

# GRAPHIC DESIGN

570.G0



3 YEARS

[www.dawsoncollege.qc.ca/graphic-design](http://www.dawsoncollege.qc.ca/graphic-design)

## If you would like to:

- ☐ See your ideas take shape in an exciting learning environment
- ☐ Learn in an engaging community of creative thinkers
- ☐ Explore colour, composition, concepts and typography
- ☐ Study in a hands-on, project-driven program
- ☐ Work with the latest technology in a modern collaborative setting

Then the Graphic Design Program could be for you.

“The teachers in this program prepare us for professional life by sharing experience, knowledge and valuable lessons about the design world.

— Vivian B.

The Graphic Design Program will prepare you to work in a dynamic, evolving industry. You will study in an engaging environment with teachers who can deliver one-on-one instruction for a truly unique college experience. You will learn the foundational drawing techniques as well as the digital skills necessary to meet the needs of your clientele. You will also acquire the confidence to manage projects independently and build an impressive portfolio of work.

## What will you learn?

- To communicate effectively using graphic design
- To develop graphic design for branding, publication design, advertising, packaging, websites and other promotional material
- To use the software used in the industry, including Photoshop, Illustrator, InDesign and others
- To use website design and multimedia applications
- To explore the creative and technical aspects of graphic design

## Where will this program lead you?

Graduates of the Graphic Design Program often pursue careers in graphic design studios, advertising agencies, multimedia studios and publishing houses. Others work independently as freelance graphic designers. Graduates can also choose to continue on to university studies in Design, Arts, Marketing, Communication Studies, Animation and more.

## What do you need to apply?

- A Diploma of Secondary Studies (DES) or academic background judged equivalent to the DES
- Secondary V Art is considered an asset
- Portfolio\*
- Timed drawing exercise\*

\*For the most up-to-date and complete details, visit [www.dawsoncollege.qc.ca/graphic-design](http://www.dawsoncollege.qc.ca/graphic-design)

## What else should you know?

As a student in the Graphic Design Program, you will have access to the most advanced industry-level computer labs, a multipurpose studio and complete printing facilities. Third-year students enjoy individual work stations as they prepare their final portfolios for exhibition.

You will also have the opportunity to participate in workshops led by leaders of the industry and enter design contests in order to hone your skills throughout your college career.

## Application Deadline

March 1



## LIST OF SPECIFIC COURSES

All students must also take General Education courses such as English, French, Humanities and Physical Education, in addition to complementary courses.

### YEAR 1

Term 1
<ul style="list-style-type: none"><li>■ Art and Design History</li><li>■ Basic Drawing</li><li>■ Typography I</li><li>■ Introduction to Page Layout Software</li><li>■ Colour and Communication</li><li>■ Basic Design I</li><li>■ Introduction to Vector Graphics Software</li></ul>
Term 2
<ul style="list-style-type: none"><li>■ Life and Still Life Drawing</li><li>■ Photography for Graphic Design</li><li>■ Typography II</li><li>■ Typographic Grid Systems</li><li>■ 3D Foundations</li><li>■ Basic Design II</li><li>■ Digital Imaging I</li></ul>

### YEAR 2

Term 3
<ul style="list-style-type: none"><li>■ Illustration Techniques</li><li>■ Pictogram and Icon Design</li><li>■ Photographic Lighting for Graphic Design</li><li>■ Digital Imaging II</li><li>■ Typographic Explorations</li><li>■ Visual Communication I</li><li>■ Print and Web Production Processes</li></ul>
Term 4
<ul style="list-style-type: none"><li>■ Semiotics and Visual Communication</li><li>■ Explorations in Printed Illustration</li><li>■ Motion Graphics I</li><li>■ Logotype Design</li><li>■ Visual Communication II</li><li>■ Advertising Design</li><li>■ Web Design I</li></ul>

### YEAR 3

Term 5
<ul style="list-style-type: none"><li>■ Professional Graphic Design Practice I</li><li>■ E-Book Design</li><li>■ Explorations in Video Production</li><li>■ Information Design</li><li>■ Packaging Design</li><li>■ Web Design II</li><li>■ Motion Graphics II</li><li>■ 2D and 3D Technical Production for Print</li></ul>
Term 6
<ul style="list-style-type: none"><li>■ Interactive Design and Motion Graphics</li><li>■ Publication Design</li><li>■ Branding Design</li><li>■ Social and Cultural Promotional Design</li><li>■ Production Constraints</li><li>■ Professional Graphic Design Practice II</li></ul>