GRAPHIC DESIGN (GRA)

About the Program

This three-year advanced diploma program will prepare you with the knowledge and skills necessary to create effective design solutions for interactive, print and experiential design projects. Fundamental principles and skills training, followed by immersive cross disciplinary learning, culminate with a graduate showcase portfolio and the opportunity to participate in a field placement. This program will prepare you to work as a designer in the communications industry.

Credential Awarded

Ontario College Advanced Diploma

Duration

6 Semesters (3 Years)

Starts

January, May, September

Program and Course Delivery

This program is offered in Seneca's hybrid delivery format with some courses available in Seneca's flexible delivery format. Some coursework is online and some must be completed in person. Students will need to come on campus to complete in-person learning requirements. For courses offered in the flexible delivery format, professors use innovative learning spaces and technology to teach students in a classroom or lab and broadcast in real time to students attending remotely. In flexible courses, students have the choice of coming on campus or learning online.

Skills

Throughout this program you will develop the following skills:

- Design
- Typography
- Business writing
- Marketing

Work Experience

Field Placement

You will have the option to pursue a field placement or an In-studio practicum during your sixth semester of the program.

Your Career

Graduates of the program can explore the following career options:

- Graphic designer
- Web designer
- In-house designer for corporations
- Advertising art director
- Interactive designer

Affiliations/Associations

- Graphic Designers of Canada (GDC)
- Designers Accord
- International Council of Design (ico-D)
- The Association of Registered Graphic Designers of Ontario (RGD)

Program of Study

Course Code	Course Name	Weekly Hours
Semester 1		
COM101	Communicating Across Contexts	3
or COM111	Communicating Across Contexts (Enriched)	
GRA120	Software Training I	3
GRA130	Typography I	3
GRA160	Colour and Design	3
GRA171	Design Thinking I	3
GRA180	Drawing	3
Semester 2		
GRA210	Graphic Design I	3
GRA220	Software Training II	3
GRA230	Typography II	3
GRA242	Design History	3
GRA266	Photography and Video	3
GRA271	Design Thinking II	3
plus: General Education Course (1)		3
Semester 3		
EAC594	Business Communication for the Digital Workplace	3
GRA310	Graphic Design II	3
GRA320	Software Training III	3
GRA330	Typography III	3
GRA350	Design Production I	3
GRA361	Web Software I	3
plus: General Education Course (1)		3
Semester 4		
GRA410	Graphic Design III	3
GRA412	Branding Design	3
GRA430	Information Design	3
GRA461	Web Software II	3
GRA462	Interactive Design I	3
GRA491	Marketing Strategies	3
plus: General Education Course (1)		3
Semester 5		
GRA510	Graphic Design IV	3
GRA512	Marketing Design	3
GRA562	Interactive Design II	3
GRA570	Portfolio Preparation	4
Semester 6		
GRA600	In-Studio Practicum	1-3
or FPL600	Field Placement	
GRA610	Graphic Design V	3
GRA612	Current and Future Trends	3

| GRA691 | Professional Practices | 2 |
| GRA692 | Business of Design | 2 |

The following courses will not fulfil a General Education requirement: CUL245 Introduction to Art History, CUL710 The World of Art.

Program Learning Outcomes

This Seneca program has been validated by the Credential Validation Service as an Ontario College Credential as required by the Ministry of Colleges and Universities.

As a graduate, you will be prepared to reliably demonstrate the ability to:

- 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.

Admission Requirements

- Ontario Secondary School Diploma (OSSD), or equivalent, or a mature applicant (https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/mature-applicants.html)
- English: Grade 12 C or U, or equivalent course

Canadian citizens and permanent residents may satisfy the English requirements for this program through successful Seneca pre-admission testing. (https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/mature-applicants.html)

Recommended upgrading for applicants who do not meet academic subject requirements. (https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/upgrading-options.html)

International Student Information

International admissions requirements vary by program and in addition to English requirements (https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/english-requirements.html), programs may require credits in mathematics, biology, and chemistry at a level equivalent to Ontario's curriculum, or a postsecondary degree or diploma, equivalent to an Ontario university or college. Program-specific pre-requisite courses and credentials are listed with the admission requirements on each program page. To review the academic requirements please visit: Academic Requirements - Seneca, Toronto, Canada (senecapolytechnic.ca) (https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/academic-requirements.html).

Pathways

As a leader in academic pathways, we offer a range of options that will allow you to take your credential further in another Seneca program or a program at a partner institution.

To learn more about your eligibility, visit the Academic Pathways (https://www.senecapolytechnic.ca/pathways.html) web page.