

## PROGRAM OBJECTIVES

In the Graphic Design using AI program, students receive comprehensive training in modern graphic design, emphasizing both traditional principles and theories and the latest AI tools and techniques. As part of the program, students will be exposed to design theory, advanced design theory, and communications for creatives as well as understanding generative AI for design. Besides learning industry standard software such as Adobe Photoshop, Illustrator, and InDesign, students will also gain exposure to emerging technologies, including generative AI, motion graphics, and video editing, allowing them to incorporate cutting-edge creativity into their designs. Students will also be prepared for success in the ever-changing industry through business and entrepreneurship courses, portfolio development for graphic designers, and career planning courses. By completing real-world projects, students graduate with strong backgrounds in graphic design, AI's role in graphic design, and the practical skills needed to succeed.

## CAREER OPPORTUNITIES

Upon completion of this 29-week program, graduates will be prepared for entry-level employment in a wide range of businesses and organizations with an online presence. They will have the skills to contribute effectively to industries such as small businesses, advertising, marketing, digital media, and freelance design.

## PREREQUISITES

1. Student has Grade 12 or equivalent or meets criteria for Mature Student Status.
2. Mature students must be 19 years of age, pass a qualifying test, and provide a Letter of Intent OR resume that supports their skills and aptitudes to be successful in the program.
3. The approved qualifying test for this program is the Wonderlic test. A passing score for this program is 18.

## GRADUATION REQUIREMENTS

A student must obtain an overall grade, in each module of at least 60% in order to graduate and receive a diploma. A student must complete all requirements of Student Success Strategies and any certificate training.

## PROGRAM OVERVIEW

Course	Weeks	Hours
Student Success Strategies	1	20
Career Planning and Preparation - Level 1	1	20
Digital Literacy for Professionals	2	40
Design Theory Foundations	2	40
Advanced Design Theory	2	40
Communications for Creatives	2	40
Business and Entrepreneurship	2	40
Generative AI for Design	1	20
Motion Graphics and Video Editing	1	20
Designing Websites with Artificial Design Intelligence	2	40
Adobe Photoshop and Generative AI	2	40
Adobe Illustrator	2	40
Adobe InDesign	2	40
Print Design	2	40
Logo and Identity Design	2	40
Portfolio for Graphic Designers	2	40
Career Planning and Preparation - Level 2	1	20
<b>Total</b>	<b>29</b>	<b>580</b>

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## COURSE DESCRIPTIONS

### Student Success Strategies

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This course stresses the importance of developing non-technical skills to enhance personal, academic, and career success. The course will address strategies that are important for all adult learners, such as managing finances, maintaining health and wellness, understanding learning styles, setting goals, and honing practical study skills (such as memory, reading, and test-taking techniques). In addition, this course emphasizes strategies needed to succeed in your program, such as navigating technology efficiently, interacting and engaging with peers and facilitators/instructors, and managing learning time and space.

### Career Planning and Preparation - Level 1

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This course will introduce you to and provide practice in using the tools required for a successful job search. The concepts covered in this course will help you maintain a career-focused approach throughout your studies so that you are better prepared to conduct a job search after graduating. Specifically, you will learn how to identify your soft and hard skills and how to articulate your abilities in a clear and concise Elevator Pitch that will appeal to employers and resonate with industry contacts. You will learn about the job search resources available to you including using career websites, creating LinkedIn profiles, accessing the “hidden” job market, and networking. You will examine sample résumés and cover letters and begin the process of creating your own professional résumés and cover letters that align with current conventions for content, organization, and formatting. You will also learn about the role of references, thank you letters, workplace philosophies, and strategies for success including maintaining a professional image and using proper etiquette when communicating with potential employers and industry contacts.

### Digital Literacy for Professionals

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This course introduces essential concepts and principles for navigating and working in a digital environment. Key topics include using devices, managing information, creating and editing content, communicating and collaborating with digital tools, and ensuring online safety and responsibility. You will also apply best practices for folder organization and file naming conventions.

### Design Theory Foundations

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In this course, you will explore the foundational principles of graphic design and develop a strong understanding of how to apply them in today’s digital world. We will cover the role of graphic design in visual communication, helping you recognize common design mistakes by referencing industry standards and best practices. You will also gain insight into modern design trends, themes, and the legal considerations that impact design, such as accessibility and inclusivity. This course will provide you with the skills to create visually compelling and meaningful designs that align with user needs and communicate effectively. By the end of the course, you will be able to craft well-composed, balanced, and aesthetically impactful designs, laying a solid foundation for your continued growth in graphic design.

### Advanced Design Theory

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In this course, you will explore advanced design thinking principles and learn how to create visually compelling designs through strategic use of colour theory, typography, and composition. You will examine the essential stages of design thinking, from understanding user needs to ideation, prototyping, and iteration based on real-world feedback. You will gain practical skills in visual storytelling, mastering the art of layout design while leveraging advanced techniques like contrast, rhythm, and proportion to create balanced and engaging compositions. Throughout the course, you will explore the impact of colour on brand identity and consumer behaviour, and how

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to craft designs that resonate across cultural contexts. By the end, you will be equipped with the tools to create high-quality, user-focused designs that meet industry standards, blending creativity with strategic, ethical design practices.

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### **Communications for Creatives**

In this course, you will develop the essential communication skills required for a thriving graphic design career. You will learn how to craft strategic business messages, effectively manage client relationships, and collaborate with teams in today's digital world. You will develop clear, concise emails, reports, and proposals that align with business objectives, while maintaining the highest professional and ethical standards. This course also explores client communication strategies, creating impactful creative briefs, and leveraging advanced collaboration tools to ensure seamless project success. The course will provide you with real-world scenarios and interactive projects designed to develop your visual and written communication skills so you can easily engage clients, teams, and stakeholders on multiple platforms with confidence.

