Area of Interest: Arts and Design

**Graphic Design**

Ontario College Advanced Diploma
3 Years
Ottawa Campus

**Academic Year:** 2019/2020
**Program Code:** 1400X01FWO

**Our Program**

*Applying your creativity to shape a career communicating ideas and concepts.*

The three-year Graphic Design Ontario College Advanced Diploma program helps you apply your creativity to communicating ideas and concepts in both print and interactive media.

Using a combination of theoretical and hands-on learning, you gain skills in design, typography, image, colour, coding, motion graphics, interaction and production from industry-connected faculty. You learn to be a problem-solver who can manage and execute visual design projects.

Whether learning design for the page or for the screen, you study industry-endorsed concepts and techniques. You also become an expert at communicating ideas to a client through:

- sketches
- prototypes
- storyboards
- interactive mock-ups

From your second year on, you become a student-member of the Registered Graphic Designers of Ontario. In your final semester, you embark on a six-week fieldwork placement that transitions you to industry. You work side-by-side with experienced professionals and gain networking contacts.

Upon graduation, you will have developed a design portfolio that showcases your creativity and problem-solving skills. You will display your work at the annual Grad Show exhibition.

Graduates may find employment in a(n):

- graphic design studio
- advertising agency
- motion graphics studio
- interactive/web design studio.

**SUCCESS FACTORS**

*This program is well-suited for students who:*

- Think visually and creatively and are conceptual thinkers.
- Enjoy solving visual communication problems.
- Enjoy sketching and drawing and using software tools.
- Enjoy working with type and imagery to communicate ideas.
- Are detail-oriented, organized and committed to coming up with the perfect design solution.
• Are detail-oriented, organized and committed to coming up with the perfect design solution in their final products.

• Have critical-thinking and problem-solving skills.

**Employment**

Graduates may pursue careers as designers through a variety of entry-level positions in graphic design or advertising agencies, motion design or interactive design studios, television and the entertainment and game industry. Graduates may also pursue freelance opportunities.

**Learning Outcomes**

The graduate has reliably demonstrated the ability to:

• Conceptualize and develop design solutions using principles of design to create visual communications that meet the needs of the project.

• Employ the design process to create design solutions that meet the project objectives and the needs of the client and/or user.

• Plan, create and use photography, illustration and typography in design layouts to meet the requirements of the creative brief.

• Design, develop and create a variety of media products using relevant, current and/or emerging technologies.

• Communicate ideas, design concepts and opinions clearly and persuasively to others.

• Use recognized industry practices throughout the design process and related business tasks.

• Plan, implement, and evaluate graphic design projects using project management skills to deliver quality work to clients according to schedule and within budget.

• Complete all work in a professional and ethical manner, and in accordance with all applicable legislation and regulations.

• Keep current with visual media design trends, technologies and industry practices using strategies that enhance work performance and guide professional development.

• Identify and apply discipline-specific practices that contribute to the local and global community through social responsibility, economic commitment and environmental stewardship.

**Program of Study**

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**Fees for the 2019/2020 Academic Year**

Tuition and related ancillary fees for this program can be viewed by using the Tuition and Fees Estimator tool at [https://www.algonquincollege.com/fee-estimator](https://www.algonquincollege.com/fee-estimator).

Further information on fees can be found by visiting the Registrar’s Office website at [https://www.algonquincollege.com/ro](https://www.algonquincollege.com/ro).

Fees are subject to change.

Additional program-related expenses include:

The Graphic Design program is part of the College’s [https://www7.algonquincollege.com/byod/](https://www7.algonquincollege.com/byod/); as such, a Macintosh laptop is mandatory equipment. The base model 15 MacBook Pro is the minimum required model.
Students should also come equipped with a mouse and a mouse pad of their choice. Apple’s AppleCare warranty is a good idea, though not mandatory. Computers should be purchased either at an Apple Retail store or at Apple’s [http://](http://) store.

An external 2TB hard drive used for backups is also mandatory. As an alternative, you can also use a cloud data backup subscription.

Additionally, in each year of study, books, project materials and supplies cost approximately $500.

