

GRAPHIC DESIGN AND PRINT COMMUNICATIONS

8 Credit Vocational Certificate Program

GA10S INTRODUCTION TO GRAPHIC DESIGN AND PRINT COMMUNICATIONS 1 credit

The Introduction to Print Communications and Basic Design Course, at the Grade 9 level, serves as an introduction for the student who wishes to learn how information is transmitted visually and graphically through the use of electronic and print media in Graphic Design and Photography.

GA20S FUNDAMENTALS OF GRAPHIC DESIGN AND PRINT COMMUNICATIONS 1 credit

This is the introductory course into the graphic design and print communications area. Students will spend time in each of the areas, learning traditional and digital methods of working with images and type. Desktop publishing, design and image manipulation on computers, with a variety of software, is a major focus in this course. Preference will be given to Grade 10 and Grade 11 students. Students will also explore the vast area of print technology, including offset, digital, wide-format, screen and traditional methods. Students will create stationary (notepads, buttons, business cards, letterhead), vinyl signage, magazine layouts, yearbook creation, and many other exciting showpieces.

GA30SA and GA30SB INTERMEDIATE GRAPHIC DESIGN AND PRINT COMMUNICATIONS 2 credits

This course will consist of theoretical and practical presentations in the form of lectures, visual demonstrations, supported with class and take home assignments, sketchbook work, printshop projects, discussions and critiques, guest speakers, field trips, and work experience. Students will learn and practice the fundamental elements, principles, techniques, and applications that are pertinent to the overall development specific to the Graphic Design and Print Communications Discipline.

Various Presentation techniques will be offered through the use of presentation boards, package design, and iLife Portfolio preparation.

GA40SA, GA40SB, GA30SC and GA30SD

ADVANCED GRAPHIC DESIGN AND PRINT COMMUNICATIONS 4 credits

This course will explore a variety of creative possibilities, solutions and examine the interrelationships between the various technical procedures. Other objectives will include; developing a professional attitude towards craftsmanship and the industry, increase the overall appreciation and understanding through awareness of the various applications and procedures of the discipline, be expected to apply techniques and discuss related issues on an aesthetic, conceptual and technical level, and problem solve industry related scenarios utilizing the most applicable graphics and printing techniques. Students will be required to take part in the final production of the yearbook, and will complete an iPortfolio. Preparation for Post-Secondary studies and employment will be implemented throughout the course of the program.