

Fleming College

Graphic Design - Visual Communication

Ontario College Advanced Diploma (6 semesters)

START IN SEPTEMBER 2021

Classes begin:	September 07, 2021
Offered at:	Sutherland Campus
Program code:	GDV
Tuition (Domestic):	\$1454.98 per semester*
Tuition (International):	\$8,438.73 per semester*

* Tuition and fees subject to change.

PROGRAM COORDINATOR

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Delivered at our campus in Peterborough, this is one of the few two-year Graphic Design advanced diploma programs offered in Ontario. In this intensive, compressed program, three years of study is completed over a two-year period. Graduates are ready to start their graphic design careers in just 24 months.

Program Highlights

Students in Fleming's accelerated graphic design program learn and work in a unique, contemporary design studio space; in this "classroom as design lab and studio," they discover what it takes to become a professional designer, and how to thrive in this fast-paced industry.

Students gain the skills and understanding required to communicate ideas in digital and printed media through extensive and varied applied learning experiences. At the end of six continuous semesters, they are fully-prepared to hit the ground running, ready to launch their design careers in any industry that requires creative problem solving through visual communication.

In this program you will:

- » Learn in a laptop-based environment which provides maximum flexibility to work offsite as well as in class.
- » Experience the design studio model that emphasizes collaboration, communication and experimentation – skills that are highly valued by employers.
- » Develop and build your art, design and technical skills in modular small projects, working towards comprehensive collaborative projects to further test your abilities.
- » Live the life of a designer, working independently and with your team, on an ambitious, large- scale project that requires branding, diverse multi-media graphic materials. This will include projects across a full range of media and platforms including print publications, advertising, web, mobile, social media, signage and environmental graphics.
- » Gain additional, hands-on experience with an extensive work placement in a design studio, agency, or in-house design department.
- » Understand how art fundamentals and principles inform successful design.
- » Learn from our expert faculty as well as designers who are shaping today's industry.
- » Graduate with a substantial portfolio, and the ability to prepare and deliver effective presentations.

Why Choose Fleming

Fleming College's Haliburton School of Art + Design is known for providing innovative art and design programming. Offered at our campus in Peterborough, this new Graphic Design advanced diploma program is structured to simulate the setting and pace of a real-world design environment to prepare students to enter the workforce faster, fully-prepared to be successful.

Design Career Opportunities

There is a high demand for graphic designers and career opportunities in the industry are diverse.

Career Settings

Potential career settings include:

- » advertising
- » branding agencies
- » graphic design studios
- » package design studios
- » retail advertising
- » in-house design departments in large and medium sized enterprises
- » not-for-profit and government agencies
- » marketing firms
- » self-employment

Areas of Specialty

Areas of specialty include:

- » branding and corporate identity
- » advertising
- » digital
- » interactive

- » environmental
- » exhibition
- » packaging
- » book design

Tuition and Ancillary Fees

Fees	Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6
Tuition	\$1454.98	\$1454.98	\$1454.98	\$1454.98	\$1454.98	\$1454.98
Academic Fees	\$1215.85	\$990.85	\$990.85	\$1215.85	\$990.85	\$990.85
Material Fees	\$470.00					
Field Trip Fees				\$413.00		
Total	\$3140.83	\$2445.83	\$2445.83	\$3220.83	\$2445.83	\$2445.83

Minimum Admission Requirements

Students applying to Graphic Design - Visual Communication must meet the following requirements:

- » OSSD including Gr 12 C English

OSSD with majority of courses at College (C) or Open (O) unless otherwise stated.
Grade 12 C courses will be accepted where Gr 11 C course requirements are listed.
Where College level courses are listed, U and M courses will be accepted.

Mature Students

If you are 19 years of age or older before classes start, and you do not possess an OSSD, you can write the Skillsmarker to assess your eligibility for admission. Additional testing or academic upgrading may be necessary to meet specific course requirements for this program.

Vocational Learning Outcomes

- » 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.

Courses and Descriptions

SEMESTER 1

Content Design I	COMP 548	Hours: 42
Drawing	DESN 16	Hours: 42
Photography for Graphic Design	DESN 18	Hours: 42
Printed Matter	DESN 14	Hours: 42
Storytelling and Design	DESN 12	Hours: 42
Visual Communication and Design in Context I	DESN 17	Hours: 42
Visual Language - Form	DESN 13	Hours: 42

SEMESTER 2

Content Design II	COMP 549	Hours: 42
Illustration	DESN 20	Hours: 42
Typography I	DESN 21	Hours: 42
Visual Communication and Design in Context II	DESN 22	Hours: 42
Visual Identity	DESN 23	Hours: 42
Visual Language - Image	DESN 19	Hours: 42
General Education Elective	GENED	Hours: 45

SEMESTER 3

Book Design	DESN 27	Hours: 42
Classroom as Design Lab: Project I	DESN 24	Hours: 84
Integrative Communication and Environmental Graphics	DESN 26	Hours: 42
Typography II	DESN 25	Hours: 42
Writing for Design	DESN 28	Hours: 42

SEMESTER 4

Applied Dimensional Design and Packaging	DESN 30	Hours: 42
Classroom as Design Lab: Project II	DESN 29	Hours: 135
Content Design III	COMP 550	Hours: 42
General Education Elective	GENED	Hours: 45

SEMESTER 5

Community Client	APST 144	Hours: 120
Editorial Design	DESN 32	Hours: 42
Entrepreneurship and Internship	DESN 31	Hours: 42
General Education Elective	GENED	Hours: 45

SEMESTER 6

Independent Project	APST 145	Hours: 42
Internship - Graphic Design	FLPL 208	Hours: 270

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