

Area of Interest: Arts and Design

Graphic Design

Ontario College Advanced Diploma

Program Code: 1400X01FWO

3 Years

Ottawa Campus

Our Program

Applying your creativity to shape a career communicating ideas and concepts.

The three-year Graphic Design Ontario College Advanced Diploma program helps you apply your creativity to communicating ideas and concepts in both print and interactive media.

Using a combination of theoretical and hands-on learning, you gain skills in design, typography, image, colour, coding, motion graphics, interaction and production from industry-connected faculty. You learn to be a problem-solver who can manage and execute visual design projects.

Whether learning design for the page or for the screen, you study industry-endorsed concepts and techniques. You also become an expert at communicating ideas to a client through:

- sketches
- prototypes
- storyboards
- interactive mock-ups

There is a strong focus on hands-on training, using industry-standard software tools, which will ensure you are career-ready upon graduation. Field trips and actual client projects are offered to bring the workplace into the classroom.

From your second year on, you become a student-member of the Registered Graphic Designers of Ontario. In your final semester, you embark on a six-week fieldwork placement that transitions you to industry. You work side-by-side with experienced professionals and gain networking contacts.

Upon graduation, you will have developed a design portfolio that showcases your creativity and problem-solving skills. You will display your work at the annual Grad Show exhibition.

Graduates may find employment in a(n):

- graphic design studio
- advertising agency
- motion graphics studio
- interactive/web design studio

Graduates may also find work as an in-house designer for an organization or government, in the television, entertainment or game-development industry, or in freelance opportunities.

SUCCESS FACTORS

This program is well-suited for students who:

- Think visually and creatively and are conceptual thinkers.
- Enjoy solving visual communication problems.

- Enjoy sketching and drawing and using software tools.
- Enjoy working with type and imagery to communicate ideas.
- Are detail-oriented, organized and committed to coming up with the perfect design solution in their final products.
- Have critical thinking and problem solving skills.

Employment

Graduates may pursue careers as designers through a variety of entry-level positions in graphic design or advertising agencies, motion design or interactive design studios, television and the entertainment and game industry. Graduates may also pursue freelance opportunities.

Learning Outcomes

The graduate has reliably demonstrated the ability to:

- Conceptualize and develop design solutions using principles of design to create visual communications that meet the needs of the project.
- Employ the design process to create design solutions that meet the project objectives and the needs of the client and/or user.
- Plan, create and use photography, illustration and typography in design layouts to meet the requirements of the creative brief.
- Design, develop and create a variety of media products using relevant, current and/or emerging technologies.
- Communicate ideas, design concepts and opinions clearly and persuasively to others.
- Use recognized industry practices throughout the design process and related business tasks.
- Plan, implement, and evaluate graphic design projects using project management skills to deliver quality work to clients according to schedule and within budget.
- Complete all work in a professional and ethical manner, and in accordance with all applicable legislation and regulations.
- Keep current with visual media design trends, technologies and industry practices using strategies that enhance work performance and guide professional development.
- Identify and apply discipline-specific practices that contribute to the local and global community through social responsibility, economic commitment and environmental stewardship.

Program of Study

Level: 01	Courses	Hours
DSN1560	Typography I	42.0
DSN1561	Graphic Design I	42.0
DSN1562	Computer Graphics I	42.0
DSN1697	Concept Sketching I	28.0
DSN1710	Design Strategy	42.0
DSN1782	Understanding Colour	28.0

ENL1813M	Communications I	42.0
Level: 02	Courses	Hours
DSN1565	Graphic Design II	42.0
DSN1566	Typography II	42.0
DSN1567	Computer Graphics II	42.0
DSN1698	Concept Sketching II	28.0
DSN1712	Web Design I	42.0
ENL1950A	Communications for Graphic Design	42.0
Choose one from equivalencies:	Courses	Hours
GED1400	General Education Elective	42.0
Level: 03	Courses	Hours
DSN1533	Graphic Design III	42.0
DSN1534	Typography III	42.0
DSN1535	Computer Graphics III	42.0
DSN1558	Motion Graphics I	42.0
DSN1696	Business of Design	42.0
DSN1713	Web Design II	42.0
DSN1726	UX/UI Design 1	42.0
Level: 04	Courses	Hours
DSN1539	Graphic Design IV	42.0
DSN1540	Typography IV	42.0
DSN1541	Computer Graphics IV	42.0
DSN1669	Motion Graphics II	42.0
DSN1714	Web Design III	42.0
DSN1727	UX/UI Design 2	42.0
Choose one from equivalencies:	Courses	Hours
GED1400	General Education Elective	42.0
Level: 05	Courses	Hours
DSN1545	Graphic Design V	42.0
DSN1677	Computer Graphics V	42.0
DSN1688	Motion Graphics III	42.0
DSN1715	Web Design IV	42.0

