DIGITAL ART AND DESIGN

2-YEAR DIPLOMA

Explore new and innovative ways to merge form and function, creating designs that broaden the mind.

Why should you choose a career in Digital Art and Design?

1 Show and tell

Do you love art and drawing? Can you listen to others and turn their words into a visual reality? Take your passion and turn it into a career. Visual storytelling is a crucial part of today's world, evoking emotion and helping others understand complex information. Learn to tell compelling stories in an impactful way. Grow your design skillset and bring products to life in this two-year diploma program.

2 Kerning, serif and leading, oh my!

Get ready to learn the language of graphic design. Study composition and layout, typography, and digital painting and drawing software. Gain an understanding of programming fundamentals and video/audio skills to ensure you have the foundation for today's world of multimedia communication. For even more of an edge, dip into marketing and branding, sharpen your project management skills, and focus in on an area of expertise in your final term. Become a digital Swiss army knife, ready to hit the ground running wherever your career takes you.

3 Collaboration is key

Working with others is a large part of what creatives do. This program will have you constantly collaborating and connecting with your peers, instructors and the community at large. 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. Grow your listening and interpretation skills, and learn how to express and communicate the "why" of your designs.

4 Ps: It's all about the connection

It's not all Photoshop and Illustrator in this program. Get a flexible and comprehensive education that will prepare you to enter the workforce as a valuable member of a creative team or as a freelance specialist. Community projects are infused throughout the program, you'll work in tandem with actual clients during your Capstone project, and finally, you'll put everything you've learned into practice with an eight-week practicum.

CAMPUS/DELIVERY OPTIONS	AVAILABLE INTAKES	WORK PLACEMENT(S)
Victoria Avenue East Campus	September	YR 2 | 8 weeks

CAREER OPPORTUNITIES

Graduates of the Digital Art and Design program find exciting and challenging entry level opportunities as web and interface designers, graphic designers, motion graphic artists and digital artists. Prospective employers include design firms, advertising agencies, game development studios, and in-house creative departments of larger companies. Entrepreneurs find additional options with freelance contracts. Graduates may apply their skills in the areas of digitally-based business solutions, broadcast graphics, digital entertainment and web-delivered training.

ADMISSION REQUIREMENTS

» A complete Manitoba Grade 12 or equivalent
» English 40G/40S or equivalent with a minimum mark of 65%

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.

TECHNOLOGY REQUIREMENTS

Programs at Assiniboine have certain technology requirements. Students require access to computer devices at home and may be required to bring these on campus when instructed. Refer to **assiniboine.net/tech** for more detailed information about the requirements for this program.

UNIQUE LEARNING EXPERIENCES

» Emphasis on hands-on, practical work in labs
» Well-equipped studio and lab space
» Community involvement at local events
» Connections with industry professionals
» Community/client-based projects

GRADUATION REQUIREMENTS

To graduate with a Digital Art and Design diploma, students must successfully complete 120 academic credits and 1 practical credit.

The minimum passing grade for each course is indicated on the course outline.

CONNECTIONS

Assiniboine has a number of agreements with other colleges, universities and professional organizations, making it possible for students to apply credit taken at Assiniboine to programs at other institutions. For up-to-date information on agreements, visit **assiniboine.net/articulation** or the program page.

NEXT STEPS

Apply now! Visit **assiniboine.net/register**.
For more information on this program,
visit **assiniboine.net/digitaldesign**.

PROGRAM FEES (DOMESTIC ONLY)

Year One
Tuition: **$3,090**   Course fees: **$1,060**
Students' Association fees: **$440**
Estimated textbooks, tools and supplies: **$4,390**

Year Two
Tuition: **$3,140**   Course fees: **$1,530**
Students' Association fees: **$450**
Estimated textbooks, tools and supplies: **$480**

All fees are estimated and subject to change without notice. For international program pricing, if/when applicable, please visit assiniboine.net.

COURSES 2022-23

NUMBER	COURSE TITLE	CREDITS
YEAR ONE - REQUIRED		
ARTS-0022	Art & Design Fundamentals	6
BUSN-0194	Business & Entrepreneurship 1	6
PEDV-0356	College Foundations	0
COMP-0620	Digital Art & Design Studio 1	6
COMM-0400	Interactive Communications	6
COMP-0623	Programming Fundamentals	6
COMP-0624	Software Skills	6
COMM-0401	Storytelling & Content Writing	6
MEDP-0100	Studio Skills	6
COMM-0402	Typography & Brand	6
YEAR ONE - ELECTIVE COURSES		
Choose 6 credits of the following:		
ARTS-0021	Art, 3D & Motion	6
MEDP-0097	Front-End Development	6
YEAR TWO - REQUIRED		
BUSN-0195	Business & Entrepreneurship 2	6
MEDP-0096	Editorial Design & Production	12
MEDP-0106	Integrative Capstone 1- DGADS	6
MEDP-0107	Integrative Capstone 2 - DGADS	6
MKTG-0068	Online Marketing	6
PRAC-0295	Practicum-DGADS	1
MEDP-0101	User Experience Design	6
MEDP-0102	XR Solutions	6
YEAR TWO - ELECTIVE COURSES		
Choose 12 credits of the following:		
COMP-0621	Digital Art & Design Studio 2	12
MEDP-0098	Interactive Development	6
MEDP-0099	Mobile App Design Development	6

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.

assiniboine.net/digitaldesign

ASSINIBOINE COMMUNITY COLLEGE