Area of Interest: Arts and Design

Graphic Design

Ontario College Advanced Diploma   Program Code: 1400X01FWO

3 Years

Ottawa Campus

Our Program

Apply your creativity to shape a career communicating ideas and concepts.

The three-year Graphic Design Ontario College Advanced Diploma program is your launchpad to a career in visual communication. Prepare to ignite your artistic passion and develop your art of conveying ideas through captivating visuals across print and digital media.

In this program, you will embark on an educational experience that blends theoretical knowledge with practical, hands-on learning. Develop expert skills in design, typography, image manipulation, colour theory, coding, motion graphics, interaction design, and production processes. Become a creative problem-solver who can manage and execute visually effective projects from concept to completion.

Whether designing for print or for screens, you will explore innovative concepts and techniques that elevate your visual storytelling abilities. Communicate your creative visions to clients and bring your ideas to life through various design stage products:

- sketches

- prototypes

- storyboards

- interactive mock-ups

Immerse yourself in the latest industry-standard software tools, ensuring you graduate with the cutting-edge skills that employers demand. Field trips and real-world client projects bridge the gap between classroom and workplace, providing invaluable hands-on experience.

From your second year onward, you will enjoy the prestige of being a student member of the Association of Registered Graphic Designers of Ontario, a testament to your commitment to professional excellence.

In your final semester, embark on a six-week fieldwork placement, working side-by-side with experienced professionals in the industry. This invaluable opportunity allows you to gain authentic experience, build a professional network and seamlessly transition into your career.

Upon graduation, you will have crafted a design portfolio that showcases your creativity, problem-solving skills, and artistic prowess. Present your work to industry professionals and potential employers at the annual Grad Show exhibition, a celebration of your achievements and a gateway to many career opportunities.

With your Graphic Design diploma, you will be prepared to embark on a rewarding career in various industries, including:

- graphic design studios

Unlock your creative potential and embark on an exciting journey in the world of graphic design towards a fulfilling career in visual communication.

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

Level: 01	Courses	Hours
DSN1560	Typography 1	42.0
DSN1561	Graphic Design 1	42.0
DSN1562	Computer Graphics 1	42.0
DSN1697	Concept Sketching 1	28.0
DSN1710	Design Strategy	42.0
DSN1782	Understanding Colour	28.0
ENL1813M	Communications 1	42.0
Level: 02	Courses	Hours
DSN1565	Graphic Design 2	42.0
DSN1566	Typography 2	42.0
DSN1567	Computer Graphics 2	42.0
DSN1698	Concept Sketching 2	28.0

DSN1712	Web Design 1	42.0
ENL1950A	Communications for Graphic Design	42.0
Choose one from equivalencies:	**Courses**	**Hours**
GED1400	General Education Elective	42.0
Level: 03	**Courses**	**Hours**
DSN1533	Graphic Design 3	42.0
DSN1534	Typography 3	42.0
DSN1535	Computer Graphics 3	42.0
DSN1558	Motion Graphics 1	42.0
DSN1696	Business of Design	42.0
DSN1713	Web Design 2	42.0
DSN1726	Ux/Ui Design 1	42.0
Level: 04	**Courses**	**Hours**
DSN1539	Graphic Design 4	42.0
DSN1540	Typography 4	42.0
DSN1541	Computer Graphics 4	42.0
DSN1669	Motion Graphics 2	42.0
DSN1714	Web Design 3	42.0
DSN1727	Ux/Ui Design 2	42.0
Choose one from equivalencies:	**Courses**	**Hours**
GED1400	General Education Elective	42.0
Level: 05	**Courses**	**Hours**
DSN1545	Graphic Design 5	42.0
DSN1677	Computer Graphics 5	42.0
DSN1688	Motion Graphics 3	42.0
DSN1715	Web Design 4	42.0
DSN1728	Ux/Ui Design 3	42.0
DSN1730	Design Systems	42.0
Choose one from equivalencies:	**Courses**	**Hours**
GED1400	General Education Elective	42.0
Level: 06	**Courses**	**Hours**
DSN1684	Graphic Design 6	24.0

DSN1685	Computer Graphics 6	24.0
DSN1689	Motion Graphics 4	24.0
DSN1690	Fieldwork and Professional Practice	196.0
DSN1729	Ux/Ui Design 4	24.0
DSN1731	Innovative Strategies	24.0

Fees for the 2025/2026 Academic Year

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

Further information on fees can be found by visiting the Registrar's Office website at http://www.algonquincollege.com/ro

Fees are subject to change.

Admission Requirements for the 2026/2027 Academic Year

College Eligibility

- Ontario Secondary School Diploma (OSSD) or equivalent; 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 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 .

- Interested applicants are welcome to address any portfolio-related inquiries to the coordinators of the program.