**Admission Requirements for the 2020/2021 Academic Year**

**College Eligibility**

- Ontario Secondary School Diploma (OSSD) or equivalent. Applicants with an OSSD showing senior English and/or Mathematics courses at the Basic Level, or with Workplace or Open courses, will be tested to determine their eligibility for admission; OR
  - Academic and Career Entrance (ACE) certificate; OR
  - General Educational Development (GED) certificate; OR
  - Mature Student status (19 years of age or older and without a high school diploma at the start of the program). Eligibility may be determined by academic achievement testing for which a fee of $50 (subject to change) will be charged.

**Program Eligibility**

- English, Grade 12 (ENG4C or equivalent).
  - Submit a portfolio of 10-15 samples of your best work. Portfolio submission details can be found on the Algonquin College Additional Admission Requirements website: [http://www.algonquincollege.com/admissionspackages](http://www.algonquincollege.com/admissionspackages). Interested applicants are welcome to address any portfolio-related inquiries to the coordinators of the program.
  - International applicants must provide proof of the subject specific requirements noted above along with proof of either: (IELTS / TOEFL) IELTS-International English Language Testing Service (Academic) Overall band of 6.0 with a minimum of 5.5 in each band; OR TOEFL-Internet-based (iBT) Overall 80, with a minimum of 20 in each component: Reading 20; Listening 20; Speaking 20; Writing 20.
  - Applicants with international transcripts must provide proof of the subject specific requirements noted above and may be required to provide proof of language proficiency.

Should the number of qualified applicants exceed the number of available places, applicants will be selected on the basis of their proficiency in English.

**Admission Requirements for 2019/2020 Academic Year**

**College Eligibility**

**Application Information**

**GRAPHIC DESIGN**

Program Code 1400X01FWO

Applications to full-time day programs must be submitted with official transcripts showing completion of the academic admission requirements through:

ontariocolleges.ca
60 Corporate Court
Guelph, Ontario N1G 5J3
1-888-892-2228

Students currently enrolled in an Ontario secondary school should notify their Guidance Office prior to their online application at [http://www.ontariocolleges.ca/](http://www.ontariocolleges.ca/).

Applications for Fall Term and Winter Term admission received by February 1 will be given equal consideration. Applications received after February 1 will be processed on a first-come, first-served
basis as long as places are available.

International applicants please visit this link for application process information: https://algonquincollege.force.com/myACint/.

For further information on the admissions process, contact:

Registrar`s Office
Algonquin College
1385 Woodroffe Ave
Ottawa, ON K2G 1V8
Telephone: 613-727-0002
Toll-free: 1-800-565-4723
TTY: 613-727-7766
Fax: 613-727-7632
Email: AskUs@algonquincollege.com

Additional Information

For more information, please contact David Bromley 613-727-4723 ext. 5267 or email at: bromled@algonquincollege.com or Alain Paradis 613-727-4723 ext. 5878 or email at: paradia@algonquincollege.com.

Course Descriptions

**DSN1533 Graphic Design III**

Focus is placed on concepts and design for print and digital, using up to date software and design knowledge. Students develop creative solutions to design problems involving real-world design projects incorporating various mediums and media vehicles (print, web, social media) and learn the knowledge of sustainable (recycle, reuse, reduce) and functional design. Students experience a four-stage process similar to that used in most professional firms: research, creative development, execution and presentation. The main focus is on concepts and the creative process leading to a final unique, dynamic design.

Prerequisite(s): DSN1565 and DSN1566 and DSN1567
Corerequisite(s): none

**DSN1534 Typography III**

"Type exists to honour content." Proficient typesetting allows a student to compose and structure complex passages of content that are visually appealing in order to allow the information to be easily followed. Using industry standard software along with personal photography and artwork, students combine text and imagery to craft professional layouts and informational documents.

Prerequisite(s): DSN1565 and DSN1566 and DSN1567
Corerequisite(s): none

**DSN1535 Computer Graphics III**

Automating processes in the design studio teaches students how they can save time and avoid costly errors. Students use Adobe Photoshop to create artistic paintings. Adobe Illustrator is our go-to application for drawing photo-realistic and perspective illustrations. Students build a multi-part document destined for book design and production.

