



**PETERS
SCHOOL**
Business

Eligible for
**FINANCIAL AID
& AWARDS**

DIGITAL ART AND DESIGN

2-Year Diploma

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.
- ▶ A valid driver's license and access to a vehicle is strongly recommended given the potential need to travel for practicum placement.



Campus/Delivery Options
Victoria Avenue East campus



Available Intakes
September



Industry Work Experience
8 weeks

EXPECTATIONS

Program and Industry

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- ▶ 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 their work, including color 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 their 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.
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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%

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. Choose to:

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 and you will 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!

assiniboine.net/spendaday

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/infosessions



Ready to Start?
APPLY NOW!



assiniboine.net/digitaldesign