- Applicants with international transcripts must provide proof of the subject specific requirements noted above and may be required to provide proof of language proficiency. Domestic applicants with international transcripts must be evaluated through the International Credential Assessment Service of Canada (ICAS) or World Education Services (WES).

- 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; OR Duolingo English Test (DET) Overall 110, minimum of 110 in Literacy and no score below 95.

- 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 2025/2026 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 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: https://www.algonquincollege.com/admissionspackages . Interested applicants are welcome to address any portfolio-related inquiries to the coordinators of the program.

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- 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; OR Duolingo English Test (DET) Overall 110, minimum of 110 in Literacy and no score below 95.

Not sure if you meet all of the requirements? Academic Upgrading may be able to help with that: https://www.algonquincollege.com/access/ .

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

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/

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.my.site.com/myac360/s/self-registration-page .

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
Contact: https://www.algonquincollege.com/ro

Additional Information

Additional Resources:

- Graphic Design - Facebook
(http://www.facebook.com/algonquindesign?ref=ts&fref=ts)

- Graphic Design - X (http://www.x.com/algonquindesign)

- Graphic Design - Instagram (http://www.instagram.com/algonquindesign/)

- Graphic Design - LinkedIn (http://www.linkedin.com/groups/7434225/profile)

- Graphic Design - GitHub (http://www.github.com/algonquindesign)

Contact Information

Program Coordinator(s)

- David Bromley, mailto:bromled@algonquincollege.com , 613-727-4723, ext. 5267

- Alain Paradis, mailto:paradia@algonquincollege.com , 613-727-4723, ext. 5878

Course Descriptions

DSN1533 Graphic Design 3

A deep exploration of contemporary concepts and design techniques sparks innovative design solutions. Students actively engage in developing creative solutions for real-world design challenges, integrating print, web, and social media. Additionally, students delve into sustainable and functional design, encouraging practices such as recycling, reusing, and reducing. Throughout the learning journey, they follow a four-stage process akin to professional firms, involving research, creative development, execution, and presentation, with a primary focus on fostering inventive concepts and the dynamic creative process leading to a distinctive final design.

Prerequisite(s): DSN1565
Corerequisite(s):none

DSN1534 Typography 3

Type exists to honour content. Proficient typesetting allows a student to compose and structure complex passages of content that are visually appealing, allowing information to be easily absorbed. Using industry standard software, students combine text and imagery to craft professional layouts and informational documents.

Prerequisite(s): DSN1566
Corerequisite(s):none

DSN1535 Computer Graphics 3

A proficient use of software tools allows graphic designers to bring their concept sketches to the page or to the screen quickly, and without errors. Building on acquired skills, students deepen their knowledge of page layout tools, photo manipulation techniques, and vector graphics creation processes. A series of in-class assignments allows students to delve into more advanced, time-saving features.

Prerequisite(s): DSN1567
Corerequisite(s):none

DSN1539 Graphic Design 4

In depth research and concept development techniques lead to a more successful resolution of the design challenge at hand. Students design a corporate identity package, including a central graphic identifier, identity manifestations and a corporate identity standards manual. Students continue to work in a four-stage process similar to that used in industry: research, creative development, execution and presentation. The main focus is on concepts and the creative process.

Prerequisite(s): DSN1533
Corerequisite(s):none

DSN1540 Typography 4

The layout grid is central to positioning elements on paper or on the screen. Students explore the pivotal role of type in graphic design, emphasizing the nuanced art of type selection, strategic type pairing, and the dynamic interplay with informal and modular grids. Students delve into the aesthetic and communicative impact of typography, honing their design sensibilities. Through hands-on projects and critical reviews, they refine their skills in crafting visually compelling and purposeful typographic compositions, equipping themselves for professional design contexts.

Prerequisite(s): DSN1534
Corerequisite(s):none

DSN1541 Computer Graphics 4

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: drawing original art in Adobe Illustrator, manipulating large amounts of data in InDesign and manipulating photo in Photoshop.

Prerequisite(s): DSN1535
Corerequisite(s):none

DSN1545 Graphic Design 5

Graphic designers' creativity and proficiency are measured by the quality of their portfolio pieces. Students design a number of projects which will demonstrate their breadth of skill and their ability to devise creative solutions to design challenges. They explore multiple platforms for their designs, including publication design, exhibit design, packaging, and wayfinding. Proper presentation techniques are demonstrated and put into practice.

Prerequisite(s): DSN1539
Corerequisite(s):none

DSN1558 Motion Graphics 1

Motion design fosters engagement using animated content. Students explore foundational motion graphics concepts and techniques in graphic design. They examine key principles including animation, masking, parenting, rigging, and pre-compositions using Adobe After Effects. Through hands-on projects and in-class assignments, students develop practical skills to create dynamic visual content. Students develop creativity, technical proficiency, and understanding motion graphics in everyday life, laying the groundwork for advanced studies.