Prerequisite(s): DSN1565 and DSN1566 and DSN1567
Corerequisite(s): none

**DSN1538 History of Visual Communication**

History of Visual Communication is the study of the evolution of graphic design from cave paintings to the development of typography and the Gutenberg Press spanning an examination of all design movements from stone tablets to digital ones. By exploring the past and discovering current cyclical stylistic trends, design students create a firm foundation on which to find inspiration and create innovative ideas for the present. Students engage in discussion boards, projects and virtual
DSN1539 Graphic Design IV

Acquired software programs, skills and visual problem-solving techniques apply to real-world design projects. Students design a corporate identity package including a chief graphic identifier, identity manifestations and a corporate identity standards manual. Students continue to work in a four-stage process similar to that used in most professional firms: research, creative development, execution and presentation. The main focus is on concepts and the creative process.

Prerequisite(s): DSN1533 and DSN1534 and DSN1535
Corerequisite(s): none

DSN1540 Typography IV

Building on the basics of typography, students explore type as craft by experimenting with handmade letters, designing glyphs, and using type as a form of visual expression. Students enhance their sensitivity to the shapes and uses of letters within print and multimedia by working on projects that include creating 3-dimensional type, decorative layouts with a variety of materials and exploring innovative ways of using letterforms.

Prerequisite(s): DSN1533 and DSN1534 and DSN1535
Corerequisite(s): none

DSN1541 Computer Graphics IV

The software titles used in the studio environment are powerful tools that can render compelling promotional or informational graphics. Armed with a solid foundation using Adobe software, students explore a broad and varied selection of new technical skills: painting original art in Adobe Illustrator, manipulating large amounts of data in InDesign and drawing three-dimensional vector graphics.

Prerequisite(s): DSN1533 and DSN1534 and DSN1535
Corerequisite(s): none

DSN1543 Interaction Design II

Mobile apps can be useful tools. Students consider how digital products might address social, economic and environmental issues. Flowcharts model user interaction, and usability testing analyzes task success. Hardware specifications provide a technical framework for plausible concepts. Students prototype apps for iOS devices by referencing Apple’s Human Interface Guidelines and industry accessibility standards.

Prerequisite(s): DSN1568
Corerequisite(s): none

DSN1544 Design Research I

Understanding user behaviour is critical to developing meaningful digital products and services. Data from primary and secondary research is collected, curated, and analyzed to reveal user needs and insight. Students consider how the internet-of-things affords symbiosis of user and machine. Google’s Material Design Guidelines inform the conceptualization of apps for Android devices.

Prerequisite(s): DSN1543
Corerequisite(s): none

DSN1545 Graphic Design V

An understanding of design consistency, promotion and presentation in addition to creating several tours.

Prerequisite(s): none
Corerequisite(s): none
bold portfolio pieces will be explored. Emphasis is placed on matching design to subject matter and using appropriate formats while developing different grid structures and using layout software as both a production tool and a creative tool. Examples of final, large projects include multiple-page publication design, exhibit design, environmental design and way finding, as well as proper presentation techniques.

Prerequisite(s): DSN1539 and DSN1540 and DSN1541
Corerequisite(s): none

**DSN1558 Motion Graphics I**

The use of type and motion is explored to create a unique and creative visual message. Students learn basic animation principles to create emotion with motion and explore timing, pacing and dynamic storytelling. Projects can range from experimental type animation, advertising to film title design using Adobe After Effects. Students have a clear understanding of career opportunities in the motion design industry.

Prerequisite(s): none
Corerequisite(s): none

**DSN1560 Typography I**

Typography, the study of lettering and writing, is an essential element of graphic design. Students study typographic history, terminology, essential design and layout principles; match meaning with creative type-only information layouts and employ creative methods of typographic communication. Activities include interactive discussions, critiques and feedback of peer work.

