Seneca POLYTECHNIC

ILLUSTRATION (ILS)

About the Program

This two-year creative diploma program combines traditional and digital illustrative media with freelance business skills to help you succeed as a professional illustrator.

Throughout the program, you will build your visual art skills through drawing, painting, printmaking, sculpting and digital media. The program's specialties include children's book illustration, comics, editorial illustration and concept art for film and game animation.

At the same time, you will learn how to run your own small business as an entrepreneurial artist with innovative courses exploring website development, accounting, marketing and revenue-generating skills.

Credential Awarded

Ontario College Diploma

Duration

4 Semesters (16 Months Consecutive)

Starts

January, September

Program and Course Delivery

This program is offered in Seneca's hybrid 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.

Skills

Throughout this program you will develop the following skills:

- advanced drawing and painting
- concept development
- critical thinking
- digital painting
- developing your creative voice
- entrepreneurship skills
- sculpting
- printmaking
- visual development

Your Career

Graduates of this program may pursue a career as a freelance illustrator for:

- children's books
- comics and graphic novels
- editorial publications
- film
- gaming
- online platforms
- packaging

Affiliations/Associations

- oronto Comics Arts Festival (TCAF)
- Canzine: Festival of Zines
- CANSCAIP
- ACM SIGGRAPH
- Future. Innovation. Technology. Creativity. (FITC)
- Interactive Ontario
- Toronto Animation Arts Festival International (TAAFI)

Program of Study

Course Code	Course Name	Weekly Hours
Semester 1		
COM101	Communicating Across Contexts	3
or COM111	Communicating Across Contexts (Enriched)	
ILU100	Illustrative Media I - Painting	3
ILU101	Digital Tools and Production Workflow	3
ILU102	Applied Illustration History	3
ILU105	Colour, Design and Type	3
ILU106	Life Drawing I - Anatomy	3
ILU113	Structure and Story I	3
Semester 2		
ILU210	Illustrative Media II: Printmaking	3
ILU211	Interactive Illustration	3
ILU212	Iconography and Concept Development	3
ILU213	Structure and Story II	3
ILU216	Life Drawing II - Anatomy	3
ILU218	Visual Development I	2
ILU224	Children's Illustration	3
ILU228	Digital Paint I	2
plus: General Education Course (1)		3
Semester 3		
ILU300	Illustrative Media III - Sculpture	3
ILU312	Editorial Illustration and Critical Thinking	3
ILU316	Life Drawing III - Paint	3
ILU317	Business I - Small Business Tools	3
ILU318	Visual Development II	2
ILU324	Sequential Narration and Comics	3
ILU328	Digital Paint II	2
plus: General Education Course (1)		3
Semester 4		
ILU404	Specialization Studio	4
ILU414	Professional Practices	3
ILU416	Life Drawing IV - Applied	3
ILU417	Business II: Entrepreneurial and Social Media	2
ILU427	Website Development	2

| ILU437 | Portfolio Development | 2 |
| plus: General Education Course (1) | | 3 |

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:

- Draw a variety of forms including the human, animal, architectural and inanimate in an articulate and aesthetic manner.
- Create professional quality illustrations using a variety of traditional and digital media appropriate to the desired message conveyed.
- Critically evaluate the effectiveness of the illustrations in both written and verbal formats.
- Work effectively within the digital workflow by cataloguing, archiving and creating backup strategies for images and prints.
- Create legal contracts, dockets and other business documents for each project.
- Colour calibrate, finish and distribute images in a resolution and format that meets the needs of the client.
- Develop a portfolio that demonstrates professional creative skills and abilities in illustration.
- Develop a business plan for the establishment and operation of an illustration services company that adheres to ethical and industry standards.
- Produce marketing plans and materials such as quality business cards, a website and other promotional materials for both a new and an established illustration services company.

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
- Art portfolio

Canadian citizens and permanent residents may satisfy the English and/or mathematics 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).

Additional Information

Your portfolio should include a total of ten pieces:

- Two life drawings of entire body in various poses.
- Two drawings of your own non-drawing hand
- Two object drawings: solid everyday items from around your house
- Two environment drawings: a two-point perspective view of a room in your house from opposite corners.
- Two drawings or other art of your choice. Choose work that shows your interests and other skills.

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.

Last updated: August 5, 2025 at 6:56 p.m.