

# GRAPHIC DESIGN PROGRAM (G102)

<b>PROGRAM NAME</b>	Graphic Design	<b>TUITION</b>	\$4,308.00 *
<b>COURSE CODE</b>	G102	<b>ADDITIONAL COST</b>	
<b>SCHOOL</b>	School of Design		
<b>CENTRE</b>	Arts, Design and Information Technology		* Amounts listed are the total of tuition, materials(non-refundable), student service and ancillary fees for the first two semesters of programs starting in fall 2017. Fees are subject to change for programs starting in fall 2018 and at later dates.
<b>LOCATION</b>	St. James Campus		
<b>DURATION</b>	3 years (6 semesters)		
<b>FIELD EDUCATION</b>	Field Placement available based on academic performance		<b>International students:</b> Visit the International Fees and Related Costs <sup>2</sup> page for more information.
<b>STARTING MONTH</b>	September, January		
<b>CREDENTIAL</b>	Ontario College Advanced Diploma		
<b>YEAR OF STUDY</b>	2018-2019		
<b>METHOD OF STUDY</b>	FT		
<b>APPLY TO</b>	Ontario Colleges <sup>1</sup>		

The **Graphic Design** program is an ideal training ground for the design profession. The program provides a strong overall understanding of design while also allowing you to select a major in either Communication Design, which prepares you for a corporate design career, or Advertising Design, which prepares you for a career at an advertising agency. In addition, design electives allow you to gain skills in areas such as illustration, motion, interaction, web, book and environmental design.

The first three semesters provide you with a strong foundation in the core subjects of design, typography, production, digital applications, drawing for design and design culture. In the fourth semester, you choose a major while continuing to develop applied skills through intensive studio projects. In the final year, you become involved in a thesis or major project, which allows for synthesis of skills. You will also engage in professional practice classes that prepare you for the workplace.

You learn through working on real-life projects in state-of-the-art labs and through industry networking. Students with an overall grade point average of 2.5 or higher by the end of semester 4 will be eligible for field placement.

Complimentary membership in the Association of Registered Graphic Designers of Ontario is offered to all students, giving access to a network of Canada's top design professionals and a head start in the process of becoming a Registered Graphic Designer. The best student work will be displayed in annual exhibitions and a publication distributed to industry and the general public.

## PART TIME STUDY OPTIONS

George Brown Continuing Education offers courses in a variety of digital applications, as well as certificate programs in Visual Arts Foundation, Cartooning, Digital Photography, and Web Page and Site Design. See the Continuing Education Course Guide at [coned.georgebrown.ca](http://coned.georgebrown.ca)

## FIELD EDUCATION OPTIONS

Students with an overall grade point average of 2.5 or higher by the end of Semester 4 and an A- on the portfolio assignment (Semester 5) will be eligible for the Field Placement course (GRAF3017) in Semester 6.

## PROGRAM STANDARDS AND LEARNING OUTCOMES

The graduate has reliably demonstrated the ability to:

1. Conceptualize and develop design solutions using principles of design to create visual communications that meet the needs of the project.
2. Employ the design process to create design solutions that meet the project objectives and the needs of the client and/or user.
3. Plan, create and use photography, illustration and typography in design layouts to meet the requirements of the creative brief.
4. Design, develop and create a variety of media products using relevant, current and/or emerging technologies.
5. Communicate ideas, design concepts and opinions clearly and persuasively to others.
6. Use recognized industry practices throughout the design process and related business tasks.
7. Plan, implement, and evaluate graphic design projects using project management skills to deliver quality work to clients according to schedule and within budget.
8. Complete all work in a professional and ethical manner, and in accordance with all applicable legislation and regulations.
9. Keep current with visual media design trends, technologies and industry practices using strategies that enhance work performance and guide professional development.

## REQUIRED COURSES

The following courses are required to graduate successfully:

- 25 Design required courses
- 6 Design elective courses
- 2 General Education elective courses
- 33 total courses

### SEMESTER 1

Code	Course Name
GRAF1003	Drawing 1
GRAF1004	Typography 1
GRAF1005	Design 1
GRAF1081	Digital Applications 1
GRAF1083	Production 1
COMM1007	College English

### SEMESTER 2

Code	Course Name
GRAF1014	Typography 2
GRAF1015	Design 2
GRAF1038	Drawing 2
GRAF1082	Digital Applications 2
GRAF1084	Production 2
GHUM1029	Design Culture

### SEMESTER 3

Code	Course Name
GRAF1056	Advertising 1
GRAF1106	Corporate Design 1
GRAF2024	Web Design 1
GRAF2026	Typography 3
GRAF2037	Production 3
GNED	General Education Elective

## DESCRIPTION OF MAJORS

### ADVERTISING DESIGN

The Advertising Design major prepares you for a design career in the exciting global advertising industry. You will learn how to research market opportunities and solve complex business problems through strategic brand positioning; you will also learn how to build customer awareness and loyalty through innovative and creative solutions that are brand-specific to packaged goods products and vital to consumer services.

