Academy of Learning
CAREER COLLEGE

Graphic Designer Diploma Program

CAREER OPPORTUNITIES

- Graphic Designer
- Graphic Artist
- Layout Artist
- Layout Designer
- Art Director
- Web Mockup Designer

Government Grants and Financial Assistance may be available to those who qualify.

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Graphic Designer Diploma Program

Program Objective

In the Graphic Designer diploma program, students learn the software programs that every professional designer needs to know: Adobe Photoshop, Illustrator, and InDesign. Students learn techniques for creating digital images, illustrations, and layouts, and they develop a strong theoretical foundation in color, typography, and composition.

Students gain hands-on experience with a wide range of graphic design projects, ranging from photo editing and logo design, to poster design, magazine layouts, and more. Students learn the essentials of print production and how to prepare themselves for entry into the job market.

Career Opportunities

Graduates of the program may pursue positions such as:

- Graphic Designer
- GraphicArtist
- LayoutArtist
- Layout Designer
- Art Director
- Web Mockup Designer

This program provides students with:

- A foundation in the principles of color theory, typography, and page composition.
- Professional skills in the essential tools of the graphic designer:
  - Adobe Photoshop,
  - Illustrator,
  - InDesign.
- Proficiency in key Microsoft Office applications.

Duties and Responsibilities

Graphic designers typically do the following:

- Meet with clients or the art director to determine the scope of a project
- Advise clients on strategies to reach a particular audience
- Determine the message the design should portray
- Create images that identify a product or convey a message
- Develop graphics for product illustrations, logos, and websites
- Select colors, images, text style, and layout
- Present the design to clients or the art director
- Incorporate changes recommended by the clients into the final design
- Review designs for errors before printing or publishing them
- Graphic designers combine art and technology to communicate ideas through images and the layout of website and printed pages.

Competencies upon Completion

CORE COURSES
Upon completion of the program the participant must demonstrate the following core competencies:

- **Keyboarding**
  Minimum 25 words per minute (WPM)
- **Operating Systems**
  Basic level of proficiency with Windows OS
- **Graphic Design Skills**
  Photoshop, Illustrator, InDesign, Color Theory, Fundamentals of Typography, Design and Composition, Graphic Design, Fundamentals of Logo Design, Print Production
- **Presentations**
  Intermediate level of proficiency in Microsoft PowerPoint
- **Word Processing and Spreadsheets**
  Basic level of proficiency in Microsoft Word and Microsoft Excel
- **Office Skills**
  Personal Computer Fundamentals, basic level of proficiency in Microsoft Outlook and Internet Fundamentals
- **Business Skills**
  Customer Service, Marketing and Sales, Project Management Fundamentals, Design Business

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