Graphic Design and Dynamic Media Diploma Co-op
PROGRAM OUTLINE

Brief Program Description	*Graphic Design, as a form of visual communication, is a diverse and constantly evolving practice that uses a wide range of processes, both technical, emotional and practical to engage with audiences. The Cut's Graphic Design and Dynamic Media course introduces you to a range of working methods, practices and techniques to help develop an understanding of how to solve creative problems through professional design applications. You will explore a broad scope of technical skills and will be encouraged to explore new approaches to graphic design from the basics in areas like colour, illustration, and image manipulation, to hands-on experience in product packaging, art direction, print design and branding. Students learn from industry-professionals and gain a meaningful understanding of current industry requirements.*
	In addition to our technology curriculum, our instructors provide skills and practical experience with: *Collaboration and communication in a design team* *Working in an agile design environment* *Tips for managing portfolios, resumes, LinkedIn profiles and the application and interview process.*

Career Occupation* **(if applicable)**	*Depending on previous work and academic experience, career paths for graduates may include a variety of industries including Advertising and Marketing agencies, Design studios, Interactive Media/Web Design firms, Corporate Communications departments and as a freelance artist in the fashion/apparel, restaurant, retail, etc fields.* *Graduates will be poised to find careers as, but are not limited to: Graphic Designer / Producer, Multimedia Designer, Web Designer, Print Designer, Digital Application Designer, Motion Graphics Designer or contractor in freelance design.*
Admission Requirements	*• High school graduation or equivalent or mature student status (19+)* *• Admissions interview: in person or by Skype with the Dean and/or Director of Admissions* *• Letter of Intent: describing your career goals (Minimum 250 words)* *• English Proficiency: B2 Level (IELTS 5.5 - TOEFL 57 internet-based - 1 63 computer-based - FCE Exam) or equivalent (if English is not First Language and/or has no formal previous education in English)* *• Portfolio: 8-12 art pieces created by applicant. (Should be submitted digitally)*

Learning Objectives*	*Upon completion of this program the successful student will have reliably demonstrated the ability to:*
	● *Analyze, synthesize, and utilize design processes and strategy from concept to delivery to creatively solve communication problems.* ● *Create communication solutions that address audiences and contexts, by recognizing the human factors that determine design decisions.* ● *Utilize relevant applications of tools and technology in the design, creation, reproduction, and distribution of visual messages.* ● *Apply graphic design principles in the ideation, development, and production of visual messages and products.* ● *Recognize and apply aesthetic principles within non-original and original works, respectively.* ● *Explain how design enhances viewer comprehension in extracting meaning from designed elements.* ● *Determine the mode(s) of production required to achieve a specific product and to demonstrate level-appropriate mastery of skills—manual and/or digital—necessary to achieve those products.* ● *Identify and utilize design history, theory, and criticism from a variety of perspectives, including: art history, communication/information theory, and the social/cultural use of design objects.* ● *Confidently participate in professional design practice and management within a collaborative studio environment.* ● *Employ best practices and management in the design profession and within a collaborative studio / work environment.* ● *Organize and present a portfolio of work that gives evidence of the skills, knowledge, and abilities to begin a graphic design career.*

Method(s) of Evaluation*	*The course is broken up into small projects that ultimately come together to make a cohesive visual understanding of Graphic Design and Dynamic Media. Presentation format and styles are determined by each student. Students will receive informal classroom feedback and written evaluations on a regular basis and at least once before 30% of the hours of instruction of the program have been provided.*
Completion Requirements*	*The Cut Academy will use the following grade scale to determine each student's grade through their work. Students must receive an average of 75% from all the assignments in order to pass the course.*

Letter Grade	Scale (%)	Notes
A+	90.00 - 100.00	
A	85.00 - 89.99	
A-	80.00 - 84.99	
B+	76.00 - 79.99	
B	72.00 - 75.99	
B-	68.00 - 71.99	
C+	64.00 - 67.99	
C	60.00 - 63.99	
C-	55.00 - 59.99	
D	50.00 - 54.99	
I	0.00 - 49.99	Temporary
F	0.00 - 49.99	Permanent

