# Graphic Design

**The Graphic Design diploma program at triOS is 69 weeks.** This program will teach you theory and history, illustration, motion graphics, typography, interactive web design, and communications. You'll also learn professional practices and current industry production standards to work independently and with different types of organizations.

Students will learn to create design content that can be used across a wide range of media platforms, conceptualize and develop brand identity, and develop and design short animation or video storyboard.

The program allows students to create a portfolio based on industry-standard design software training, and the fundamentals of design skills to creative concept development, traditional and digital illustration, and brand creation.

## Program Benefits

✔ Create a Career-Ready Portfolio

✔ Job Placement Assistance

✔ Career Planning and Preparation

## Here's a look at some of the courses included in this program:

**Design Theory**
**Colour Theory Advanced**
**Design Theory**

**Communications Creativity**
**Presentation Design**
**Designing for the Web**

**Typography**

**Adobe Photoshop**
**Adobe Illustrator**
**Adobe InDesign**

**Logo Design**
**Identity Design**
**Print Design**

**Portfolio Design and OHS**

# Employment and Wage Outlook for Careers in this field:

## $31
**Average Wage/Hr**

## $43
**High Wage/Hr**

NOC Code: 5241 / 52120 Wage data based on NOC Code 52120 and rounded down to the nearest dollar. Average wage doesn't reflect the starting salary but represents the middle value between lowest to highest wages. Local (or regional) income may vary. Last updated in Jan 2024
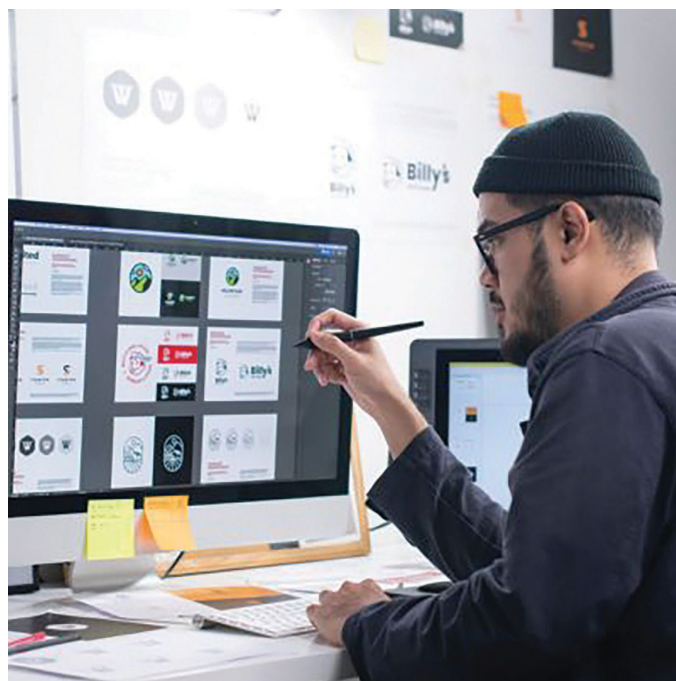
## Related Career Opportunities

Advertising Agencies

Design Studios

Digital Marketing Firms

Social Media Platforms

Multimedia Companies

"My experience at triOS was great. The instructors were all amazing and patient! I learned so much from them both in my field and on a personal level. "

-Tarra F.,
triOS College Graduate

# Graphic Design

**NOC Code: 5241/52120**

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|---|---|---|---|
| Student Success Strategies<br>Digital Literacy for Professionals<br>Career Planning & Preparation - Level 1 | **4 Weeks** | Adobe Illustrator | **8 Weeks** |
| | | Adobe InDesign | **8 Weeks** |
| Design Theory 1<br>Colour Theory<br>Advanced Design Theory | **8 Weeks** | Creativity<br>Presentation Design<br>Designing for the Web | **4 Weeks** |
| Typography | **8 Weeks** | Logo Design | **4 Weeks** |
| Portfolio Design and OHS | **4 Weeks** | Identity Design | **4 Weeks** |
| Communications | **4 Weeks** | Print Design | **4 Weeks** |
| Adobe Photoshop | **8 Weeks** | Career Planning & Preparation - Level 2 | **1 Week** |