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### **Business and Entrepreneurship**

In this course, you will explore how to launch or grow your own freelance design career by learning the essentials of business and entrepreneurship. Whether you're setting up a small business in Canada or managing contracts and client relationships, this course covers the essentials of how to do so. Other areas you will review include setting rates, invoicing, taxes, and managing your overall finances. You will also learn how to attract clients and grow your brand.

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### **Generative AI for Design**

This course explores how cutting-edge generative AI tools can help you enhance your design workflow. You will learn how to create effective AI prompts to generate meaningful content and how to refine the results further to achieve the desired visual outcomes for each prompt. Throughout the course you will assess the ethical and legal considerations that surround the use of AI in creative work, covering issues like copyright and intellectual property. Additionally, you will use various AI tools to apply these new skills to create unique logos, posters, or advertisements while balancing your own creative input for optimal results. By the end of this course, you will be able to evaluate AI-generated designs critically for quality, authenticity, and usability, and discern the appropriate use of AI versus human input into the design process.

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### **Designing Websites with Artificial Design Intelligence**

In this course you will learn how to create professional, user-friendly websites using Artificial Design Intelligence (ADI) tools, with no coding required. You will focus on building websites that align with modern UX (user experience) and UI (user interface) design principles, ensuring that they stand out in a competitive digital landscape. You will also explore how to integrate content, visuals, and branding, and to enhance websites for search engine optimization (SEO) and responsive web design. Through the use of ADI, by the end of the course you will be able to design, customize, and manage websites that enhance brand identity and improve user engagement.

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### **Motion Graphics and Video Editing**

In this course, you will learn the basic skills needed to create motion graphics and edit videos using industry-standard tools. The course covers the essentials of designing simple motion graphics, focusing on text animations and keyframe transitions. You will also explore video editing techniques such as cutting, trimming, and adding transitions to craft smooth, cohesive content. By the end of the course, you will be able to use various tools efficiently to produce simple quality motion graphics and videos, ready for social media or web platforms.

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### Adobe Photoshop and Generative AI

In this course, you will learn how to edit and enhance images using Adobe Photoshop's powerful tools. The course will focus on the mastery of key photo editing techniques, such as retouching, layering, and masking, while incorporating advanced AI-powered features to automate and improve your workflow. You will also explore how to create compelling visual compositions, integrate typography, and prepare your designs for both web and print output. By the end of the course, you will be able to edit, manipulate, and export images that align with industry standards and creative projects.

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### Adobe Illustrator

In this course you will learn how to create and manipulate vector-based designs using Adobe Illustrator's powerful tools. The course will focus on the mastery of key techniques such as creating shapes, working with paths, and applying colour, while developing foundational skills in selecting, transforming, and layering artwork. You will also explore how to integrate typography into your designs and prepare files for both web and print output. By the end of the course, you will be able to create, edit, and export professional-quality vector graphics from Adobe Illustrator that meet industry standards.

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### Adobe InDesign

In this course, you will learn how to create professional layouts and designs using Adobe InDesign. The course will focus on the mastery of essential tools for document setup, page management, and typography, ensuring your layouts are consistent and visually engaging. You will also explore how to incorporate graphics, manage colours, and prepare your projects for both print and digital publishing. By the end of the course, you will be able to create, format, and export multi-page documents that meet industry standards.

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### Print Design

In this course, you will learn the essential skills needed to create professional-quality print projects using three Adobe applications - InDesign, Photoshop, and Illustrator. You will explore key aspects of print design, including setting up documents with the correct margins, grids, and bleeds. In addition, you will learn how to manage colour (RGB versus CMYK, Pantone), and image resolution for optimal print quality. The course will cover the full print production lifecycle, from preflighting and packaging files to generating print-ready PDFs. Additionally, you will gain project related experience with finishing techniques such as die-cutting, embossing, and foil stamping. The course also addresses modern trends, including digital versus offset printing and sustainable print practices.

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### Logo and Identity Design

This course covers the essential skills to design professional logos that clearly communicate a brand's identity and strategic goals. You will revisit key design principles like typography, colour theory, and visual hierarchy, and understand how to create logos that work well across different platforms, including print and digital. From initial concept to final execution, you will develop techniques for creating scalable and versatile logos in any format. In addition to designing logos, you will also create brand identity systems that include brand guidelines and assets to ensure consistency and a strong visual impact across all media. By the end of the course, you will be able to design logos and identity systems that meet real-world branding needs, ensuring both visual appeal and functionality.

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### Portfolio for Graphic Designers

In this course, you will learn how to plan, design, and present a professional portfolio that reflects your personal brand and showcases your design skills. You will integrate traditional and digital elements using the latest tools and platforms to build a cohesive portfolio that meets industry standards. You will also create a compelling resume, refine your LinkedIn or Instagram profiles, and develop a personal marketing strategy to promote yourself

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effectively. By the end, you will have a polished portfolio, a professional resume, and the confidence to present them to potential clients or employers.

### **Career Planning and Preparation - Level 2**

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This module builds on concepts and skills introduced in the Career Planning and Preparation Level 1 module. In this subsequent module, you will update and refine your résumé and LinkedIn Profile. You will continue writing cover letters and learn the value of customizing cover letters to specific job postings. You will have the opportunity to apply this knowledge as you conduct a job search and write a cover letter tailored to an ideal job post. Through research, you will create a list of top employers and target current industry opportunities. You will learn about current methods for applying to job postings using technology. You will also gain an understanding of the job interview process, typical interview questions and possible responses, and expectations of both the interviewer and interviewee. In addition, you will engage in practical application of the interview process through role-play. Topics such as negotiating salary, self-management, and on-the-job success for placements and post-graduate employment will be also covered.