenarios. Participants will be encouraged to use design for social good and explore how the community can benefit from the use of good design. Design advocacy and professionalism will be a main focus of this final semester course. This is a student directed course facilitated by a professional designer and will replicate a real life design studio as much as possible.

Typography for Digital Media 2 (GRD403) (6 credits)

This course will provide students time and education, to further develop an expertise in typographic design; especially concerning digital typographic applications and media. This course will focus on portfolio quality projects and allow students to fine tune their typographic skills before entering into the professional world of Design.

Digital Production 4 (GRD404) (3 credits)

The course will expand on electronic production techniques, printing methods, electronic production issues surrounding web applications and broadcasting graphics. Particular focus will be paid to estimating time on projects and tracking time to develop strategies in time and project management. It is intended that this course will inform the student of the remainder of the basic information that they need to be competent production artists within the graphics industry.

Motion Graphics 2 (GRD405) (3 credits)

This course will build upon skills learned using a variety of industry standard software applications. Students will be required to identify the distinct advantages of both vector and raster based graphic formats pertaining specifically to animation. Students will also develop more advanced skills pertaining to animation for the web, and animation for broadcast production using industry standard methods of producing animation.

Capstone Design Project (GRD406) (8 credits)

In this course, students will be challenged to propose, develop and present a final portfolio quality design project that highlights the participants own field of design specialty. It is intended that the results of this course will provide the students with an exceptionally high quality portfolio piece to help launch their careers in design.

Graduate Exhibit (GRD407) (2 credits)

This is a course that will create a buzz in the local community about the talents and skill sets of participants in this program. Self Promotion is a key skill to any creative professional working towards building a career in todays marketplace. In this course the participants will be guide through a decision making process to promote themselves in the form of portfolio, social media, print, and online as well as work as a group to create an opportunity to launch their careers in the format of a group year end show open to industry members and the local community. The concepts of working within time frames, project planning and budgeting will be core to the delivery of this course.