

GRAPHIC DESIGN PRODUCTION

Program: GRDP
Credential: Ontario College Diploma
Delivery: Full-time
Length: 4 Semesters
Duration: 2 Years
Effective: Fall 2025
Location: Barrie Downtown

Description

This program is designed to provide students with an education in the principles and practices of visual communication design. Students learn the skills and knowledge necessary to create effective designs for a wide range of both traditional and digital applications, including branding, editorial, advertising, information design, user interfaces, web and social media, and motion graphics. Throughout the program, students explore a variety of design topics, including layout, typography, composition, colour theory, and production. They develop skills in industry-standard software and tools while working in a hands-on, project-based learning environment.

Career Opportunities

At an entry level of responsibility, graduates are qualified to assist senior designers in the development and production of design work under supervision and as team members. They may find employment with graphic design studios, advertising agencies, social media marketers, web design studios, corporations with in-house design departments, government agencies, or educational institutions.

Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

1. conceptualize and develop design solutions using principles of design to create visual communications that meet the needs of the project;
2. employ the design process to create design solutions that meet the project objectives and the needs of the client and/or user;
3. plan, create and use photography, illustration and typography in design layouts to meet the requirements of the creative brief;
4. develop and create a variety of media products using relevant, current and/or emerging technologies;
5. communicate ideas and opinions to various audiences, including design professionals, that meet project goals;
6. complete all work in a professional and ethical manner, and in accordance with applicable legislation and regulations;
7. outline basic entrepreneurial strategies when considering new business opportunities within graphic design;
8. employ environmentally sustainable design principles and practices to reduce the impact of the design process and final product on the environment.

External Recognition

Upon enrolment, students are registered as members of the Association of Registered Graphic Designers, providing them with opportunities and resources for professional development. Visit www.rgd.ca (<https://www.rgd.ca/>) for more information.

Program Progression

The following reflects the planned progression for full-time offerings of the program.

Fall Intake

- **Sem 1:** Fall 2025
- **Sem 2:** Winter 2026
- **Sem 3:** Fall 2026
- **Sem 4:** Winter 2027

Articulation

A number of articulation agreements have been negotiated with universities and other institutions across Canada, North America and internationally. These agreements are assessed, revised and updated on a regular basis. Please contact the program co-ordinator for specific details if you are interested in pursuing such an option. Additional information can be found on our website at <http://www.georgiancollege.ca/admissions/credit-transfer/>

Admission Requirements

- Ontario Secondary School Diploma (OSSD) or equivalent or mature student status
- Grade 12 English (C or U)

Mature students, non-secondary school applicants (19 years or older), and home school applicants may also be considered for admission. Eligibility may be met by applicants who have taken equivalent courses, upgrading, completed their GED, and equivalency testing. For complete details refer to: www.georgiancollege.ca/admissions/academic-regulations/ (<https://www.georgiancollege.ca/admissions/academic-regulations/>)

Applicants who have taken courses from a recognized and accredited post-secondary institution and/or have relevant life/learning experience may also be considered for admission; refer to the Credit for Prior Learning website for details: www.georgiancollege.ca/admissions/credit-transfer/ (<https://www.georgiancollege.ca/admissions/credit-transfer/>)

Selection Process

All applicants must submit 3 to 5 samples of creative work that represents their interest in the field of Graphic Design. Samples may be created using digital or traditional media (ie; sketches, paintings, photography, graphic design work - print or digital, etc.) Work can be submitted by e-mail, in pdf or jpeg format, or you may provide a link to an online portfolio. We accept submissions by e-mail only. **For email submissions, send to the Academic Program Assistant at portfolios@georgiancollege.ca. Please include your name, student number and OCAS number.**

Please note, successful graduates of the Art and Design Fundamentals one-year Certificate program (Program Major: AADF) at Georgian College are exempt from this requirement.

Contact the program coordinator to obtain additional information.

Graduation Requirements

- 20 Program Courses
- 2 Communications Courses
- 3 General Education Courses

Graduation Eligibility

To graduate from this program, the passing weighted average for promotion through each semester, from year to year, and to graduate is 60%. Additionally, a student must attain a minimum of 50% or a letter grade of P (Pass) or S (Satisfactory) in each course in each semester unless otherwise stated on the course outline.

Program Tracking

The following reflects the planned course sequence for full-time offerings of the Fall intake of the program. Where more than one intake is offered contact the program co-ordinator for the program tracking.

Semester 1	Hours
Program Courses	
COMP 1020 Digital Page Layout 1	42
GRPH 1000 Typography	42
GRPH 1001 Graphic Design 1	42
PRNT 1002 Production Fundamentals	42
Communications Course	
Select 1 course from the communications list during registration.	42
General Education Course	
Select 1 course from the general education list during registration.	42
Hours	252
Semester 2	
Program Courses	
COMP 1021 Adobe Photoshop	42
COMP 1076 Web Fundamentals	42
COMP 2035 Adobe Illustrator	42
GRPH 1002 Graphic Design 2	42
Communications Course	
Select 1 course from the communications list during registration.	42
General Education Course	
Select 1 course from the general education list during registration.	42
Hours	252
Semester 3	
Program Courses	
COMP 2148 Digital Ad Design	42
GRPH 2000 Graphic Design 3	42
GRPH 2001 Production Studio 1	42
GRPH 2010 Drawing and Illustration for Graphic Designers	42
HSTY 2001 A History of Illustrative and Graphic Art	42
PHOT 1005 Photographic Communication	42
Hours	252
Semester 4	
Program Courses	
BUSI 2004 Professional Practices for Designers 1	42
COMP 2111 Web: Content Management	42
COMP 2129 Motion Graphics	42
GRPH 2002 Production Studio 2	42

GRPH 2003	Graphic Design 4	42
GRPH 2011	User Interface Design	42
General Education Course		
Select 1 course from the general education list during registration.		42
Hours		294
Total Hours		1050

Graduation Window

Students unable to adhere to the program duration of two years (as stated above) may take a maximum of four years to complete their credential. After this time, students must be re-admitted into the program, and follow the curriculum in place at the time of re-admission.

Disclaimer. *The information in this document is correct at the time of publication. Academic content of programs and courses is revised on an ongoing basis to ensure relevance to changing educational objectives and employment market needs.*

Program outlines may be subject to change in response to emerging situations, in order to facilitate student achievement of the learning outcomes required for graduation. Components such as courses, progression, coop work terms, placements, internships and other requirements may be delivered differently than published.