DESIGN PUBLISHING FOR BUSINESS

Document of Achievement

From posters to menus, invitations to social media posts, more and more office professionals find themselves designing materials and campaigns off the corner of their desks. While many of us have an interest in design, we don't often know the how's, why's, do's and don'ts that make some materials compelling and others forgettable.

1 Design is more than colours
Ensure the pieces you create are eye-catching by gaining a theoretical understanding of the process of visual design and how balance, colour, symmetry, and typography can enhance the pieces you create.

2 Walk the talk
This program will help you learn design lingo so you can converse with external agencies and suppliers to get products that resonate with your clientele and adequately represent your business.

3 Tricks of the trade
Receive an introduction to professional design software Adobe InDesign and Microsoft Publisher through guided, in-class exploration. You will learn the skills required to produce engaging promotional and communication designs for your business or workplace.

4 Practice makes perfect
You'll put your newfound knowledge and creativity to work in a final project using your preferred design program. Bring in real examples from your workplace or business to use in class and leave with the skills and know-how to create striking designs.

Course load: Part-time

Program delivery options: Victoria Avenue East campus

Admission Requirements

There are no admission requirements for this program.

English is the language of instruction at Assiniboine. All applicants educated outside of Canada or in a country not on the test exempt list are expected to meet the English language proficiency requirement. See **assiniboine.net/elp** for more information.

Graduation Requirements

To receive a Design Publishing for Business document of achievement, students must successfully complete 60 academic hours.

Program Fees

Tuition, fees and Student Association fees total approximately **$800**.

All fees are estimated and are subject to change without notice.

Courses

NUMBER	COURSE TITLE	HOURS
COMP-0608	Introduction to Adobe InDesign	15
ARTS-0019	Design Composition	15
ARTS-0020	Introduction to Typography	15
COMP-0607	Design Publishing Project	15

*Note: Timelines, applicable industry experience, and teaching methodology will depend on program delivery choice; program information sheets subject to change without notice. Visit **assiniboine.net** for the most up-to-date information.*

Next Steps!

Register now! Visit **assiniboine.net/register.**

For more information on this program, visit **assinibone.net/designpublishing**.

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