## Program Highlights Include:

- Learn to design content that can be used across a wide range of media platforms, including digital and print.
- Utilize Adobe programs to create hands-on, production-ready concepts such as digital magazine covers and article layouts.
- Conceptualize and develop a complete Brand Identity, including branding items such as logos and collaterals.
- Through the application of advanced design theory principles, learn how to develop and design a short animation or video storyboard.
- Create a career-ready portfolio throughout the program by applying the design principles discussed in the Portfolio Design course.
- Training in Mac Applications

## Admission Requirements:

1. Student has an Ontario Secondary School Diploma or equivalent,  OR
   Is 18 years of age or older on or before the program begins AND can pass a qualifying test that has been approved by the Superintendent.
2. The approved qualifying test for this program is the Wonderlic test. A passing score for this program is 16.

   *Applicants from other Canadian provinces must be at least 19 years of age and a minimum of 1 year out of high school by the program start date and successfully pass an academic achievement test.

   International Students: Please contact us for more detail regarding admissions requirements.

## Accreditation Policy:

Like all post-secondary institutions in Ontario, triOS College reserves the right to accept or deny advanced standing into its programs.

## Note:

To support your learning, you will require a Mac computer and a Wacom tablet to be successful in your program.

In order to continuously improve our programs, triOS College reserves the right to modify programs at any time. Program delivery order may vary depending on the program start date. This diploma program may not be available at all campuses. The program may have additional reading weeks, depending on the start date.

**You can find our Key Performance Indicators (graduation rate, employment rate, etc.) at www.triOS.com/kpi.**

# Course Descriptions

## Student Success Strategies

This course stresses the importance of developing non-technical skills to enhance personal, academic, and career success. This includes understanding learning styles and honing practical study skills, such as memory, reading, note- and test-taking techniques. Personal exercises will focus on teamwork, setting goals, and maintaining a positive attitude. Techniques for managing change, stress, and conflict will also be explored.

## Digital Literacy for Professionals

This course introduces students to the fundamental concepts and principles of learning and working in a digital environment. This course will cover the following elements: using devices and handling information, creating and editing information, communicating and collaborating, and being safe and responsible online.

## Career Planning & Preparation – Level 1

This module introduces you to and provides practice in using the tools required for a successful job search. Concepts covered in this module will help you maintain a career-focused approach throughout your studies so that you are better prepared to conduct a job search after graduating. Specifically, you will learn how to identify your soft and hard skills and how to articulate your abilities in a clear and concise Elevator Pitch that will appeal to employers and resonate with industry contacts. You will learn about the job search resources available to you including using career websites, creating LinkedIn profiles, accessing the "hidden" job market, and networking. You will examine sample résumés and cover letters and begin the process of creating your own professional résumés and cover letters that align with current conventions for content, organization, and formatting. You will also learn about the role of references, thank you letters, workplace philosophies, and strategies for success including maintaining a professional image and using proper etiquette when communicating with potential employers and industry contacts.

## Design Theory

In this course, you will learn to apply the rules of basic design theory, design analysis, and inspirational collections techniques to become a better designer. You will explore a range of media and design applications with emphasis on the creative process, including research, brainstorming, and conceptual development. During this course, you will also identify methods for arranging your personal workspace for optimum working conditions, while adhering to time limits for the various stages of project completion. These techniques will be repeated and used throughout the rest of the program.

## Colour Theory

In this course, you will explore the guiding principles, harmony, and cultural implication of colour, including colour rules, colour systems, and colour models. You will explore these topics by examining case studies as well as design examples and processes. In applying the theory and techniques learned in this class, you will select and develop appropriate colour palettes and systems for enhancing the message of your designs.

## Advanced Design Theory

In this course, you will explore additional theories and methods for increasing the visual appeal of your work, with an emphasis on "must know "type and colour basics (as supplemental content for this program's specific modules on these subjects.) You will learn the basics of storyboarding to help you visualize and present your concepts to clients, and you will learn about the design theory behind infographics and information design. The hands-on focus of this module provides plenty of practice activities to ensure competence.

## Communications

In this course, you will explore the many forms of communication vital to a graphic design career, including reports and emails, sales pitches, client interviews, and creative meetings. You will also develop familiarity with visual communication media, such as presentations, infographics, and charts for professional projects.

