CCAB
CANADA COLLEGE OF ARTS & BUSINESS

GRAPHIC & VISUAL DESIGN

PROGRAM DESCRIPTION

In this diploma program students will acquire the knowledge, skills, and self-confidence to work as visual and graphic art designers in variety of digital media industries. Students will become proficient digital artists using industry standard software and will apply contemporary design theory and digital tools and techniques to a wide variety of industry specific design problems. Dedicated production studio time at the end of each term provides students with the opportunity to complete and enhance term assignments and portfolio pieces. Graduate portfolios will clearly illustrate a passion for design and a desire to consistently and creatively solve challenging design problems.

LEARNING OBJECTIVES

- Graduates will have acquired a foundation in contemporary graphic and visual design theory and practice.
- Graduates will be proficient with industry standard graphic design software.
- Graduates will be able to apply design skills and technical knowledge in creatively solving visual and graphic design challenges.

ADMISSION REQUIREMENTS

- High school graduate or mature student status (British Columbia, 19 years or older).
- Meet minimum English language proficiency requirements.

PROGRAM DURATION

Total program hours	1300
Total program length (weeks)	65

- 20 Instructional hours per week
- Term 1A 6 weeks - Term 1B 5 weeks
  All other terms 11 weeks

CAREER OPPORTUNITIES

This program produces graduates whose skills reflect the expanding scope of professional opportunities in print and branding, packaging and environmental graphic design, visual interaction design, as well as transmedia design.

GRADUATION REQUIREMENTS

- Successful completion of all courses
- Successful portfolio submission

PROGRAM BREAKDOWN

Course No.	TERM 1A	Hours
PHOT100	Photoshop I	20
ILLU100	Illustrator I	20
INDE100	InDesign I	20
VIDE100	Premiere	20
DIGI100	Digital Imaging	20
PROD100	Production Studio I	20

Course No.	TERM 1B	Hours
DRAW101	Drawing I (2D)	20
VISU101	Modern Visual Design	20
COLR101	Color Theory	20
TYPG101	Typography I	20
GRAP101	Graphic Design	20

Course No.	TERM 2	Hours
DRAW200	Drawing II (3D)	40
PHOT200	Photoshop II	40
ILLU200	Illustrator II	40
INDE200	InDesign II	40
TYPG200	Typography II	60
PROD200	Production Studio II	20

Course No.	TERM 3	Hours
CONC300	Concept Development	40
PACK300	Package Design	40
ADVR300	Advertising Design I	40
WEBD300	Web Design	40
INDE300	InDesign III	40
PROD300	Production Studio III	40

Course No.	TERM 4	Hours
PUBL400	Publication Design	60
ADVR400	Advertising Design II	60
CORP400	Corporate Design	60
MOBM400	Mobile Media Design	60
MOGR400	Motion Graphics	40
PROD400	Production Studio IV & Portfolio Review	40

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Course No.	TERM 5	Hours
PORT500	Portfolio	240
PROF500	Professional Preparation	40

Courses may not be delivered in the sequence above. Course descriptions are listed below.

TERM 1A

PHOT100 Photoshop I

This course introduces students to industry standard bitmap imaging and manipulation software. Students will become familiar with the application's framework and basic tool set.

ILLU100 Illustrator I

This course introduces students to industry standard vector imaging and manipulation software. Students will become familiar with the application's framework and basic tool set.

INDE100 InDesign I

This course introduces students to industry standard document publishing software. Students will become familiar with the application's framework and basic tool set.

VIDE100 Premiere

This course introduces students to industry standard non-linear digital video editing software. Students will become familiar with the application's framework and basic tool set.

DIGI100 Digital Imaging

This course introduces students to digital photography terminology, composition, and techniques for gathering digital images using digital imaging devices.

PROD100 Production Studio I

This course provides students with a concentrated end term block of time to apply the skills and knowledge gained to refine and/or complete any outstanding term design assignments. Students will be introduced to the 'design brief'.

TERM 1B

DRAW101 Drawing I (2D)

This course introduces students to traditional 2D-drawing, by drawing simple objects derived from lines, shapes, and forms. Students will learn how to use simple shading patterns to enhance the end result.

VISU101 Modern Visual Design

Students will explore the elements and principles of visual information design, color, visual perception, symbols and identity.

COLR101 Color Theory

This course introduces students to the physics and fundamentals of color theory. Practical exercises will allow students to explore their own creativity when presented with simple design challenges.

TYPG101 Typography I

This course presents the basic principles of typography and its significance in visual communication design. Students will explore the history and evolution of traditional and digital typography.

GRAP101 Graphic Design

This course introduces students to the history and fundamental elements and principles of graphic design. Practical exercises will allow students to explore their own creativity when presented with design challenges.

TERM 2

DRAW200 Drawing II (3D)

This course builds on previous learning by introducing students to drawing in 3 dimensions. This course explores the use of more complex shapes and 3D drawing techniques when creating real world objects. Students will learn how to draw using perspective, scale, and proportion. Students will also gain an understanding of light source placement and shadow casting and how these translate into a final 3D drawing.

PHOT200 Photoshop II

This course builds upon theoretical constructs and skill sets introduced in *Photoshop I*. Students will learn advanced application functions and features including using and apply layers, slices, roll-overs, image maps, blends, and painting and compositing tools in the manipulation of images and in the creation of original work. Students will be introduced to design problem-solving methodologies that will assist them in solving more complex design challenges.

ILLU200 Illustrator II

This course builds upon the techniques introduced in *Illustrator I*. Students will explore intermediate application vector-based functions and features. These will be applied to a variety of more complex design challenges. Students will be required to create original design solutions. Application specific output formats will be introduced.