DSN1728	UX/UI Design 3	42.0
DSN1730	Design Systems	42.0
Choose one from equivalencies: Courses		Hours
GED1400	General Education Elective	42.0
Level: 06	Courses	Hours
DSN1684	Graphic Design VI	24.0
DSN1685	Computer Graphics VI	24.0
DSN1689	Motion Graphics IV	24.0
DSN1690	Fieldwork and Professional Practice	196.0
DSN1729	UX/UI Design 4	24.0
DSN1731	Innovative Strategies	24.0

Fees for the 2023/2024 Academic Year

Tuition and related ancillary fees for this program can be viewed by using the Tuition and Fees Estimator tool at <https://www.algonquincollege.com/fee-estimator> .

Further information on fees can be found by visiting the Registrar’s Office website at <https://www.algonquincollege.com/ro> .

Fees are subject to change.

Additional program-related expenses include:

Admission Requirements for the 2024/2025 Academic Year

College Eligibility

- Ontario Secondary School Diploma (OSSD) or equivalent. Applicants with an OSSD showing senior English and/or Mathematics courses at the Basic Level, or with Workplace or Open courses, will be tested to determine their eligibility for admission; OR
- Academic and Career Entrance (ACE) certificate; OR
- General Educational Development (GED) certificate; OR
- Mature Student status (19 years of age or older and without a high school diploma at the start of the program). Eligibility may be determined by academic achievement testing for which a fee of \$50 (subject to change) will be charged.

Program Eligibility

- English, Grade 12 (ENG4C or equivalent).
- Submit a portfolio of 10-15 samples of your best work. Portfolio submission details can be found on the Algonquin College Additional Admission Requirements website: <https://www.algonquincollege.com/admissionspackages> .
- Interested applicants are welcome to address any portfolio-related inquiries to the coordinators of the program.
- Applicants with international transcripts must provide proof of the subject-specific requirements noted above and may be required to provide proof of language proficiency. Domestic applicants with international transcripts must be evaluated through the International

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- IELTS-International English Language Testing Service (Academic) Overall band of 6.0 with a minimum of 5.5 in each band; OR TOEFL-Internet-based (iBT) Overall 80, with a minimum of 20 in each component: Reading 20; Listening 20; Speaking 20; Writing 20; OR Duolingo English Test (DET) Overall 110, minimum of 110 in Literacy and no score below 95.

Not sure if you meet all of the requirements? Academic Upgrading may be able to help with that: <https://www.algonquincollege.com/access/> .

Should the number of qualified applicants exceed the number of available places, applicants will be selected on the basis of their proficiency in English.

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College Eligibility

- Ontario Secondary School Diploma (OSSD) or equivalent. Applicants with an OSSD showing senior English and/or Mathematics courses at the Basic Level, or with Workplace or Open courses, will be tested to determine their eligibility for admission; OR
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- Interested applicants are welcome to address any portfolio-related inquiries to the coordinators of the program.
- Applicants with international transcripts must provide proof of the subject-specific requirements noted above and may be required to provide proof of language proficiency. Domestic applicants with international transcripts must be evaluated through the International Credential Assessment Service of Canada (ICAS) or World Education Services (WES).
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Application Information

GRAPHIC DESIGN Program Code 1400X01FWO

Applications to full-time day programs must be submitted with official transcripts showing completion of the academic admission requirements through:

ontariocolleges.ca

60 Corporate Court
Guelph, Ontario N1G 5J3
1-888-892-2228

Students currently enrolled in an Ontario secondary school should notify their Guidance Office prior to their online application at <http://www.ontariocolleges.ca/>.

Applications for Fall Term and Winter Term admission received by February 1 will be given equal consideration. Applications received after February 1 will be processed on a first-come, first-served basis as long as places are available.

