Graphic and Web Designer

Diploma

Program Objective

This program provides students with the necessary skills and knowledge to build a graphics & web design foundation, learn industry-standard software programs, and produce a well-rounded and exciting portfolio. Students will start by learning key Graphic Design subjects including: branding and logo design, brochures and various print media. Students will then learn how to plan and design compelling and interactive websites and learn to use industry-related programs, such as Adobe Photoshop, Illustrator, Dreamweaver, and Animate for website design.

Students will also explore HTML and CSS for web publishing, alongside essential topics such as accessibility standards, color, typography, and composition, as well as dig into WordPress development. Graphic & Web Designer program graduates develop a professional design process for both print and online mediums from concept to launch.

Program Notes

Tuition fees include student manuals and all other course materials. Financial assistance may be available for those who qualify.

Graduation requirements:
Students must achieve a 75% average to obtain a diploma.

Method of Delivery

Combination of:
- Integrated Learning™ System training facilitated by Academy of Learning College facilitators.
- Online training supported by Academy of Learning College facilitators or online instructors.

Career Opportunities

Recent studies indicate that strong growth in Graphic and Web designjobs, particularly in the consulting sector, is expected over the next few years. Career opportunities that will allow students to communicate and captivate with the skills learned in this program include:
- Advertising Artist
- Graphic Designer
- Illustrator
- Web Designer
- Internet Site Designer
- Web Master

Duties and Responsibilities

Graphic designers conceptualize and produce graphic materials to communication information for publications, advertising, films, packaging, posters, signs and interactive media. Web designers source and combine the textual content, graphics, interactive elements, and navigation structures that comprise websites. Web designers use their artistic and creative vision to design the look and feel of a websiteand use web software and programming skills to create websites. Duties for both may include:

- Presenting creative ideas
- Assessing client and end user needs
- Determine the best medium to produce the desired visual effect and the most appropriate form of communication
- Estimate cost of materials and time to complete graphic design
- Consulting with IT professionals to determine how best to incorporate a website into existing frameworks
- Designing the typography, layout, and look and feel of web pages
- Designing and incorporating graphics and interactive elements
- Sourcing, selecting, and organizing information for inclusion in a website
- Testing website functionality
- Updating web content and maintaining websites

Admission Requirements

Grade 12 or equivalent or Mature Student Status.

Courses are open to any applicant who possesses a good command of the English language and is able to follow instructions.

An admissions interview will be administered to determine if the applicant has the required interest, motivation, and entry-level skills to take this program.

Full-time students must attend the required hours per week as per the course schedule and may do so at times convenient to them.

- Time management skills
- Ability to work both independently and as part of a team
- Ability to balance competing creative visions

Required Skills and Personal Attributes

- Ability to embrace and incorporate new technology
- Ability to keep abreast of web and graphic design trends
- Conceptual and analytical skills
- Presentation skills
- Artistic and creative vision
- Ability to handle criticism
- Software and hardware troubleshooting skills
- Problem solving skills
- Ability to communicate complex thought processes and ideas in simple terminology
- Willingness to work overtime when required

Competencies upon Completion

Core Courses

- Keyboarding
  Minimum 25 words per minute (WPM)
- Operating Systems
  Basic level of proficiency in a Windows operating system
- Word Processing
  Basic level of proficiency in Microsoft Word
- Spreadsheets
  Basic level of proficiency in Microsoft Excel
- Office Skills
  Personal Computer Fundamentals, Internet Fundamentals
- Business Skills
  Customer Service Essentials, Marketing and Sales, Project Management Fundamentals, Print Production
- Web Design
  Introduction to Web Design, Web 101, HTML and CSS Essentials, Color Theory, Fundamentals of Typography, Dreamweaver 1 and 2, Information Design, Animate, JavaScript for Designers, Web Design 1, WordPress Development, Web Practical Simulation,and Web Portfolio Design
- Graphics/Presentation
  Photoshop Basics, Color Theory, Illustrator Basics, Fundamentals of Typography, Design and Composition, InDesign Basics, Fundamentals of Logo Design, The Study of Graphic Design, Graphic Design
- Job Readiness/Employability Skills
  Strategies for Success, Design Business, Job Search and Resume Writing and Occupational Health and Safety

Academy of Learning
CAREER COLLEGE