Graphic Design 570.G0

3 YEARS

Application deadline › March 1



www.dawsoncollege.qc.ca/graphic-design

If you would like to:

- Turn ideas into visuals that communicate, persuade and inspire – and make a real impact through design
- Learn in a creative, supportive environment where teachers share real-world experience and mentor you one-on-one, helping you build confidence and a standout portfolio
- Master essential design skills and industry software such as Photoshop, Illustrator and InDesign, and explore branding, print, web, multimedia and motion graphics with tools such as After Effects, Figma and Framer
- Prepare for careers in design studios, advertising agencies, multimedia firms, publishing houses, or as a freelancer, as well as for further studies in design, arts, marketing, communication or animation
- Access advanced labs and studios, dedicated workstations, workshops and competitions

Then the Graphic Design Program could be for you.

See differently. Think differently. Communicate with purpose. That's what graphic design is about, and it's what you'll learn here. It isn't just about making things look good, it's about making things matter. You'll transform ideas into visuals that communicate and inspire. You'll study in a creative, supportive environment, guided by teachers with real-world experience who mentor you individually. You'll gain both foundational design principles and the digital skills to thrive in today's industry. Most importantly, you'll build the confidence and independence to manage projects from concept to completion, and be supported by a professional-level portfolio that reflects your growth.

> "The teachers in this program prepare us for professional life by sharing experience, knowledge and valuable lessons about the design world.
>
> – Vivian B.

What will you learn?

- To communicate effectively using the visual language of design
- To create work for branding, publications, advertising, packaging, websites and digital campaigns
- To master industry-standard software, from Photoshop, Illustrator and InDesign to After Effects, Figma and Framer
- To use website design and multimedia applications
- To explore both the creative and technical sides of design, from concept and process to execution

Where will this program lead you?

Graduates can pursue careers in design studios, advertising agencies, digital media firms and publishing houses, from being a visual or UX/UI designer creating innovative work to a creative director, leading teams on major projects. Others can follow an independent practice as a freelancer, creative entrepreneur or a design lead. Graduates can also advance to university studies in Design, Arts, Marketing, Communication, Animation, and related fields.

Wherever you go, you'll be ready not just to participate in the design industry, but to reshape it.

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*

*For the most up-to-date and complete details, visit www.dawsoncollege.qc.ca/graphic-design

What else should you know?

As a student in the Graphic Design Program, you will have access to advanced computer labs, multipurpose studios, and full printing facilities, and, in your third year, to a dedicated workstation while you prepare your final portfolio for exhibition.

You can also participate in workshops with industry leaders and have opportunities to compete in design competitions that showcase your skills.

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The information contained in this document was accurate and complete at the time of printing.