International applicants please visit this link for application process information:
<https://algonquincollege.force.com/myACint/>.

For further information on the admissions process, contact:

Registrar`s Office
Algonquin College
1385 Woodroffe Ave
Ottawa, ON K2G 1V8
Telephone: 613-727-0002
Toll-free: 1-800-565-4723
TTY: 613-727-7766
Fax: 613-727-7632
Contact: <https://www.algonquincollege.com/ro>

Contact Information

Program Coordinator(s)

- David Bromley, <mailto:bromled@algonquincollege.com>, 613-727-4723, ext. 5267
- Alain Paradis, <mailto:paradia@algonquincollege.com>, 613-727-4723, ext. 5878

Course Descriptions

DSN1533 Graphic Design III

Focus is placed on concepts and design for print and digital, using up to date software and design knowledge. Students develop creative solutions to design problems involving real-world design projects incorporating various mediums and media vehicles (print, web, social media) and learn the knowledge of sustainable (recycle, reuse, reduce) and functional design. Students experience a four-stage process similar to that used in most professional firms: research, creative development, execution and presentation. The main focus is on concepts and the creative process leading to a final unique, dynamic design.

Prerequisite(s): DSN1565
Corerequisite(s):none

DSN1534 Typography III

"Type exists to honour content." Proficient typesetting allows a student to compose and structure complex passages of content that are visually appealing in order to allow the information to be easily followed. Using industry standard software along with personal photography and artwork, students combine text and imagery to craft professional layouts and informational documents.

Prerequisite(s): DSN1566
Corerequisite(s):none

DSN1535 Computer Graphics III

Automating processes in the design studio teaches students how they can save time and avoid costly errors. Students use Adobe Photoshop to create artistic paintings. Adobe Illustrator is our go-to application for drawing photo-realistic and perspective illustrations. Students build a multi-part document destined for book design and production.

Prerequisite(s): DSN1567
Corerequisite(s):none

DSN1539 Graphic Design IV

Acquired software programs, skills and visual problem-solving techniques apply to real-world design projects. Students design a corporate identity package including a chief graphic identifier, identity manifestations and a corporate identity standards manual. Students continue to work in a four-stage process similar to that used in most professional firms: research, creative development, execution and presentation. The main focus is on concepts and the creative process.

Prerequisite(s): DSN1533 and DSN1534 and DSN1535
Corerequisite(s):none

DSN1540 Typography IV

Building on the basics of typography, students explore type as craft by experimenting with handmade letters, designing glyphs, and using type as a form of visual expression. Students enhance their sensitivity to the shapes and uses of letters within print and multimedia by working on projects that include creating 3-dimensional type, decorative layouts with a variety of materials and exploring innovative ways of using letterforms.

Prerequisite(s): DSN1534
Corerequisite(s):none

DSN1541 Computer Graphics IV

The software titles used in the studio environment are powerful tools that can render compelling promotional or informational graphics. Armed with a solid foundation using Adobe software, students explore a broad and varied selection of new technical skills: painting original art in Adobe Illustrator, manipulating large amounts of data in InDesign and drawing three-dimensional vector graphics.

Prerequisite(s): DSN1535
Corerequisite(s):none

DSN1545 Graphic Design V

An understanding of design consistency, promotion and presentation in addition to creating several bold portfolio pieces will be explored. Emphasis is placed on matching design to subject matter and using appropriate formats while developing different grid structures and using layout software as both a production tool and a creative tool. Examples of final, large projects include multiple-page publication design, exhibit design, environmental design and way finding, as well as proper presentation techniques.

Prerequisite(s): DSN1539
Corerequisite(s):none

DSN1558 Motion Graphics I

The use of type and motion is explored to create a unique and creative visual message. Students learn basic animation principles to create emotion with motion and explore timing, pacing and dynamic storytelling. Projects can range from experimental type animation, advertising to film title design using Adobe After Effects. Students have a clear understanding of career opportunities in the motion design industry.

Prerequisite(s): none
Corerequisite(s):none

DSN1560 Typography I

Typography, the study of lettering and writing, is an essential element of graphic design. Students study typographic history, terminology, essential design and layout principles; match meaning with creative type-only information layouts and employ creative methods of typographic communication. Activities include interactive discussions, critiques and feedback of peer work.

