

### PROGRAM OUTLINE

#### Semester 1

COMM 78	Introductory Writing Skills
GENE 3	Art History
GENE 6	Digital Photography
GRAP 101	Design Concepts I
GRAP 111	Colour Theory & Perception I
GRAP 131	Studio Techniques
GRAP 141	Basic Drawing
GRAP 181	Basic Typography I

#### Semester 2

COMM 79	Business Communications for Graphics
GENE 19	Design History I
GRAP 102	Design Concepts II
GRAP 112	Colour Theory and Perception II
GRAP 121	Digital Imaging
GRAP 151	Life Drawing I
GRAP 171	Design Illustration I
GRAP 182	Basic Typography II
GRAP 191	Digital Design I

#### Semester 3

GRAP 201	Design Layout I
GRAP 252	Life Drawing II
GRAP 261	Design History II
GRAP 272	Design Illustration II
GRAP 281	Design Typography I
GRAP 291	Digital Design II

#### Semester 4

GRAP 202	Design Layout II
GRAP 262	Design History III
GRAP 273	Design Illustration III
GRAP 282	Design Typography II
GRAP 292	Digital Design III
GRAP 331	Branding Design I

#### Semester 5

COMM 85	Career Planning
GRAP 301	Advanced Layout I
GRAP 332	Branding Design II
GRAP 351	Pre-press Workflow
GRAP 361	Web Applications I
GRAP 381	Advanced Typography I

#### Semester 6

GENE 34	Entrepreneurship
GRAP 302	Advanced Layout II
GRAP 321	Motion Graphics
GRAP 362	Web Applications II
GRAP 382	Advanced Typography II
GRAP 391	Graphic Design Field Placement
GRAP 371	Photography for Portfolio Development
GRAP 373	Illustration Portfolio

### Ontario College Advanced Diploma

3 years

Starts September

#### FOR MORE INFORMATION CONTACT RECRUITING

Call: 1-800-463-0752

Email: [dreamit@sl.on.ca](mailto:dreamit@sl.on.ca)

Visit: [www.stlawrencecollege.ca](http://www.stlawrencecollege.ca)

#### Program Coordinator:

Brandon Laird, 613-544-5400, ext. 1489

[blaird@sl.on.ca](mailto:blaird@sl.on.ca)

### PROGRAM HIGHLIGHTS

This three-year advanced diploma program prepares graduates to become highly skilled professionals in the expanding field of graphic design.

Graduates obtain diverse skill sets for the evolving workplaces of the future. Courses combine theory with practical skills, including the principles and practice of graphic design and typography. Complementary studies include design history, photography/digital imaging, drawing, colour theory, illustration, computer-based graphics applications, web design, motion graphics, communications and business courses. Emphasis is placed on core design principles that can be applied to emerging technologies and new media applications.

Lectures, projects and in-class critiques stress problem-solving methods to deal effectively with a variety of media. Bright, spacious studios are workplace equipped and furnished and are continually modified and updated. Computer workstations are configured with the latest versions of graphics software including Adobe Illustrator, PhotoShop, InDesign, After Effects, DreamWeaver and Flash.

During year three, emphasis is placed on producing a comprehensive design portfolio that demonstrates the student's skills and abilities for employment search purposes. The student will get first-hand professional experience during a field placement in the final semester. Students in the second and third year of the program are automatically registered as student members of the Association of Registered Graphic Designers of Ontario (RGD).

Graphic designers work as visual communicators and creative problem-solvers, making information visually appealing and meaningful. The end product may be a brochure, poster, website, game interface, exhibit, book or magazine layout, corporate print collateral, advertising campaign, packaging concept, or new media application.

### CAREER OPPORTUNITIES

Graphic Designers are in high demand with very strong forecasts for the future. Graphic designers produce the most creative work in many enterprises including design studios, advertising agencies, marketing firms, the television/broadcast industry, game design, publishing houses, printers, web and new media related production companies. Graduates may also work in large and medium-size firms that have set up in-house design and electronic publishing or media departments.

### FEES

2011-12 tuition fees: \$3,789.46; International, \$12,540.52. Compulsory fees are \$907.15; International, \$1510.15. All fees subject to change for 2012-13.

### ADMISSION REQUIREMENTS

- Ontario Secondary School Diploma or equivalent. The majority of Grade 11 and 12 courses must be college or university preparation level.
- Completion of a course-related Portfolio Assignment. Find details at [www.stlawrencecollege.ca](http://www.stlawrencecollege.ca).

### ADDITIONAL COSTS

The cost of books and supplies for Semesters 1 and 2 is estimated at \$1000. This covers graphic design equipment and ongoing production materials. Students are expected to provide their own laptop computers and designated software when starting Semester 3. As models and configurations change frequently, students will be advised about the most suitable equipment for future course work.



[www.stlawrencecollege.ca](http://www.stlawrencecollege.ca)