

## APPLIED ARTS

# Graphic Design

The Graphic Design program is a two-year diploma program that helps students to develop strong conceptual and technical skills for today's dynamic Graphic Arts industry. Through both traditional techniques and cutting-edge digital tools, students will learn what it takes to gain successful employment as a Graphic Designer in a number of related fields, including advertising, website design, packaging, publication design, information design, new media, illustration and photography.

The program's strong technical core, as well as its focus on creative problem-solving, have helped students to win more than twenty-five provincial, regional and national awards over the past five years. Graduates are working at exciting careers throughout Canada and around the world.

### OBJECTIVES

1. To help students develop strong technical and conceptual design skills.
2. To help students explore and understand the issues involved in contemporary Graphic Design practice.
3. To train students in all of the skills relevant to this industry, both traditional and digital.
4. To provide students with hands-on knowledge of, and experience with industry-standard tools and equipment.
5. To provide a supportive, positive, creative environment in which students can grow as Graphic Designers.
6. To train students to successfully compete for entry-level employment in the Graphic Design industry.

### EMPLOYMENT OPPORTUNITIES

Past graduates have a strong record of success in the Graphic Design industry, both within Newfoundland and Labrador and beyond. Graduates can choose from a variety of employment options with big and small companies, as well as freelance or self-employment. The skills learned in this program are in high demand in the global communications industry.

### ENTRANCE REQUIREMENTS

Comprehensive Arts and Science Certificate (College Transition program),

#### OR

A Provincial High School Graduation Certification with a 60% average in nine level 3000 credits or equivalent,

#### OR

Grade XI public examination pass with a 60% average or equivalent,

#### OR

Adult Basic Education (Level III) Graduation indicating completion of the general or academic stream with an average pass mark of 60%,

#### OR

Adult Basic Education (Level III) Graduation with General College Profile (or Business-Related College Profile or Degree and Technical Profile) with an average pass mark of 60%,

#### OR

Persons 19 years of age or older who do not meet the educational prerequisite for this program may be considered on an individual basis under the Mature Student Clause.

### PORTFOLIO REQUIREMENTS

All students must submit a portfolio. Please refer to the portfolio guidelines on page 6. A portfolio is a compilation of visual materials such as drawings, photographs, paintings

or design work that reflects your interests and experience. The portfolio should consist of:

- a. Between 10 and 20 works, which should include no less than five (5) freehand drawings;
- b. All work should be original: no copies of work by others will be accepted;
- c. No framed, 3-dimensional or very fragile work will be accepted;
- d. Portfolios should be no larger than 2 feet x 3 feet;
- e. There are two (2) special projects that must also be included in the portfolio. Please select any two (2) from the following:

### Special Projects

1. Using visuals and text, produce a work that reflects some aspect of the community in which you live. Try to explore some of your thoughts and feelings about your community in your work. How the image or images you choose and the text interact are important considerations. Please think carefully about how you will present this material, in that it could be presented as a poster, a brochure, in book form, as drawings or collages, as a web page, as a multimedia presentation or a variety of other means.
2. Design a logo for an organization you admire. A logo is a symbol that stands for and expresses the ideals of an organization. In a perfect world, the log or symbol embodies the positive attributes that an organization wishes to be associated with (words like professional, caring, contemporary and traditional are examples of attributes that might be suitable). Try to ensure that your symbol is simple and direct, with few colours used. Your final result can be produced by hand or digitally. The final result must be no less than four (4) inches on the shortest side.
3. Design a poster for a favourite film. Include the title of the film and a visual that represents the viewer's experience of the film. The purpose of your poster should be to get people excited about seeing the film while expressing some aspect of the emotional content of the film. In other words, it is an action film, the combination of visuals and text should suggest "action". If the film is romantic, then the combination of image(s) and text should suggest "romance". Your finished size should be approximately 11 x 17 inches and can be produced in the medium or media of your choice.
4. Create a collage using a variety of materials. The collage should express one of the following words (your choice): anger, happiness, surprise, or sorrow. Make sure the combination of shapes, colours and patterns expresses the word you choose. Your finished size should be no more than 11 x 17 inches.

## DIPLOMA

- Two years
- September start
- Prince Philip Drive Campus

### COURSES

CODE	TITLE	Hrs/wk		
		Cr	Le	La
<b>Semester 1</b>				
CM1100	Writing Fundamentals	3	3	1
GA1160	Graphic Arts Problem Solving	3	3	0
VA1230	Graphic Design I: Design Fundamentals	3	3	0
GA1110	Graphic Arts History /Typography	3	2	4
GA1410	Page Layout I	2	2	1
MC1180	Computer Systems For Graphic Arts	3	2	2
GA1200	Post Press Op. I	3	2	2
<b>Semester 2</b>				
VA1231	Graphic Design II: Design for Business	3	2	2
GA1930	Introduction to Darkroom	2	1	4
GA1600	Lithography I	6	5	3
GA1630	Illustration I	4	4	0
GA1411	Page Layout II	2	1	3
<b>Semester 3 (Interession I)</b>				
GA1510	Digital Imaging I	2	2	0
GA1820	Colour Theory for Graphic Arts	3	3	0
GA1631	Illustration II	3	3	0
MR1340	Marketing for Graphic Design	3	3	0
<b>Semester 4</b>				
CM1400	Technical Reporting I	3	3	0
GA1511	Digital Imaging II	2	1	3
GA1870	Business Practices for Graphic Design	3	3	0
GA1800	Multimedia I	2	1	3
VA2240	Graphic Design III: Packaging Design	4	3	2
VA1500	Photographic Illustration I	3	2	3
HY1100	Art History I	3	3	0
<b>Semester 5</b>				
VA2231	Graphic Design IV: Corporate Identity Systems Design	4	3	2
GA1560	Publication Design	3	2	3
VA1501	Photographic Illustration II	3	2	3
CR1520	Website Design	3	2	2
WT1350	Work Experience	5	0	14
<b>Semester 6 (Interession II)</b>				
ST2500	Design Studio	3	2	2
SD1860	Portfolio Development	2	2	0
GA2360	Production for Graphic Design	2	2	0
CR1521	Advanced Website Design	2	2	0