Prerequisite(s): none
Corerequisite(s):none

DSN1561 Graphic Design I

Graphic Design is the study of visual communication that combines images, words and ideas to convey information to an audience, especially to produce a specific effect. Good graphic designers research, sketch and develop solutions to design problems. Students focus on research, creative thinking, sketches and process, which fosters an understanding of the core practice of applied design across a variety of media. The importance and value of creative thinking, concepts and thumbnail sketches is stressed and evaluated to ensure a successful final product. Students work with hands-on projects, and incorporate terms and techniques that are taught in other courses including typography, illustration and computer graphics.

Prerequisite(s): none
Corerequisite(s):none

DSN1562 Computer Graphics I

The field of computer graphics consists of page layout, illustration and photo manipulation. Page layout is the hub for illustrations and photographs. Purpose-built instructional web pages, in-class and video tutorials guide students through the process of building electronic documents in Adobe InDesign, containing images edited in Photoshop and custom digital illustrations created in Adobe Illustrator. Students learn common technology-related terminology, organize graphics files and fonts, illustrate digitally and edit photographs, which they integrate into page designs.

Prerequisite(s): none
Corerequisite(s):none

DSN1565 Graphic Design II

Continuing with the art and practice of planning and projecting ideas and experiences with visual and textual content. Students have an opportunity to enhance a working knowledge of design essentials and principles through concept development, as well as the professional design process and methodology. Working with actual clients on projects brings an added dimension to the student's experience. A professional attitude, the importance of meeting deadlines and creative content continue to be emphasized.

Prerequisite(s): DSN1561
Corerequisite(s):none

DSN1566 Typography II

Students implement the basic concepts of typography in their design layouts to visually communicate meaning. Students use proper typesetting rules, grids, hierarchy, composition and expression in their layouts. Concentration is placed on how typographic form and visual arrangement create and support content in complex projects, using industry standard software.

Prerequisite(s): DSN1560
Corerequisite(s):none

DSN1567 Computer Graphics II

Documents created in the studio environment need to comply with industry standards. Emphasis is placed on the importance of file management and job planning. With the support of detailed online lessons and video tutorials, students learn increasingly intricate software techniques for building electronic documents using Adobe InDesign, Photoshop, Illustrator and Acrobat. These documents will pass pre-flight at a commercial printer.

Prerequisite(s): DSN1561
Corerequisite(s):none

DSN1669 Motion Graphics II

Motion graphics can bring a design to life. Students learn advanced animation and timing techniques as well as visual effects basics such as green screen removal and motion tracking. They explore design in a tactile handmade way in 3D, using After Effects and Cinema 4D. The specifics of rendering video to be delivered to a wide variety of target platforms such as Internet, broadcast/film and hand-held devices are also covered.

Prerequisite(s): DSN1558
Corerequisite(s):none

DSN1677 Computer Graphics V

Skillfully crafted graphics combined with meaningful data can tell a story in a captivating way. In an effort to further broaden our software tool set, we delve into such advanced features as variable data in Illustrator and Photoshop; drawing isometric vector illustrations and building three dimensional objects in Adobe Photoshop.

Prerequisite(s): DSN1541
Corerequisite(s):none

DSN1684 Graphic Design VI

The opportunity presents itself to tailor individual portfolios showcasing skills and strengths learned in previous semesters. Personal consultation is provided on how to improve projects and ongoing reviews and suggestions are also provided on how to strengthen the students personal brand, giving a valuable insight into what constitutes a successful portfolio for applying for internships and jobs.

Prerequisite(s): DSN1545
Corerequisite(s):none

DSN1685 Computer Graphics VI

When students present their work at portfolio reviews, it needs to be impeccable. Students build digital files designed to impress even the most seasoned designer in order to demonstrate technical software mastery. By applying finishing touches to existing pieces, students ensure that they are exemplary exhibitions of Adobe Illustrator, Photoshop and InDesign proficiency.

Prerequisite(s): DSN1677
Corerequisite(s):none

DSN1688 Motion Graphics III

The product of a motion graphics professional's work can be used in an ever-broader range of media. Students explore different uses for motion design, as in projected content, interactive content, web video, broadcast video, app design and large event visuals, exploring 3D modelling, lighting and animation.

