



PROGRAM DESCRIPTION

- Our innovative curriculum focuses on the principles of form and function, practical applications, and intelligent interaction
- Students develop a broad base in design principles and creativity, along with research and functional considerations. There is a special focus on 'design thinking' – problem solving using both analytical and creative skills
- Gain practical project management and entrepreneurial skills
- Prepare for the working world by building proficiency in interaction and business, as well as 'emotional intelligence'
- Professors are highly skilled in their areas of expertise and have solid industry experience
- You'll graduate job-ready with the ability to meet deadlines and conduct yourself with professionalism and integrity

APPROXIMATE COSTS (2013-2014)

Domestic Tuition/Ancillary Fees: \$3,659 (two semesters)

Consumables Fee: \$750

Books and supplies: \$600

Students are strongly advised to have their own laptop and appropriate software for Year Two. Students must budget for a four-week placement in Semester Six. Additional costs, such as travel and parking, may be incurred during placements

ADMISSION REQUIREMENTS

Required Academic Preparation

- OSSD/OSSGD or equivalent with courses at the general, advanced, (C), (U) or (M) level, and
 - Grade 12 English (C) level or equivalent
- OR
- Mature applicant (see loyalistcollege.com)

Additional Requirements

- Applicants must submit a portfolio package with a letter of intent, a poster assignment and seven to ten pieces of art
- Please see loyalistcollege.com for details

LOYALIST

LOYALIST COLLEGE

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Belleville, Ontario

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loyalistcollege.com



GRAD GRAPHIC DESIGN



GRAPHIC DESIGN



Contact: grad@loyalistc.on.ca

PROGRAM LENGTH

Three-Year Ontario College Advanced Diploma

HIGHLIGHTS

- Develop your creative potential in a fun, stimulating and challenging environment
- Receive personalized attention from experienced faculty who are well respected in their fields
- Learn in comfortable, bright labs and studios
- Gain practical, on-the-job experience before you graduate during a four-week field placement
- The Loyalist Graphic Design program is recognized by R.G.D.
 - Registered Graphic Designers (Ontario) – a professional designation signalling quality and competence (see rgdontario.com)

CAREER OPPORTUNITIES

- There are many opportunities designing branding/visual identity elements; motion graphics, including broadcast design, music videos, TV show and film titles; print material such as corporate brochures, newsletters, posters and advertisements; websites and interactive media; editorial design such as newspaper, books and magazines; packaging for food, beverages, CDs and cosmetics; and signs, wayfinding systems, exhibits, point-of-purchase displays, billboards and transit signage
- Entry-level salaries average \$35,000. Senior designers can expect to earn over \$57,500; art directors make an average of \$67,000; and creative directors earn an average salary of \$84,000 with many positions offering \$100,000 or more