Assignments will be graded on selected criteria per assignment:

Program Duration	*112 weeks total (8 terms at 14 weeks each)* *Total Instructional hours: 1008* *Total Lab hours: 672* *Total Co-op hours: 840*
Delivery Method(s)	*In-Class: Lecture and Demonstration*

Books	
	• Adobe InDesign Classroom in a Book 2022 by Kelly Kordes Anton, Tina DeJarld
	• Adobe Illustrator Classroom in a Book 2022 by Brian Wood
	• The Designer's Dictionary of Color April 11 2017 by Sean Adams
	• Pantone: The Twentieth Century in Color: October 6 2011 by Leatrice Eiseman, Keith Recker
	• Design Is Storytelling November 21 2017 by Ellen Lupton
	• Graphic Design: The New Basics July 14 2015 by Ellen Lupton
	• Adobe Photoshop Classroom in a Book 2022 by Conrad Chavez, Andrew Faulkner
	• Graphic Design Rules: 365 Essential Dos and Don'ts Paperback – Illustrated, April 7 2020
	• by Sean Adams, Peter Dawson, John Foster
	• The Anatomy of Type: A Graphic Guide to 100 Typefaces Hardcover – Nov. 13 2012
	• by Stephen Coles
	• Principles of Logo Design: A Practical Guide to Creating Effective Signs, Symbols, and Icons Hardcover – Illustrated, Aug. 2 2022
	• by George Bokhua
	• Logotype: (Corporate Identity Book, Branding Reference for Designers and Design Students) Paperback – Oct. 11 2016
	• by Michael Evamy
	• New Page Design: Layout and Editorial Design Paperback – July 26 2022
	• by Jose Moreno (Foreword), Wang Shaoqiang (Editor)
	• Grid systems in graphic design: A visual communication manual for graphic designers, typographers and three dimensional designers Hardcover
	• English edition by Josef Mzller-Brockmann
	• Visualizing Complexity: Modular Information Design Handbook Perfect Paperback – Illustrated, July 7 2022
	• by Darjan Hil, Nicole Lachenmeier
	• UX/UI Designer Notebook (White): UX/UI Design for Mobile, Tablet, and Desktop - Sketchpad - User Interface - Experience App Development - Sketchbook - Developers App MockUps - 8.5 x 11 Inches With 120 Pages Paperback – Sept. 22 2021
	• Universal Principles of UX: 100 Timeless Strategies to Create Positive Interactions between People and Technology (Volume 4) Hardcover – Illustrated, March 7 2023
	• by Irene Pereyra
	• New Structural Packaging Hardcover – December 8, 2020
	• The Package Design Book
	• Graphic Design History March 2 2012 by Johanna Drucker, Emily McVarish
	• The History of Graphic Design: 1890-1959 Hardcover – Jan. 18 2018
	• How Design Makes Us Think: And Feel and Do Things
	• Ogilvy on Advertising
	• 101 Things I Learned® in Advertising School
	• Adobe Photoshop Classroom in a Book 2022 by Conrad Chavez, Andrew Faulkner

Materials:	**MATERIALS Provided by school**
	We recommend that students in the Graphic Design program have a MAC notebook or Windows PC. Costs for a computer will vary depending on the configuration chosen. Please see below for specifications.
	Operating System:
	Microsoft Windows 10 (64-bit) version 1809 or later
	or
	Apple® macOS® 10.13, 10.14 or later (64-bit Intel-based)
	Processor: 64-bit Intel® or AMD® multi-core processor with SSE4.2 instruction set
	Memory: 8 GB minimum, 16 GB or higher recommended (32 GB for 4K media or higher)
	Graphics: Nvidia GeForce GTX 1050 or equivalent; Nvidia GeForce GTX 1660 or Quadro T1000 is recommended.
	or
	AMD Radeon Pro 555X or higher
	or
	Intel UHD Graphics 630 or higher
	Storage: 250GB SSD or higher
	Monitor: 1920 x 1080 or better
	Internet: Internet connection and registration are necessary for required software activation, validation of subscriptions, and access to online services.
	Software: Students will require an Adobe Creative Cloud subscription, all apps which can be acquired at a student rate for $25.99 CAD/month or $311.88 CAD/Year directly through Adobe

