

GRAPHIC DESIGN

The **Graphic Design** program is the creative practice of conveying an idea, or communicating a message esthetically with images, graphics and type. Graphic Design often refers to both the process (designing) by which the communication is created and the products (designs) which are generated. Graphic designers work in a variety of areas; producing visual identity (logos and branding), publications (magazines, newspapers and books), print media (posters, billboards, signs, product packaging), illustration and interactive design (animation, websites, apps, games, and emerging technologies).

The Graphic Design program gives students the opportunity to learn the skills and knowledge required to function within the graphic design industry. Students use industry standard software and traditional media to visually express their ideas. By the end of the program, students should be able to produce graphic design and layout, illustration, and interactive graphic design to gain entry-level industry employment. Students also have the opportunity to work as self-employed graphic designers, or to continue their studies in graphic design at the post-secondary level.

Students will be required to complete at least 8 courses over the course of the program to qualify for the Senior Years Technology Education Diploma.