### COMMUNICATION DESIGN

The Communication Design major prepares you for a graphic design career focused on corporate identity, branding and the management of communication design projects. Learn to design strategically and meet the needs of corporate clients.

## ADVERTISING DESIGN MAJOR

### SEMESTER 4

Code	Course Name
DESN1138	Interaction Design
GRAF1064	Advertising 2
GRAF1133	Art Direction 1
GHUM1030	Ideas and Images
GRAF	Design Elective
GRAF	Design Elective

### SEMESTER 5

Code	Course Name
GRAF1134	Art Direction 2
GRAF1135	Advertising 3
GRAF3014	Professional Practice Advertising
GRAF	Design Elective
GRAF	Design Elective
GNED	General Education Elective

### SEMESTER 6

Code	Course Name
GRAF3013	Design Thesis Advertising
GRAF	Design Elective
GRAF	Design Elective

## COMMUNICATION DESIGN MAJOR

### SEMESTER 4

Code	Course Name
DESN1138	Interaction Design
GHUM1030	Ideas and Images
GRAF1086	Information Design
GRAF1095	Editorial Design 1
GRAF	Design Elective
GRAF	Design Elective

### SEMESTER 5

Code	Course Name
GRAF1108	Corporate Design 2
GRAF1150	Design Research
GRAF3005	Professional Practice Corporate
GRAF	Design Elective
GRAF	Design Elective
GNED	General Education Elective

### SEMESTER 6

Code	Course Name
GRAF3006	Design Thesis Corporate
GRAF	Design Elective
GRAF	Design Elective

## ELECTIVES

### DESIGN ELECTIVES

Code	Course Name
COPY3001	Copywriting
GRAF1131	Web Design 3
GRAF1012	Illustration
GRAF1032	Exhibit Design
GRAF1033	Package Design
GRAF1065	Storyboarding/Visualization
GRAF1087	Advanced Imaging
GRAF1105	Motion Graphics
GRAF1101	Introduction to Design Management
GRAF1110	Motion Graphics II
GRAF1112	Editorial Design 2
GRAF1119	Modelling and Animation
GRAF1128	Audio/Video Design
GRAF1136	Studio Lab
GRAF1148	Information Design II
DESN1138	Interaction Design
GRAF1142	Design Entrepreneurship
GRAF1143	Digital Advertising
GRAF1145	Design for Social Intervention
GRAF1146	Holistic Design
GRAF2045	Experimental Typography
GRAF2046	Digital Photography
GRAF2028	Web Design 2
GRAF3017	Field Placement
GRAF3018	Advanced Techniques in Design Practice
GRAF1109	International Charrette

### ARTICULATION AGREEMENT

Eligible students can apply to complete a BA Honours in Visual Communications<sup>3</sup> at the Institute of Art, Design & Technology in Dún Laoghaire, Ireland.

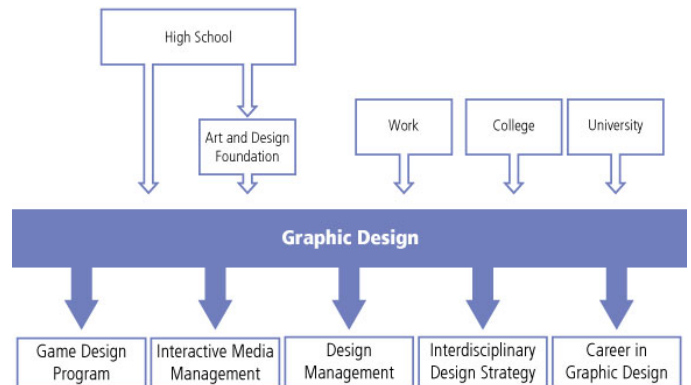
### YOUR CAREER

Graduates of this program will have acquired the skills and knowledge needed for employment in a variety of graphic design or advertising industry positions, specializing in:

- graphic design
- corporate identity design
- editorial
- environmental graphics
- exhibition design
- packaging design
- multimedia
- motion graphics
- interaction
- retail identity
- wayfinding
- production design
- web design
- art direction
- advertising copywriting

- marketing coordination
- print advertising
- multimedia advertising

### EDUCATIONAL/DEGREE PATHWAY



### ADMISSION REQUIREMENTS

Applicants are selected on the basis of their academic achievement, including the required courses, and any other selection criteria outlined below.

Ontario Secondary School Diploma or equivalent\*\*

- Grade 12 English (C or U)
- Application Questionnaire \*<sup>4</sup>
- Portfolio \*<sup>5</sup>

\* Qualified applicants will be invited to complete the application questionnaire and submit a portfolio electronically. Further detail on the application questionnaire and portfolio requirements will be communicated at a later date to qualified applicants, as part of the review process.

