

Digital Art and Design

(two year post-secondary diploma)

Please read and think about the following information below carefully to decide whether this program is a good fit for you. This information may change and is simply intended to offer you a helpful perspective on what you will experience in this program.

- Orientation:** Typically, during the last week of August (**Required** for all students).
- Program Dates:** September through April (Year 1 courses); May through August (summer break); September through April (Year 2 courses); May and June (Practicum).
- Scheduled Breaks:** Last week of December and first week of January (two weeks); first week of March (one week). Check your registration for exact dates.
- Post-Graduation Work Permit length:** Up to 3 years.
- Schedule:** Monday to Friday as early as 8:00 a.m and as late as 6:00 p.m.
- Campus Location:** 1430 Victoria Avenue East, Brandon, Manitoba. See campus information [here](#)

What You'll Study:

All students will complete a "College Foundations" online course to develop the skills and attitudes of a successful Canadian student and employee.

Learn the "art", "science" and "language" of graphic design. Study composition and layout, typography, and digital painting and drawing software.

Gain an understanding of programming fundamentals and video/audio technical skills as a foundation for today's world of multimedia communication.

Use listening and writing skills, so you learn how to express and communicate content (the "why" of your designs).

Learn about 3-D and motion.

Study the "business" side, like marketing and branding. Develop self-employment and project management skills.

See course descriptions [here](#). Click on the "Courses & Costs" tab.

See PDF document on [this page](#).

You will need to be very comfortable with the Windows operating system and capable of learning to use **new** software programs and other technology, quickly and correctly. If you have doubts, try quizzes here: <https://www.digitalliteracyassessment.org/> If you have difficulty with these quizzes, this program may not be a good choice for you.

How You'll "Learn By Doing"

Most of the learning will **not** be "lecture style". Our instructors will explain and demonstrate, but then support you as *you* apply the learning.

Work at an in-house creative shop where you'll design aesthetically pleasing and purposeful high-end graphical content that solves real-world client problems.

In two "capstone" projects in Year 2, produce commercial work for internal and external clients.

Integrate your learning, in teams, to help problem-solve creative business needs.

At the end of Year 2, you will complete a two-month (unpaid) work practicum in a related industry firm.

What You'll Need to Do to Graduate

Attend all classes: participate in activities, ask questions, complete all evaluations. Do **not** plan vacation/a trip home outside of regularly scheduled college breaks.

Purchase required laptop, books and supplies. This is a Bring Your Own Device program. You will be **required** to purchase a specific type of laptop for use on- and off-campus. Because of the content in this program, you will require a higher-end laptop with specific technical features. **Follow the specifications [here](#).** Also, see [this page](#) and click on the "tools & supplies" tab for tools you **must** purchase.

Pass all courses and maintain a Grade Point Average of 2.0 minimum (C--60%). Passing many courses with only a D (50%) can make your GPA too low to graduate. Re-testing is (usually) **not** an option. If you fail a course, it may not be available again until the following year and/or you could become a part-time student.

English only during class. All English skills are important, including *strong* skills in writing, reading and editing. Evaluation could include assignments, individual and group projects, and presentations in English.

No personal cell phone use during class activity.

Do your own work. Cheating, not referencing sources of your ideas, or using other people's work (current or previous) will result in failing grades, probation or suspension.

Be respectful of all students and staff and work co-operatively in teams.

Ask for help when you need it!

How Assiniboine College Can Help You

Trained instructors will share their knowledge and experience from the industry, and will give you frequent and specific feedback on your progress.

Learning Commons staff can assist with study and test taking skills, mathematics, writing reports or term papers, and some tutorial support.

Student advising staff offer support for academic planning and can refer you to resources outside the college such as counselling, housing, and other supports.

A Regulated International Student Immigration Advisor can answer questions related to permits.

Job Options for Graduates

Graduates find entry-level opportunities as user experience designers, graphic designers, motion graphic artists, 3D animation artists, and mobile and web designers.

Graduates may apply their skills in the areas of digitally-based business solutions, broadcast graphics, digital entertainment and web-delivered training.

Possible employers include design firms, advertising agencies, game development studios, and in-house creative departments of larger companies.

Graduates may find additional work as a self-employed contractor.

Possible jobs on Manitoba In-Demand Occupations list: [2174-Computer programmers and interactive media developers](#); or [5241-Graphic designers and illustrators](#).

Other Important Information

“Co-op work permit” will be required by Immigration, Refugees and Citizenship Canada before you start the practicum placement. Your letter of acceptance will allow you to apply. Apply for this **early**, as processing time is very long! See IRCC website [here](#).

You must be ready to buy an expensive laptop and other tools **early** in the program. **Not** included in tuition. **You cannot be successful in the program without these things.**