

VIDEO AND MOTION GRAPHICS PRODUCTION

Program: VMGP

Credential: Ontario College Diploma

Delivery: Full-time

Length: 4 Semesters

Duration: 2 Years

Effective: Fall 2026

Location: Barrie Downtown

Description

Georgian College's Video and Motion Graphics Production program is a two-year diploma designed to provide you with the technical skills, creative expertise, and extensive knowledge to create compelling content for platforms such as social media, video-sharing websites, commercial, and educational outlets. Through a combination of hands-on and experiential learning, you'll learn to produce engaging video and motion graphic content that meet today's media demands all while focusing on the importance of industry regulations, ethical practices, and safety protocols. This program is designed to guide you through the entire production process, from conceptualizing and storyboarding ideas to capturing and editing high-quality video and audio that delivers professional-quality motion graphics. You'll learn essential techniques in lighting, composition, camera control, and audio recording while exploring emerging technologies like virtual and augmented reality to prepare for the future of immersive media. Additionally, you'll learn media production management operations, including managing and maintaining digital archive systems, documenting projects, and developing business plans. The program culminates in a capstone course where you'll apply your skills to deliver a professional product to potential clients and employers. Upon graduation, you'll have an extensive portfolio that showcases your creative and technical abilities and positions yourself as a sought-after creator.

Career Opportunities

Graduates of the Video and Motion Graphics Production program are well suited to work within video production. The types of careers graduates may find themselves in include video editor, motion graphics artist, camera operator, sound engineer, producers and video content creator. Graduates may also work as entrepreneurs in content creation and social media.

Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

1. capture high-quality visual and audio media in both studio and on-location settings;
2. edit and finalize video and motion graphics, using post-production tools, to meet client specifications and enhance social media engagement;
3. design visually compelling video and motion graphics for digital media platforms to support promotional, informational, and creative content;
4. follow ethical and professional standards to ensure compliance with legislative and safety regulations in the media production industry;

5. identify professional, creative growth, and up-skilling opportunities within the media industry to maintain currency with trends, practices and new technologies;
6. organize and maintain a digital archive of video content that meets compliance with industry standards for accessibility and metadata management;
7. develop business plans and project documentation to ensure the successful launch and management of media production projects;
8. build a professional portfolio to showcase creative approaches and industry techniques in video and motion graphic production for potential employers and clients;
9. develop and maintain design and production documentation to support the seamless execution of video and motion graphics projects from inception to completion;
10. cultivate strong relationships with clients and industry professionals through exemplary professional conduct to enhance community relations and expand industry connections in the motion graphics field.

Program Progression

The graduate has reliably demonstrated the ability to:

Fall Intake

- **Sem 1:** Fall 2026
- **Sem 2:** Winter 2027
- **Sem 3:** Fall 2027
- **Sem 4:** Winter 2028

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/>)

Graduation Requirements

23 Program Courses

1 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		
VMGP 1000	Introduction to Video Production	42
VMGP 1001	Storyboarding and Concept Development	42
VMGP 1002	Fundamentals of Motion Graphics	42
VMGP 1003	Editing Techniques I - Video and Audio Post-Production	42
VMGP 1004	Digital Media Platforms and Trends	42
Communications Course		
Select 1 course from Communications list during registration.		42
General Education		
Select 1 course from General Education list during registration.		42
Hours		294
Semester 2		Hours
Program Courses		
VMGP 1005	Advanced Video Production - On-Location and Studio	42
VMGP 1006	Sound Design and Foley for Video	42
VMGP 1007	Motion Graphics Design for Social Media	42
VMGP 1008	Editing Techniques II - Advanced Post-Production	42
VMGP 1009	Entrepreneurship in Media Production	42
VMGP 1010	Professional Practices in Media Production	42
Hours		252
Semester 3		Hours
Program Courses		
VMGP 2000	Corporate and Commercial Production	42
VMGP 2001	Visual Effects for Motion Graphics	42
VMGP 2002	Editing Techniques III - VFX and Media Archiving	42
VMGP 2003	Business Management and Client Relations	42
VMGP 2004	Documentary and Short Story Production	42
VMGP 2005	Portfolio Development I	56
General Education		
Select 1 course from General Education list during registration.		42
Hours		308
Semester 4		Hours
Program Courses		
VMGP 2006	Live Video Production and Broadcasting	42
VMGP 2007	Advanced Motion Graphics and Animation	42
VMGP 2008	Creative Post-Production	42
VMGP 2009	Professional Growth and Industry Networking	42
VMGP 2010	Portfolio Development II	56
VMGP 2011	Capstone Project-Video and Motion Graphics Production	42
General Education		
Select 1 course from General Education list during registration.		42
Hours		308
Total Hours		1162

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.

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.