Prerequisite(s): DSN1669
Corerequisite(s):none

DSN1689 Motion Graphics IV

Using projects created in previous Motion Graphics classes, students work to create a Final Motion Reel showcasing their strengths and creativity. The visuals are edited in Adobe to audio which evokes emotion, and interest, from the prospective viewers. The Reel is the motion designer's business card.

Prerequisite(s): DSN1688
Corerequisite(s):none

DSN1690 Fieldwork and Professional Practice

Joining and integrating into a working graphic design team is crucial to transitioning from the classroom to the design industry. Students are coached to market themselves as valuable candidates for positions in the field of design. They learn to present themselves and their portfolios professionally in an interview scenario. The course includes a student-lead graduation showcase event, where students display their work to industry professionals. The goal is to obtain a six-week fieldwork placement, where they will become contributing members of a design team and the industry as a whole.

Prerequisite(s): none
Corerequisite(s):none

DSN1696 Business of Design

Business acumen plays as much of a role in the success of a graphic designer as do mastery of colour, layout and typography. Students interact with industry professionals who share their current, in-depth knowledge in their area of expertise. Guest lectures allow students to acquire the latest relevant and specialized knowledge about finance, intellectual property, ethics, employment and more. Through case studies, group activities and quizzes, students take steps towards gainful employment or even starting their own graphic design firm.

Prerequisite(s): none
Corerequisite(s):none

DSN1697 Concept Sketching I

Drawing and sketching is fundamental to graphic design. Learning how to draw means learning how to see. Sketching allows a designer to quickly get creative ideas on paper. Drawing every day increases the skills of logo designers, layout designers and motion designers. Students learn how to sketch fast using different mediums. They explore all possible solutions to specific design problems through their visual thoughts in a sketchbook.

Prerequisite(s): none
Corerequisite(s):none

DSN1698 Concept Sketching II

Drawing and mark making is at the root of all visual communication. In this course, students will build on skills they learned in Concept Sketching I, concentrating on rapid concept development, sequencing and timing. They will learn to work out design layouts and compositions in their sketch books, using type and imagery, so that they can more easily move on to the computer with refined visual concepts. Students will learn how to sketch out storyboards which are instrumental for motion designers, animators and interactive designers.

Prerequisite(s): DSN1697
Corerequisite(s):none

DSN1710 Design Strategy

Design projects should be motivated by the answer to the question "Why?". Designers who know the reason for the design create a more successful product that targets a specific audience. Through research, learning to ask key questions and analyses, students learn to develop strategies on which to base their designs.

Prerequisite(s): none
Corerequisite(s):none

DSN1712 Web Design I

Web design is the production of functional, interactive websites accomplished through the use of the HTML and CSS coding languages. Using video tutorials, step-by-step online lessons and automation, students explore processes such as semantics and mobile-first architecture, and tools like cloud platforms and version control, in tandem with precise organization principles and current best practices.

Prerequisite(s): none
Corerequisite(s):none

DSN1713 Web Design II

The web is accessible to all human beings on the planet; websites should be universally designed to meet everyone's needs. Using automation and online resources, students explore grid systems, type systems and visual design best practices to construct modular and flexible web architectures and rich interactions that support the many different screen dimensions, platforms and needs of people connected to the open web.

Prerequisite(s): DSN1712
Corerequisite(s):none

DSN1714 Web Design III

The truly open web allows not only designers and developers to edit websites- but everybody. With access to online videos and written documentation, students explore using themes from online content management systems, e-commerce tools and web design platforms to create functional, beautiful-and accessible- websites with content editable by everybody.

Prerequisite(s): DSN1713
Corerequisite(s):none

DSN1715 Web Design IV

Graphic designers are hired for their creativity and their work quality. The first interaction potential employers have is through the designer's online presence - most importantly, a portfolio website. Personal domain leasing, email address and server configuration, content management systems, web design platforms and peer reviews are some of the topics explored to launch a successful personal portfolio website.

Prerequisite(s): DSN1714
Corerequisite(s):none

DSN1726 UX/UI Design 1

User experience and user interface design (UX/UI Design) is a design process that focuses on enhancing and positively impacting the user's experience for both usability and visual dynamics. Students are introduced to the eight UX/UI process stages for website-based deliverables. Students learn to work in a collaborative environment where divergent thinking is encouraged, and solution-based design is promoted. Students measure and develop design solutions that accommodate the needs of all potential users referencing universal design principles, industry-standard guidelines and accessibility standards.