Prerequisite(s): none
Corerequisite(s): none

**DSN1561 Graphic Design I**

Graphic Design is the study of visual communication that combines images, words and ideas to convey information to an audience, especially to produce a specific effect. Good graphic designers research, sketch and develop solutions to design problems. Students focus on research, creative thinking, sketches and process, which fosters an understanding of the core practice of applied design across a variety of media. The importance and value of creative thinking, concepts and thumbnail sketches is stressed and evaluated to ensure a successful final product. Students work with hands-on projects, and incorporate terms and techniques that are taught in other courses including typography, illustration and computer graphics.

Prerequisite(s): none
Corerequisite(s): none

**DSN1562 Computer Graphics I**

The field of computer graphics consists of page layout, illustration and photo manipulation. Page layout is the hub for illustrations and photographs. Purpose-built instructional web pages, in-class and video tutorials guide students through the process of building electronic documents in Adobe InDesign, containing images edited in Photoshop and custom digital illustrations created in Adobe Illustrator. Students learn common technology-related terminology, organize graphics files and fonts, illustrate digitally and edit photographs, which they integrate into page designs.

Prerequisite(s): none
Corerequisite(s): none

**DSN1565 Graphic Design II**

Continuing with the art and practice of planning and projecting ideas and experiences with visual and textual content. Students have an opportunity to enhance a working knowledge of design essentials and principles through concept development, as well as the professional design process and methodology. Working with actual clients on projects brings an added dimension to the student's experience. A professional attitude, the importance of meeting deadlines and creative
content continue to be emphasized.

Prerequisite(s): DSN1560 and DSN1561 and DSN1562
Corerequisite(s): none

**DSN1566 Typography II**

Students implement the basic concepts of typography in their design layouts to visually communicate meaning. Students use proper typesetting rules, grids, hierarchy, composition and expression in their layouts. Concentration is placed on how typographic form and visual arrangement create and support content in complex projects, using industry standard software.

Prerequisite(s): DSN1560 and DSN1561 and DSN1562
Corerequisite(s): none

**DSN1567 Computer Graphics II**

Documents created in the studio environment need to comply with industry standards. Emphasis is placed on the importance of file management and job planning. With the support of detailed online lessons and video tutorials, students learn increasingly intricate software techniques for building electronic documents using Adobe InDesign, Photoshop, Illustrator and Acrobat. These documents will pass pre-flight at a commercial printer.

Prerequisite(s): DSN1560 and DSN1561 and DSN1562
Corerequisite(s): none

**DSN1568 Interaction Design I**

Interaction Design is the study of human interaction with digital products and services. Students are introduced to a user-centered approach to developing responsive websites. After defining the target audience and marketing objectives, students model website information architecture, and integrate user-interface patterns and typographic hierarchy into a rendered prototype.

Prerequisite(s): none
Corerequisite(s): none

**DSN1668 Design Research II**

Industry experience is invaluable to launching a career. Working with Algonquin’s Office of Applied Research and Innovation, students collaborate to develop projects for real-world clients. Research and design methods from previous courses inform the planning, management and development of brand guidelines, marketing collateral, and websites that meet client business objectives.

Prerequisite(s): DSN1539 and DSN1540 and DSN1541
Corerequisite(s): none

**DSN1669 Motion Graphics II**

Motion graphics can bring a design to life. Students learn advanced animation and timing techniques as well as visual effects basics such as green screen removal and motion tracking. They explore design in a tactile handmade way in 3D, using After Effects & Cinema 4D. The specifics of rendering video to be delivered to a wide variety of target platforms such as Internet, broadcast/film and hand-held devices are also covered.

Prerequisite(s): DSN1558
Corerequisite(s): none

**DSN1674 Web Development I**

Web development is the production of functional, interactive websites accomplished through the use of the HTML and CSS coding languages. Using video tutorials, step-by-step online lessons, and automation, students explore processes such as semantics and mobile-first architecture, and
tools like cloud platforms and version control, in tandem with precise organization principles and current best practices.

Prerequisite(s): none
Corequisite(s): none

**DSN1675 Web Development II**

The web is accessible to all human beings on the planet. Using grid systems, type systems and reusable code, students construct modular and flexible web architectures to support the many different screen dimensions, platforms and needs of people connected to the web.

