



**PETERS
SCHOOL**
Business

Digital Art and Design

2-Year Diploma

Eligible for
**FINANCIAL AID
& AWARDS**

Learn cutting-edge techniques in graphic design, animation and multimedia, which prepare you for a dynamic career in the digital arts industry.

PROGRAM LEARNING OUTCOMES

- Develop and implement design concepts for web and interface design, graphic, motion graphics, and digital art using industry-standard tools and software.
- Create visually engaging designs that effectively communicate messages and meet the needs of target audiences across different mediums, including websites, apps, print materials, virtual reality, augmented reality, and various other media presentations.
- Apply principles of design and aesthetics to work, including colour theory, typography, composition, and visual hierarchy.
- Use industry-appropriate design software and technology, and other industry-standard tools, to create and produce professional-quality design work.
- Develop and present design solutions that meet the needs of clients and stakeholders, while also demonstrating an ability to think critically and creatively.
- Collaborate effectively with others, including clients, team members and stakeholders, while demonstrating effective communication skills, problem-solving skills and the ability to work well in a team.
- Adapt to new technologies and design trends, demonstrating a willingness to learn and grow as designers and artists.
- Demonstrate professionalism and self-awareness while giving and receiving constructive feedback to improve skills, knowledge and professional practice.
- Complete work within industry standards and best practices, including legal, ethical and accessibility considerations.
- Apply critical thinking and problem-solving skills to address challenges and develop solutions in a fast-paced environment.

You might be a good fit for this program if you would enjoy:

- Art and drawing.
- Collaborating and connecting with others.
- Listening to others and turning their words into a visual reality.
- Telling compelling stories.



Campus/Delivery Options
Victoria Avenue East campus



Available Intakes
September



Work Integrated Learning
8 weeks

EXPECTATIONS

Program and Industry

- A valid driver's license and access to a vehicle is strongly recommended given the potential need to travel for practicum placement.
- Communicate effectively with team members and clients.
- Continually seek and be open to feedback and critiques.
- Listen to direction and act on that accordingly.
- Maintain professionalism and attention to detail and quality of work under tight deadlines and in a fast-paced environment.
- Manage projects and time effectively, meeting deadlines and delivering work within industry standards and best practices.
- Perform static and physical tasks, such as sitting and using a computer.
- Perform physical tasks, such as operating and maintaining equipment of various sizes.
- Use and keep up to date with changes in technology and be willing to continuously learn and adapt.
- Work in a collaborative team environment or independently as the situation requires.
- Take ownership of work and be accountable for meeting deadlines, communicating progress and solving problems independently as they arise.

CAREER OPPORTUNITIES

- Design firms
- Advertising agencies
- Game development studios
- In-house creative departments
- Entrepreneurs
- Freelance

ADMISSION REQUIREMENTS

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

NEXT STEPS

Confidence in the career path you choose to embark on is key and selecting the right program for you is the first step. At Assiniboine, we offer an opportunity to explore and experience a program before applying.

SPEND A DAY WITH US

Our Spend a Day program runs from November to March for most programs. When you spend a day at Assiniboine, we partner you with a current student in the program of your choice so you have the opportunity to:

- Participate in classroom activities
- Experience college life
- Explore all of our helpful services for students
- Meet current college students and instructors
- Enjoy a free lunch on us!

ATTEND AN ONLINE INFO SESSION

Our free, live online information sessions give you the inside scoop on the program you're interested in and life at Assiniboine. Register in advance and from the comfort of your own home, log in to learn about Assiniboine.

assiniboine.net/experienceassiniboine



Ready to start?
APPLY NOW!