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

DSN1560 Typography 1

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

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

DSN1561 Graphic Design 1

Graphic Design is the study of visual communication that combines images, words, and ideas

conveying information to an audience to produce a specific effect. Good graphic designers research, sketch and develop solutions to design challenges. 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 foundational terms and techniques including typography, illustration and computer graphics.

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

DSN1562 Computer Graphics 1

The field of computer graphics consists of page layout, illustration and photo manipulation. Page layout is the hub for illustrations and photographs. Online content, 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 2

The art and practice of planning and iterating concepts is central to successful design using graphical and typographic content. Students enhance their working knowledge of design principles through concept development, as well as a professional design process and methodology. Working with industry clients on projects brings an added dimension to the students' experience. A professional attitude, the importance of meeting deadlines and creative content are emphasized.

Prerequisite(s): DSN1561
Corerequisite(s):none

DSN1566 Typography 2

Typography is a crucial element in graphic design as it enhances visual appeal and communicates information effectively, influencing the overall legibility, mood, and message of a design. 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
Corerequisite(s):none

DSN1567 Computer Graphics 2

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 would pass pre-flight at a commercial printer.

Prerequisite(s): DSN1562
Corerequisite(s):none

DSN1669 Motion Graphics 2

Adding animation to graphic design projects fosters audience engagement. Students build on foundational knowledge, focusing on sophisticated motion design techniques within graphic design. Students learn rotoscoping, character rigging, and advanced animation principles. Through in-class assignments, individual projects, and presentations, they create complex animations,

explore industry-standard practices, and refine creative processes. Students prepare for professional work by developing technical proficiency and creative innovation.

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

DSN1677 Computer Graphics 5

Skillfully crafted graphics combined with meaningful data can tell a story in a captivating way. To broaden their software tool set, students 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): DSN1541
Corerequisite(s):none

DSN1684 Graphic Design 6

The portfolio is the vehicle that sells the designer's talent and skill. Students receive one-on-one feedback to prepare their designs to make an industry-ready portfolio. They develop their personal brand, which will support their application for fieldwork.

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

DSN1685 Computer Graphics 6

While the appeal of visual designs is important, the construction of digital files is also central to the students' craft. As they prepare to present their work to industry professionals, they learn to effectively use software tools to bring their designs to life. Students put their software mastery into practice applying the finishing touches to the portfolio pieces they'll present to secure an internship position in industry.

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

DSN1688 Motion Graphics 3

Applying 3-dimensional animation skills to motions graphics leads to more impactful content. Students advance their motion design expertise by integrating 3D modeling, advanced animation techniques, and industry-standard software like Adobe After Effects and Cinema 4D Lite. Students use complex techniques including 3D texturing, lighting, animatics, and animated short creation. In-class assignments, projects, and milestone-based assessments help students refine technical skills and explore creative applications in professional contexts. Emphasis is placed on both technical and artistic aspects required for success in the industry.

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

DSN1689 Motion Graphics 4

The motion reel is an important tool in securing employment in the field. Students focus on refining and elevating students' expertise to a professional level. Students select and enhance existing projects to create a professional-quality motion reel. The course emphasizes advanced motion design techniques and industry standards. Students also explore career opportunities and gain insights into leading motion design studios. The final outcome is a polished motion reel and portfolio piece, preparing students for successful careers in the dynamic field of motion graphics.

Prerequisite(s): DSN1688
Corerequisite(s):none

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DSN1690 Fieldwork and Professional Practice

Mentorship is a crucial factor in the professional development of a junior graphic designer. For this purpose, students are coached to market themselves as valued candidates for positions in industry by presenting their portfolios in an interview scenario. Their work is also featured in a graduation showcase event they organize together. The goal of these activities is for students to secure a position for their six-week internship where they will be mentored by professional designers working on real-world client projects.

Prerequisite(s): none
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 lecturers 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 explore steps towards gainful employment or starting their own graphic design firm.

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

DSN1697 Concept Sketching 1

Drawing and sketching are 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 graphics designers. Students learn how to sketch quickly, using different mediums. They explore multiple possible solutions to specific design problems through their visual thoughts in a sketchbook.

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

DSN1698 Concept Sketching 2

Drawing and mark making is at the root of all visual communication. Students build on their sketching skills, concentrating on rapid concept development, sequencing and timing. They 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 sketch out storyboards which are instrumental for motion designers, animators, and interactive designers.