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Program Organization

TERM	**Title of Course/Work Experience Component * /# of Hours***
Term 1 Total Hours: 280 (168 instructional / 112 lab)	History of Graphic Design (42 instructional hours / 28 lab hours) Digital Design 1 (42 instructional hours / 28 lab hours) The Design Process(42 instructional hours / 28 lab hours) Colour and Design Principles (42 instructional hours / 28 lab hours)
Term 2 Total Hours: 280 (168 instructional / 112 lab)	Adobe Creative Suite – Illustrator In Depth(42 instructional hours / 28 lab hours) Typography (42 instructional hours / 28 lab hours) Identity Design (42 instructional hours / 28 lab hours) Information Design (42 instructional hours / 28 lab hours)
Term 3 Total Hours: 280 (168 instructional / 112 lab)	Adobe Creative Suite – InDesign In Depth (42 instructional hours / 28 lab hours) Editorial Design (42 instructional hours / 28 lab hours) Print Design: Techniques, Processes, and Precision (42 instructional hours / 28 lab hours Packaging Design (42 instructional hours / 28 lab hours)
Term 4 Total Hours: 280 (168 instructional / 112 lab)	Adobe XD, InVision, and Figma — Fundamentals of Web Design(42 instructional hours / 28 lab hours) Fundamentals of Web Design - (UI) (42 instructional hours / 28 lab hours) Experience Design (UX) (42 instructional hours / 28 lab hours) Computer Animation (42 instructional hours / 28 lab hours)
Term 5 Total Hours: 280 (168 instructional / 112 lab)	Art Direction (42 instructional hours / 28 lab hours) Advertising Design(42 instructional hours / 28 lab hours) Business Marketing, Client Relationships and Expectations (32 instructional hours / 20 lab hours) Design Studio I (52 instructional hours / 36 lab hours)
Term 6 Total Hours: 280 (168 instructional / 112 lab)	Issues in Contemporary Design (32 instructional hours / 20 lab hours) Event Design (42 instructional hours / 28 lab hours) Real Estate (42 instructional hours / 28 lab hours) Design Studio II (52 instructional hours / 36 lab hours)

Term 7 Total Hours: 420	**Co-op 1** Co-operative Education is intended to advance the education of the student through work-integrated learning. Students take part in closely monitored and supported hands-on work in their fields of study.
Term 8 Total Hours: 420	**Co-op 2** Co-operative Education is intended to advance the education of the student through work-integrated learning. Students take part in closely monitored and supported hands-on work in their fields of study.

Optional - Term 9- Total Hours: 192 (120 Instructional Hours // 72 Lab Hours
Web and UI/UX design - Total Hours 140 (84 Instructional Hours // 56 Lab Hours)
Web development (HTML/CSS) (2 units) - Total Hours 140 (84 Instructional Hours // 56 Lab Hours)

Program Timeline

TERM 1	TERM 2	TERM 3	TERM 4	TERM 5	TERM 6	TERM 7	TERM 8
Study: 14 weeks - 20 hrs per week	**Study:** 14 weeks - 20 hrs per week	**Study:** 14 weeks - 20 hrs per week	**Study:** 14 weeks - 20 hrs per week	**Study:** 14 weeks - 20 hrs per week	**Study:** 14 weeks - 20 hrs per week	**Work:** **Co-op** 420 Hours	**Work:** **Co-op** 420 Hours

Materials & supply list

Materials	Print Costs
Materials (1) USB stick (1 terabyte) (3) Bone Folder. 8 x 6 sketchbook (preferably Moleskin) (1) Cutting Matt (1) Metal Ruler (1) Set of Exto-Knives+ Blades (2) Double sided tape (1) Rubber Cement (1) UI/UX Grid Notebook (1) Set Sharpie Markers (10) Sheet Bristol Paper (5) Ball-Point Pens	**Print Costs** $250 For Packaging, Editorial and other projects