



Graphic Designer Diploma Program



CAREER OPPORTUNITIES

- Graphic Designer
- Graphic Artist
- Layout Artist
- Layout Designer
- Art Director
- Web Mockup Designer
- 3D Visualizer/Designer
- Logo Designer
- Multimedia Artist or Animator
- In-House Graphic Designer
- Creative Designer
- Brochure Designer

**Government Grants, Scholarships, and Financial Aid
May be Available For Those Who Qualify**

AOLCC North York Campus:

☎ 647-494-5544
✉ info@aolccnorthyork.com
📍 29 Gervais Drive, North York, ON. M3C 1Y9

AOLCC Oshawa Campus:

☎ 647-494-7766
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Graphic Designer Diploma Program

Program Objectives

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 essential of print production and how to prepare themselves for entry into the job market.

Career Opportunities

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- Layout Artist
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- 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 & 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.

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