Prerequisite(s): DSN1674
Corequisite(s): none

**DSN1676 Web Development III**

The modern web is not just functional, but also beautiful. Students apply visual design best practices to include more user-friendly graphics, iconography, animations and rich interactions to make their websites functional, delightful and performant.

Prerequisite(s): DSN1675
Corequisite(s): none

**DSN1677 Computer Graphics V**

Skillfully crafted graphics combined with meaningful data can tell a story in a captivating way. In an effort to further broaden our software tool set, we delve into such advanced features as variable data in Illustrator and Photoshop; drawing isometric vector illustrations and building three dimensional objects in Adobe Photoshop.

Prerequisite(s): DSN1539 and DSN1540 and DSN1541
Corequisite(s): none

**DSN1678 Web Development IV**

Design consistency in large websites is hard to achieve. Using visual design & code best practices, students build a cohesive library of common components, patterns, and styles. Small teams will exchange pattern libraries and demonstrate the many components by creating full page template deliverables.

Prerequisite(s): DSN1676
Corequisite(s): none

**DSN1683 Design Research 3**

Entrepreneurs lead innovation and fuel the Canadian economy. Competing in teams, students pitch product startups to a board of senior-level executives and design professionals. Pitch decks are judged on their effectiveness to validate product ideas with data from user research, and their capacity to leverage market analysis to define a competitive advantage and compelling business model.

Prerequisite(s): DSN1668
Corequisite(s): none

**DSN1684 Graphic Design VI**

The opportunity presents itself to tailor individual portfolios showcasing skills and strengths learned in previous semesters. Personal consultation is provided on how to improve projects and ongoing reviews and suggestions are also provided on how to strengthen the students personal brand, giving a valuable insight into what constitutes a successful portfolio for applying for internships and jobs.
Graphic Design

Prerequisite(s): DSN1545 and DSN1677
Corerequisite(s): none

**DSN1685 Computer Graphics VI**

When students present their work at portfolio reviews, it needs to be impeccable. Students build digital files designed to impress even the most seasoned designer in order to demonstrate technical software mastery. By applying finishing touches to existing pieces, students ensure that they are exemplary exhibitions of Adobe Illustrator, Photoshop and InDesign proficiency.

Prerequisite(s): DSN1545 and DSN1677
Corerequisite(s): none

**DSN1686 Web Development V**

Graphic designers are hired for their personality and their work quality. The first interaction potential employers have is through the designer's online presence—most importantly a portfolio website. Leasing personal domains, configuring servers for email addresses, and peer reviews are some of the topics explored to launch a successful personal portfolio website.

Prerequisite(s): DSN1678
Corerequisite(s): none

**DSN1688 Motion Graphics III**

The product of a motion graphics professional's work can be used in an ever-broader range of media. Students explore different uses for motion design, as in projected content, interactive content, web video, broadcast video, app design and large event visuals, exploring 3D modelling, lighting and animation.

Prerequisite(s): DSN1669
Corerequisite(s): none

**DSN1689 Motion Graphics IV**

Using projects created in previous Motion Graphics classes, students work to create a Final Motion Reel showcasing their strengths and creativity. The visuals are edited in AfterEffects to audio which evokes emotion, and interest, from the prospective viewers. The Reel is the motion designer's business card.

Prerequisite(s): DSN1545 and DSN1668 and DSN1677 and DSN1686 and DSN1688
Corerequisite(s): none

**DSN1690 Fieldwork and Professional Practice**

Joining and integrating into a working graphic design team is crucial to transitioning from the classroom to the design industry. Students are coached to market themselves as valuable candidates for positions in the field of design. They learn to present themselves and their portfolios professionally in an interview scenario. The course includes a student-lead graduation showcase event, where students display their work to industry professionals. The goal is to obtain a six-week fieldwork placement, where they will become contributing members of a design team and the industry as a whole.

