

# GRAPHIC DESIGN (PAGD)

## Combine creativity with strategy and design your best life

Cambrian challenges you to ramp up your creative talents with real-world projects and gain the graphic design skills to go pro. Our curriculum covers all aspects of a compelling career as a professional visual designer, delivered by experienced faculty who are practicing graphic designers. Take your work from concept sketch to strategic design by learning to manipulate space, type, images, motion, code, production equipment, and colour.

Career-focused, with attention to both traditional methods and new technology, you'll sharpen your concept development skills with strategic and critical thinking. You'll refine ideas in branding, advertising, environmental design, print and page production, website development, and more, all with your personal flair. You'll graduate with a professional-grade portfolio prized by potential employers and freelance clients.

### Program highlights

- 5-week placement with industry pros in the fifth semester
- Industry-standard technology, software, and production equipment (Risograph Press, Process Printers, Professional Photography Studio and more)
- Opportunities for paid design-related work
- Annual 3-day field trip to RGD Design Thinkers Conference in Toronto with studio tour
- Automatic registration as student members of the Registered Graphic Designers of Ontario (RGD Ontario) with pro perks

### Program of study for 2024-25 Academic Year

Semester 1		Credits
AFP 1120	Fundamentals of Drawing	3
AFP 1135	Introduction to Digital Photography	3
ART 1006	Digital Design I	4
ART 1106	Design Foundations I	4
ART 1230	Intro Graphic Design	3
COM 1001	Art and Design Communication	3
	<b>Credits</b>	<b>20</b>
<b>Semester 2</b>		
AFP 1225	Analytical Drawing	3
ART 1109	Design Foundations II	3
ART 2351	Digital Design II	3
ART 2346	Typography I	3
ART 1246	Copywriting I	3
ADV 1106	Digital Advertising	3
One General Education course. <sup>1</sup>		3
	<b>Credits</b>	<b>21</b>
<b>Semester 3</b>		
ART 1110	Production Design	4
ART 2305	Illustration I	3
ART 2496	Accessible Design	3
ART 2456	Advanced Photography	3
ART 2375	Typography II	3
ART 2360	Website Design	3

One General Education course. <sup>1</sup>		3
	<b>Credits</b>	<b>22</b>
<b>Semester 4</b>		
ART 1111	Package Design	4
ART 1112	Editorial Design	4
ART 1113	Visual Identity I	4
ART 2416	Illustration II	3
ART 2461	Website Development	3
ART 1126	Studio Photography	3
One General Education course. <sup>1</sup>		3
	<b>Credits</b>	<b>24</b>
<b>Semester 5</b>		
ART 1010	Motion Graphics I	4
ART 1114	Visual Identity II	4
ART 3595	Work Placement	5
WEB 1040	Content Management Systems	3
ART 3687	Creative Thesis Project	5
	<b>Credits</b>	<b>21</b>
<b>Semester 6</b>		
ART 1011	Motion Graphics II	4
ART 1127	Professional Practices	3
ART 3612	Portfolio Preparation	5
ART 3686	Advanced Website Applications	5
ART 3567	Advanced Design Applications	4
	<b>Credits</b>	<b>21</b>
	<b>Total Credits</b>	<b>129</b>

<sup>1</sup> For more information regarding General Education courses, click here (<https://cambriancollege.ca/general-electives/>).

### Admission requirements

or graduates of the new curriculum (OSS): Ontario Secondary School Diploma (30 credits) or equivalent or mature student status, including:

- Any grade 12 English (C) or (U)

### Additional admission requirements

#### Recommendations

- Grade 11 or 12 Credits in Visual Arts and/or Media Arts (M) or (O)
- Computer competency in relevant software (Adobe Creative Cloud)

The purchase of a laptop is required in first semester. In third semester, students will be required to purchase a digital camera. Students in the Graphic Design program are also student members of the Association of Registered Graphic Designers (RGD), and graduates are eligible for Provisional RGD status upon graduation.

### Program delivery

#### 2024-2025

##### Fall term start

SEMESTER 1: Fall 2024  
 SEMESTER 2: Winter 2025  
 SEMESTER 3: Fall 2025  
 SEMESTER 4: Winter 2026  
 SEMESTER 5: Fall 2026

SEMESTER 6: Winter 2027

**Winter term start**

SEMESTER 1: Winter 2025

SEMESTER 2: Spring 2025

SEMESTER 3: Fall 2025

SEMESTER 4: Winter 2026

SEMESTER 5: Fall 2026

SEMESTER 6: Winter 2027

## Specific program pathways

### College or university degree opportunities

If you are a graduate of this program, you may continue your studies at a college or university and you may receive credit(s) for your prior college education. Refer to Cambrian's college and university agreement (<https://cambrian.s123.ca/supports-services/articulation-agreements/>) details for further information.

## Employment opportunities

According to the RGD Creative Earners Salary Survey (2021-2022), Junior Graphic Designers (those recently out of a college program) average a salary of \$44,000/ year. Graduates are prepared for employment opportunities in:

- Graphic design firms & studios
- Web & new media studios
- App & software start-ups
- Advertising & marketing agencies
- Architectural firms
- Motion picture & television studios
- Editorial & literary publishing houses
- Educational institutions
- Government agencies
- Commercial printing industry
- In-house marketing & design departments

## Contacts

### Sean Grant

Program Coordinator

705-566-8101, ext 7862

[sean.grant@cambriancollege.ca](mailto:sean.grant@cambriancollege.ca)

### INTERNATIONAL ADMISSIONS

[mailboxadmissions@cambriancollege.ca](mailto:mailboxadmissions@cambriancollege.ca)