Applicants may be accepted upon completion of the George Brown Art and Design Foundation certificate program (G108) with an overall grade point average of 3.5 or higher. There are a limited number of seats and admission is not guaranteed.

### \*\* MATURE STUDENT STATUS (19 YEARS OF AGE OR OLDER AND NO OSSD)

Mature Students may take the Admissions Assessment for English<sup>6</sup>, OR may consider upgrading to achieve the credit (s) needed in English<sup>7</sup>.

Please note that George Brown is committed to ensuring that applicants will succeed in their program of choice and meeting the minimum requirements does not guarantee admission to the program. Applicants may be required to have grades higher than the minimum requirements stated.

### COURSE EXEMPTIONS

College or university credits may qualify you for course exemptions. Please visit [georgebrown.ca/transferguide](http://georgebrown.ca/transferguide) for more information.

## INTERNATIONAL (VISA) STUDENTS

Visit the International Admissions<sup>8</sup> page for more information.

Our graduates go on to do amazing things. Watch the video of the award-winning Steven Tiao above to get a feel for what he loves about his job as Art Director with Leo Burnett Toronto.

George Brown College's Graphic Design alumni, Spencer Dingle and Jordan Hamer, won a prestigious Outdoor Grand Prix award at the 2018 Cannes Lions International Festival of Creativity<sup>9</sup> with McDonald's "Follow the Arches" ad campaign. Spencer and Jordan are both associate creative directors at the Marketing and Communications firm Cossette and founders of Spenser & Jordan. Check out other remarkable visual campaigns<sup>10</sup> that these two alumni have developed and the amazing awards that their work has been recognized with.



"What I loved most about the School of Design is its ability to combine traditional theory and real-world experiences in the learning environment. With the field placement program and studio lab classes, I was able to add relevant experience to my resume and make connections with the industry."

**Chloe Milne** (Graduate 2015, Graphic Design)



"My experience at the School of Design was extremely positive. I had to work very hard and got results I'm really proud of. I worked part-time at the college during the second year of my studies and I have found a full-time job already. The design professors were amazing as they gave me both the theory and the practical skills that are vital to success in this industry."

**Kamilla Nikolaev** (Graduate 2008, Graphic Design)

Email: [design@georgebrown.ca](mailto:design@georgebrown.ca)

For more information about George Brown College, you may also call the Contact Centre at 416-415-2000 (TTY 1-877-515-5559) or long distance 1-800-265-2002.

## VISIT OUR CAMPUS

This program is part of our School of Design<sup>12</sup>, located at our Waterfront Campus<sup>13</sup> at 3 Lower Jarvis St.<sup>14</sup> You can contact us for a tour<sup>15</sup> or view our virtual tour<sup>16</sup>.

## LINKS REFERENCE

<sup>1</sup>[https://collegeapply.ontariocolleges.ca/?](https://collegeapply.ontariocolleges.ca/?collegeCode=GBTC&programCode=G102&lang=en)

[collegeCode=GBTC&programCode=G102&lang=en](https://collegeapply.ontariocolleges.ca/?collegeCode=GBTC&programCode=G102&lang=en)

<sup>2</sup><http://www.georgebrown.ca/international/futurestudents/tuitionfees/>

<sup>3</sup><http://www.iadt.ie/courses/visual-communication-design>

<sup>4</sup><http://www.georgebrown.ca/g102-supplementary-requirements/>

<sup>5</sup><http://www.georgebrown.ca/g102-supplementary-requirements/>

<sup>6</sup><http://www.georgebrown.ca/assessment/admi-pre/>

<sup>7</sup><http://www.georgebrown.ca/upgrading-credits/english-diploma/>

<sup>8</sup><http://www.georgebrown.ca/international/futurestudents/applynow/>

<sup>9</sup><https://www.canneslions.com/>

<sup>10</sup><https://spencerandjordan.com/>

<sup>11</sup><http://www.georgebrown.ca/design/>

<sup>12</sup><http://www.georgebrown.ca/design/>

<sup>13</sup><http://www.georgebrown.ca/campuses/waterfront/>

<sup>14</sup><https://www.google.com/maps/place/George+Brown+College+School+of+Design+at+Waterfront+Campus/@43.64441,-79.3711176,17z/data=!3m1!4b1!4m5!3m4!1s0x0:0x38de1dc84ef326dc!8m2!3d43.64441!4d-79.3689289>

<sup>15</sup><http://www.georgebrown.ca/tours/>

<sup>16</sup><http://vt.georgebrown.ca/>

*George Brown College is continually striving to improve its programs and their delivery. The information contained in this calendar is subject to change without notice. It should not be viewed as a representation, offer or warranty. Students are responsible for verifying George Brown College admission, graduation, and fee requirements as well as any requirements of outside institutions, industry associations, or other bodies that may award additional designations concurrently with, or after completion of, a George Brown College program.*

## CONTACT US

School of Design<sup>11</sup>

Phone: 416-415-5000, ext. 2137