Prerequisite(s): DSN1545 and DSN1668 and DSN1677 and DSN1678 and DSN1688
Corerequisite(s): none

**DSN1692 Web Development VI**

No web projects are created by just one person—collaboration with other people is fundamental to successful websites. Teams of students organize and create large-scale websites using project management tools, version control systems, online messaging, and issue trackers.
DSN1686 Graphic Design
Prerequisite(s): DSN1686
Corerequisite(s): none

DSN1696 Business of Design
Business acumen plays as much of a role in the success of a graphic designer as do mastery of colour, layout and typography. Students interact with industry professionals who share their current, in-depth knowledge in their area of expertise. Guest lectures allow students to acquire the latest relevant and specialized knowledge about finance, intellectual property, ethics, employment and more. Through case studies, group activities and quizzes, students take steps towards gainful employment or even starting their own graphic design firm.

DSN1697 Concept Sketching I
Drawing and sketching is fundamental to graphic design. Learning how to draw means learning how to see. Sketching allows a designer to quickly get creative ideas on paper. Drawing every day increases the skills of logo designers, layout designers and motion designers. Students learn how to sketch fast using different mediums. They explore all possible solutions to specific design problems through their visual thoughts in a sketchbook.

DSN1698 Concept Sketching II
Drawing and mark making is at the root of all visual communication. In this course, students will build on skills they learned in Concept Sketching I, concentrating on rapid concept development, sequencing and timing. They will learn to work out design layouts and compositions in their sketch books, using type and imagery, so that they can more easily move on to the computer with refined visual concepts. Students will learn how to sketch out storyboards which are instrumental for motion designers, animators and interactive designers.

DSN1782 Understanding Colour
Colour plays a huge part in determining the success or failure of any graphic endeavour in the consumer market place, be it print or web generated. Students explore the foundations of colour theory, the cultural meaning of colour and how colour influences consumer behaviour as it relates to the field of Graphic Design. Students gain an understanding of the differences between print and web and how to use the tools at hand to create harmonious colour palettes, intended messages, mood or to initiate response.

DSN1791 Innovative Strategies
In today's rapidly changing business environment, creativity and innovation are part of the business process, products and culture. Through dynamic exercises and real world applications, students examine the latest trends in technology, communication and graphic design by applying design thinking strategies, creativity and innovation.

DSN2100M Design Thinking
Design Thinking uses a designer mindset to produce business innovations in products and services, with a focus on deep understanding of and empathy with the people who use them. Following a holistic innovation process for an area of interest or organization, students build an initial business case and apply design thinking and creative problem-solving strategies to make innovation a sustainable practice.

Prerequisite(s): none
Corerequisite(s): none

**ENL1813M Communications I**

Communication remains an essential skill sought by employers, regardless of discipline or field of study. Using a practical, vocation-oriented approach, students focus on meeting the requirements of effective communication. Through a combination of lectures, exercises, and independent learning, students practise writing, speaking, reading, listening, locating and documenting information, and using technology to communicate professionally. Students develop and strengthen communication skills that contribute to success in both educational and workplace environments.

Prerequisite(s): none
Corerequisite(s): none

**ENL1950A Communications for Graphic Design**

Students develop persuasive professional writing and speaking skills required of a graphic designer. Well-designed briefs and project rationales are essential in order to effectively sell ideas. Students write cover letters and resumes, design briefs and rationales and have the opportunity to present their rational in an oral presentation.

Prerequisite(s): ENL1813M or ENL1813A
Corerequisite(s): none

**GED0020 Entrepreneurial Mindset**

How do entrepreneurs identify opportunities that others overlook? What are the underlying beliefs and assumptions that enable them to succeed, regardless of where they begin? Entrepreneurship requires people to identify problems in the environments in which they live and work and then reconceive them as opportunities for improvement. The entrepreneurial mindset ignites the process of searching for the intersection of one's interests and abilities with the needs of fellow human-beings. Through experiential, problem-based learning, students explore specific beliefs and assumptions that enable entrepreneurs to succeed so that they can apply them to college or their chosen career path.

Prerequisite(s): none
Corerequisite(s): none

**GED1400 General Education Elective**

Students choose one course, from a group of general education electives, which meets one of the following five theme requirements: Arts in Society, Civic Life, Social and Cultural Understanding, Personal Understanding, and Science and Technology.

Prerequisite(s): none
Corerequisite(s): none