INDE200 InDesign II

This course builds upon theoretical constructs and skill sets introduced in *InDesign I*. Students will explore intermediate techniques and methodologies used in contemporary page layout design across a variety of

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simple document types and media applications. Students will create a short form color document.

TYPG200 Typography II

This course builds upon constructs and skill sets introduced in *Typography I*. Students will learn how to use digital type as an advanced creative design element to significantly impact visual communication messages when solving design challenges.

PROD200 Production Studio II

This course provides students with a concentrated end term block of time to apply the skills and knowledge gained to date to refine and/or complete any outstanding term design projects or assignments.

TERM 3

CONC300 Concept Development

Design solution inspiration can come from variety of sources. Successful designers consistently apply concept development strategies that are based on the five stages of 'design thinking' – empathise, define, ideate, prototype, and test. In this course students will learn how to apply design thinking when addressing design challenges.

PACK300 Package Design

This course explores packaging design principles by emphasizing utility, aesthetics, form, manufacturing processes, and commercial and governmental regulations. Students will be required to develop design solutions that will take these variables into consideration while making the end product visually appealing and marketable.

ADVR300 Advertising Design I

Students will explore traditional, mobile and social media marketing, promotion, and advertising theory and practice in the creation of successful ads. Students will be introduced to the planning and execution of advertising material and the principles of design as applied to layout, color, and typography.

WEBD300 Web Design

In this course students will be introduced to web design trends and practice. Students will organize, create, publish, and manage a website that incorporates a variety of graphic elements and effects.

INDE300 InDesign III

This course builds upon the skills sets developed in *InDesign II.* Students will further their knowledge by exploring advanced techniques in print production, electronic prepress, color calibration and management. Students will create complex long form documents and publish them to a variety of devices and delivery vehicles.

PROD300 Production Studio III

This course provides students with a concentrated end term block of time to apply the skills and knowledge gained to date to refine and/or complete any outstanding term design projects. *Students will be required to present and defend a selection of portfolio pieces.*

TERM 4

PUBL400 Publication Design

This course allows students to develop the skills they have gained in *InDesign III* by introducing them to advanced principles, techniques, and processes involved in creating digital and print-based publications. Students will learn how to design complex publications to be delivered in hardcopy and digital formats using a variety of digital delivery technologies.

ADVR400 Advertising Design II

Students will learn the principles, practices, and interrelationships between marketing, the constraints applied by budgets, corporate marketing strategies, consumerism and culture, and the design of advertising material in both a local and global context across a variety of delivery vehicles. Students will choose an advertising scenario with a given constraint and will propose and defend three possible advertising design solutions.

CORP400 Corporate Design

In this course students will explore the design challenges in creating a corporate identity including brand strategy, logotype, and identity development. They will learn to align print, TV, web, mobile, and site-specific brand rollouts.

MOBM400 Mobile Media Design

This course introduces students to mobile and touch screen design and usability principles and practices in creating mobile user experiences. Students will apply these principles in the creation of a cross platform mobile user application.

MOGR400 Motion Graphics

This course introduces students to the principles and elements of motion design including the creation of assets, the relationship between typography and asset types and the role of narrative or story. Students will bring their knowledge of design, illustration and digital creativity to the creation of a short animation or digital video.

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PROD400 Production Studio IV & Portfolio Review

This course provides students with a concentrated end term block of time to apply the skills and knowledge gained to date to refine and/or complete any outstanding term design projects. *Based on the feedback in PROD300 students will present a final draft of their portfolio selections.*

TERM 5

PORT500 Portfolio

Feedback from Term 5 portfolio review will inform and guide students in the final iterative stages of their portfolio development. The result will reflect a professional design focus, a personal design philosophy and will showcase outstanding examples of their work. Students will present their completed portfolio to a panel of their peers and industry representatives.

PROF500 Professional Preparation

This course prepares students for their transition to the professional world of work. Students will learn how to showcase their skills using a variety of traditional and social media vehicles, how to participate in a job interview, how to professionally manage their media presence, and how to navigate office etiquette and politics.

Additional Information

Delivery

The program is delivered in English. The program will employ lecture, lab, and studio delivery formats.

Assessment

A final grade of 60% is required to pass each course unless otherwise indicated on a course outline. Generally, course assessment consists of quizzes, exams, and project-based assignments.

Textbooks

Not all courses may have textbooks. Textbooks maybe in an electronic or hardcopy format.

Title	Publisher
Introduction to Design	Pearson
Understanding Colour	Wiley
Complete Manual of Typography	Pearson
Basic Perspective Drawing	Wiley
The Package Designers Book of Patterns	Wiley
Cutting Edge Advertising	Pearson
Design Brand Identity	Wiley
Exploring Publication Design	Cengage

Equipment

Computers and software are provided at the school. No other equipment is required unless otherwise indicated in the course outline.

Recommended Supplies

3	Artist quality paint brush	1	Drawing pencil set of 6
1	9x12 sketch book	2	Kneaded eraser
1	14x17 newsprint pad	1	Vinyl eraser
1	Color pencil set (24)	3	HB pencil
1	Paint tray	3	B pencil
1	Kroma 10 set of paint	1	12 Watercolor paint Set
1	30 cm plastic ruler	1	External backup device

Program

From time to time the College may make modifications to course sequencing (class or practicum) and content in order to accommodate program updates and may also include blended methods of course delivery. Changes will be effective when made. Work Experience will be delivered on the ground.

Other

English language admission requirements can be found in the *Student Handbook*.

Student Name (Print: first, last)

Student Signature

Date

This program has been approved by the Private Training Institutions Branch, British Columbia.