## Creativity

Using paper-based techniques as well as online inspiration, you will exercise free thinking and observation while developing an efficient work process for future projects. You will be immersed in real-life scenarios and explore procedures for meeting design deadlines. This course also provides an exploration of brainstorming techniques and builds fundamental design and work discipline skills. The competencies developed in this class will prepare you to meet the demanding challenges of exercising creativity while meeting time-sensitive deadlines.

## Presentation Design

In this course, you will develop the ability to design and deliver audience-specific messages using media and presentation software. By practicing these applications, you will learn to communicate effectively in academic, business, and social situations. This course also emphasizes the preparation and delivery of formal speeches and gives you the skills you need to pitch designs to your clients.

## Designing for the Web

In this course, you will learn the essentials of visual communication related to web design — from getting finicky web fonts and web colours under your control to navigating intuitively and creating a GUI. You will also learn to use a content management system (CMS) and template to create a well-designed website for a mock company with a unique brand identity. Through this process, you will design an appealing design plan and prepare a portfolio for presentation.

## Typography

In this course, you will explore methods of creating beautiful type settings for pleasant and legible reading experiences. You will cover fundamental aspects of typography, including style, colour, size, shape, and background. This course teaches you the necessary skills for designing visual communications and enhancing your personal creativity through visual collecting.

## Adobe Photoshop

In this course, you will learn the fundamental features of Adobe Photoshop, the industry benchmark for digital imaging excellence among graphic designers. Once a good foundation is established, you will also learn advanced features, including tips and techniques in photo manipulation, layer control, masking, selection, and preparing images for print.

## Adobe Illustrator

In this course, you will learn to use Adobe Illustrator, the industry-leading vector illustration software. Learning and applying design principles, you will explore this software through the completion of design-specific projects and tasks that will enhance your creative portfolios. Going beyond the software, you will also learn tips and techniques for using and upgrading to the latest tools and keeping up with cloud-based software.

## Adobe InDesign

In this course, you will learn to use Adobe InDesign: the industry software used to produce printable, professional-quality, full-colour documents. After being introduced to the basic functions of this software, you will complete a module-length design project, which ensures that you have a running canvas for practicing the complex techniques included in InDesign's suite of features.

## Logo Design

In this course, you will learn to create great logos, from inspiration to execution. The content of this module covers three stages that can be used to get logo projects off to an efficient and well-targeted start, including how to gather information from clients, generate ideas, and develop and prepare visuals for a presentation. By the end of the course, you will have sketched, developed, and polished dozens of logos, symbols, wordmarks, emblems, and other logo elements.

## Identity Design

In this course, you will learn the design process for producing effective, creative branding. As an extension of logo design, a brand tells a customer what they can expect from products and services, and it differentiates clients from their competitors. During this module, you will be introduced to creative briefs, design briefs, conceptions generation, major graphic design, and advertising applications. Case studies on design planning and the ethics of branding will help you devise solutions to branding problems.

## Print Design

In this course, you will learn about the effective use of type in print, through advanced typographic treatments, technical illustrations, imaging techniques, proper formats, and preparing design projects for final output. You will use these skills to create and use page formats, work with grids to achieve interesting page compositions, and successfully combine type and imagery for print solutions. By completing the objectives of this module, you will learn to produce well-designed, professional projects.

## Career Planning and Preparation - Level 2

This module builds on concepts and skills introduced in the Career Planning and Preparation Level 1 module. In this subsequent module, you will update and refine your résumé and LinkedIn Profile. You will continue writing cover letters and learn the value of customizing cover letters to specific job postings. You will apply this knowledge as you conduct a job search and write a cover letter tailored to a job post. Through research, you will create a list of top employers and target current industry opportunities. You will learn about current methods for applying to job postings using technology. You will also gain an understanding of the job interview process, typical interview questions and possible responses, and expectations of both the interviewer and interviewee. In addition, you will engage in practical application of the interview process through roleplay. Topics such as negotiating salary, self-management, and on-the-job success for placements and post-graduate employment will be also covered.

## Portfolio Design and OHS

In this course, you will learn skills and techniques for designing and creating professional creative portfolios. This module covers important topics in portfolio design, including planning, setup, organization, file management, and layout. In completing this course, you will prepare your own professional portfolio, an essential asset for your professional development and career management in the field of graphic design.

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