ALGONQUIN COLLEGE | OTTAWA PERTH PEMBROKE

PRESENTATION TO BOARD OF GOVERNORS

Program Title:	Illustration and Concept Art
Credential:	Ontario College Diploma
Program Length:	One Year (Non-semestered Diploma Program)
School:	Media and Design
Dean:	Russell Mills
Proposed Start Date:	Fall 2013

PURPOSE:

The Illustration and Concept Art program prepares graduates for entry into the traditional field of illustration and the emerging field of concept art. Students develop industry-standard technical skills in digital and traditional media, as well as strong conceptual and creative skills. Graduates of this program may find employment in the print/editorial, advertising/commercial, and technical illustration industries.

BACKGROUND

Program recommendations from the Strategic Programs and Services Planning Committee included phasing out the one-year graduate certificate program in Professional Illustration because of weak applicant demand from qualified applicants. Students graduating from the General Arts and Science one-year Introduction to Concept Art certificate program did not meet the admission requirements for the graduate certificate program in Professional Illustration. Without that feeder program, registrations were too low to sustain it. The final intake was January 2011.

The Ontario College Diploma in Illustration and Concept Art is a possible next step for students in General Arts and Science programs in Design Studies, Introduction to Concept Art, Introduction to Fine Art, and Pre-Animation and Illustration.

The Illustration and Concept Art program is a non-semestered diploma program (NSDP). Students will complete the program in 12 months. Students who begin in a General Arts and Science certificate program will complete both the Ontario College Certificate program and the Ontario College Diploma program in two years.

CONSIDERATIONS

(i) **Evidence of Need:**
In February 2011, Hanover Research conducted a Labour Market analysis for the two-year diploma program in Illustration and Concept Art. The study findings highlighted that the Concept Art/Illustration industry does not appear to be well-defined in Canada, based on a lack of information about the specific field as an occupation, and that data on the labour

market for this occupation in Canada should not be considered definitive. The study reported that the market for workers in the Illustration and Concept Art field is growing in the United States. There is a particular demand for workers in these fields in California, especially in the cities of Los Angeles and San Francisco. In Canada, it appears that the most welcoming markets for graduates of the program are the cities of Toronto, Montreal, and Vancouver with an average employment outlook in these regions over the next few years. The Program Advisory Committee, comprised of local illustrators and concept artists, fully supports the need for this program.

(ii) **Student Interest:**
Comparable programs across the province show consistent applications and high enrolment. For the B.A.A. (Illustration) program at Seneca College, there are six applicants for every available seat in the program. Algonquin's General Arts and Science Pre-Animation and Illustration program which is expected to be a feeder program, has for the last several years received ~190 applications per year.

(iii) **Staffing:**
The program will be taught and coordinated by part-time staff in the first year. A full-time professor/coordinator hire is projected for the second year of delivery, assuming sufficient enrolment.

(iv) **Admissions Requirements**
Program Eligibility:

- English, Grade 12 (ENG4C or equivalent).
- Submit a portfolio of 10-15 samples of best work. A fee of $30 (subject to change) will be charged for portfolio assessment. An additional layout/design test required upon receipt of your application.

(v) **Advisory Committee Support:**
The Program Advisory Committee offered their motion of support on February 2, 2012.

(vi) **Strategic Alignment:**
The implementation of this program reflects the strategic directions of the College including the commitment to digital learning and alternative delivery with 40% online and a compressed program delivery, experiential learning working directly with publishers, mobile and web game companies, and studio and art directors that leverage our relationships with business and industry, and meeting the needs of students and the community. The Professional Illustration, OCGC program was identified as a "Phase Out" in the Strategic Programs and Services Planning Project Final Report and a Concept Art program identified as a "Related to Existing New Opportunity"

Appendix 1: Program of Study
Appendix 2: Cash Flow Analysis

RECOMMENDATION

That the Board of Governors approve the Illustration and Concept Art Ontario College Diploma program effective Fall 2013 and seek validation of the program title and outcomes from the Credentials Validation Service and approval for funding from the Ministry of Training, Colleges and Universities.

Appendix 1 – Program of Study

LEVEL 1 - 15 weeks

COURSE NUMBER	COURSE TITLE	Hours					
		Theory		Lab		Field / Clinical	Total Hours
		In class	Online	In class	Online		
ART1001	Life Drawing I	30		30			60
ART1002	Digital Visual Dynamics		30		30		60
ART1003	Environment & Asset Building Art I	15		30	15		60
ART1004	Interpretive Illustration I	15		30	15		60
ART1005	Interactive Media Art I	15		30	15		60
DSN2001	History of Design		45				45
ENL1813M	Communications I		45				45
	TOTAL LEVEL HOURS	**75**	**120**	**120**	**75**		**390**

LEVEL 2 – 15 weeks

COURSE NUMBER	COURSE TITLE	Hours					
		Theory		Lab		Field / Clinical	Total Hours
		In class	Online	In class	Online		
ART2009	Life Drawing II	30		30			60
ART2010	Graphic Narratives I	15	15	30			60
ART2011	Environment & Asset Building Art II	15		30	15		60
ART2012	Interpretive Illustration II	15	15	30			60
ART2013	Interactive Media Art II	15	15	30			60
GEDxxxx	General Education Elective		45				45
ENL2026	Writing for Graphic Narratives	30	15				45
	TOTAL LEVEL HOURS	**120**	**105**	**150**	**15**		**390**

LEVEL 3 – 15 weeks

COURSE NUMBER	COURSE TITLE	Hours					
		Theory		Lab		Field / Clinical	Total Hours
		In class	Online	In class	Online		
ART3001	Life Drawing III	15		45			60
ART3002	Graphic Narratives II	15	15	30			60
ART3003	Marketing and Merchandising Illustration	15	15	15	15		60
ART3004	Professional Transitions	15	15	15	15		60
ART3005	Interactive Media Art III	15	15	30			60
GEDxxxx	General Education Elective		45				45
ART3006	Light and Colour	15	15	15			45
	TOTAL LEVEL HOURS	**90**	**120**	**150**	**30**		**390**

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Diploma Program Total Hours: **1170 hours**