Prerequisite(s): DSN1697
Corerequisite(s):none

DSN1710 Design Strategy

Design projects should be motivated by the answer to the question "Why?". Designers who know the reason for the design create a more successful product that targets a specific audience. Through research, asking key questions and analyses, students develop strategies on which to base their designs.

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

DSN1712 Web Design 1

Web design is the production of functional, interactive websites accomplished using the HTML and CSS coding languages. Using video tutorials, online lessons and automation, students explore processes such as semantics, mobile-first architecture, and tools such as cloud platforms and version control systems, in tandem with file organization best practices.

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

DSN1713 Web Design 2

Web sites should be designed and built to meet the needs of the broadest audience, no matter the user's ability. Students explore grid systems, type systems, and visual design best practices to construct accessible, modular, and flexible web pages with rich interactions that support varied platforms, screen dimensions, and audiences.

Prerequisite(s): DSN1712
Corerequisite(s):none

DSN1714 Web Design 3

The truly open web allows not only designers and developers to edit websites, but everyone. Students explore using themes from online content management systems, e-commerce tools and web design platforms to create functional, beautiful, and accessible websites with content editable by everybody.

Prerequisite(s): DSN1713
Corerequisite(s):none

DSN1715 Web Design 4

The designer's online presence, particularly the portfolio website, is the first point of contact with potential employers. Personal domain leasing, email address and server configuration, content management systems, web design platforms and peer reviews are some of the topics explored to support the launch of a successful personal portfolio website.

Prerequisite(s): DSN1714
Corerequisite(s):none

DSN1726 Ux/Ui Design 1

User experience and user interface design (UX/UI Design) is a process that focuses on enhancing the user's experience for both usability and visual dynamics. Students examine the eight UX/UI process stages for web-based deliverables. They work in a collaborative environment, where divergent thinking is encouraged, and solution-based design is promoted. Students develop design solutions that accommodate the needs of varied users, referencing universal design principles, industry-recognized guidelines and accessibility standards.

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

DSN1727 Ux/Ui Design 2

The user experience and user interface design (UX/UI Design) process is applied to digital products by exploring potential solutions for functionality, usability and visual improvements. Students evolve their critical thinking skills beyond web-based products by exploring mobile application design. They analyze why and under which conditions the product is used. Using current best practices, students apply a brand to an app-based product. Emphasis is placed on problem-solving, physical interactions, enhanced visual aesthetics and navigation of app-based products.

Prerequisite(s): DSN1726
Corerequisite(s):none

DSN1728 Ux/Ui Design 3

User experience and user interface design (UX/UI design) shape digital interactions to be intuitive and enjoyable, ensuring that users seamlessly engage with products or services. The UX/UI Design process and principles are broadened by integrating digital products and interface solutions that consider users' needs and their environment. Students go beyond traditional design solutions for web and app design to apply learned knowledge to complex consumer digital products. Emphasis

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is placed on student exploration through the application of design materials, visual enhancements, and interactivity.

Prerequisite(s): DSN1727
Corerequisite(s):none

DSN1729 Ux/Ui Design 4

User experience and user interface design (UX/UI Design) process and universal design principles uniquely configure as the students apply them by designing effective and well-thought-out services, processes, and system structures. Designed improvements are tailored to answer the needs of the desired user base. Students work towards improving and streamlining objectives that benefit the human condition. Both UX and UI are integrated into designing the service, processes and systems through visuals that communicate the intended strategized solution.

Prerequisite(s): DSN1728
Corerequisite(s):none

DSN1730 Design Systems

Graphic designers create visual identities that are consistent, whether viewed on screen, in print, or in branded spaces. Design systems are collections of static and dynamic visual elements, as well as tactile components, combined and organized to create narratives, integrated user experiences, and immersive environments. Students develop these systems and enhance brand consistency through the exploration and application of higher-level thematic concepts and design principles. They conduct research, analyze case studies, and formulate their own design strategies, both in teams and individually.

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

DSN1731 Innovative Strategies

Innovative thinking is the study and practice of creative problem-solving. It is integral to developing new design concepts and generally seeing the world in a new light. We possess this skill inherently but need to learn to apply it effectively to our careers. Vital to the design process, students examine theoretical applications and case studies and are encouraged to challenge conventions and propose solutions to everyday problems through design principles and natural curiosity. Successful application strengthens students' confidence in their ability to work with colleagues and clients to get to the heart of business challenges.

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

DSN1782 Understanding Colour

Colour plays a huge part in determining the success or failure of any graphic design project in the consumer marketplace, be it for print or for the screen. 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 colour in print and the screen. They learn to create harmonious colour palettes to set a mood or to generate a response from the viewer.

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

ENL1813M Communications 1

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

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

Prerequisite(s): ENL1813M or ENL1813A
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 & Technology.

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 & Technology.

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 & Technology.

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