Prerequisite(s): none
Corerequisite(s):none

DSN1727 UX/UI Design 2

The user experience and user interface design (UX/UI Design) process is applied to digital products by exploring potential solutions for functionality, usability issues and visual improvements. Students evolve their critical thinking skills beyond web-based products and explore mobile applications. Students analyze why and under what conditions the product is used. Students apply a consistent brand approach for an app-based product while staying within protocol guidelines. Consideration is

placed on problem-solving, physical interactions, enhanced visual aesthetics and navigation of app-based products.

Prerequisite(s): DSN1726
Corerequisite(s):none

DSN1728 UX/UI Design 3

The user experience and user interface design (UX/UI Design) process and design principles are broadened by integrating digital products and interface solutions that consider the user's needs and the environment. Students go beyond traditional design solutions for web and app design and apply their gained knowledge to complex consumer digital products. Emphasis is placed on student exploration through the application of design materials, visual enhancements and interactivity.

Prerequisite(s): DSN1727
Corerequisite(s):none

DSN1729 UX/UI Design 4

User experience and user interface design (UX/UI Design) process and universal design principles evolve as the students apply them by designing effective and well-thought-out services, processes and system structures that answer the needs of all potential users while improving and streamlining objectives that benefit the human condition. Both UX/UI is integrated into designing the service, processes and systems through visuals that communicate the intended strategized solution.

Prerequisite(s): DSN1728
Corerequisite(s):none

DSN1730 Design Systems

Design Systems are made up of cohesive visual narratives for both print and online media that can be recombined in different forms. By analyzing case studies and reviewing successful design campaigns, students explore and apply higher-level thematic concepts and design principles to develop superior user experiences and strengthen brand consistency.

Prerequisite(s): none
Corerequisite(s):none

DSN1731 Innovative Strategies

In today's rapidly changing business environment, creativity and innovation are part of the business process, products and culture. Through dynamic exercises and real world applications, students examine the latest trends in technology, communication and graphic design by applying design thinking strategies, creativity and innovation.

Prerequisite(s): none
Corerequisite(s):none

DSN1782 Understanding Colour

Colour plays a huge part in determining the success or failure of any graphic endeavour in the consumer market place, be it print or web generated. Students explore the foundations of colour theory, the cultural meaning of colour and how colour influences consumer behaviour as it relates to the field of Graphic Design. Students gain an understanding of the differences between print and web and how to use the tools at hand to create harmonious colour palettes, intended messages, mood or to initiate response.

Prerequisite(s): none
Corerequisite(s):none

ENL1813M Communications I

Communication remains an essential skill sought by employers, regardless of discipline or field of study. Using a practical, vocation-oriented approach, students focus on meeting the requirements of effective communication. Through a combination of lectures, exercises, and independent learning, students practise writing, speaking, reading, listening, locating and documenting information, and using technology to communicate professionally. Students develop and strengthen communication skills that contribute to success in both educational and workplace environments.

Prerequisite(s): none
Corerequisite(s):none

ENL1950A Communications for Graphic Design

Students develop persuasive professional writing and speaking skills required of a graphic designer. Well-designed briefs and project rationales are essential in order to effectively sell ideas. Students write cover letters and resumes, design briefs and rationales and have the opportunity to present their rational in an oral presentation.

Prerequisite(s): ENL1813M or ENL1813A
Corerequisite(s):none

GED1400 General Education Elective

Students choose one course, from a group of general education electives, which meets one of the following five theme requirements: Arts in Society, Civic Life, Social and Cultural Understanding, Personal Understanding, and Science and Technology.

Prerequisite(s): none
Corerequisite(s):none

GED1400 General Education Elective

Students choose one course, from a group of general education electives, which meets one of the following five theme requirements: Arts in Society, Civic Life, Social and Cultural Understanding, Personal Understanding, and Science and Technology.

Prerequisite(s): none
Corerequisite(s):none

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Students choose one course, from a group of general education electives, which meets one of the following five theme requirements: Arts in Society, Civic Life, Social and Cultural Understanding, Personal Understanding, and Science and Technology.

Prerequisite(s): none
Corerequisite(s):none