



# Graphic Communications Diploma

## PLAR Candidate Guide

Prior Learning Assessment and Recognition (PLAR)

### Copyright

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### Prior learning credit options at Saskatchewan Polytechnic

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See [Get Credit for What you Know](#) for important information about all options to get credit for prior learning at Sask Polytech, including PLAR, transfer credit, Canadian Armed Forces credit, and equivalency credit.

### How to navigate this document

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This document contains links to other document sections or webpages. To return to where you were from another section in this document, press the *ALT* key and *left arrow* key at the same time. To return to this webpage from another webpage, close the other webpage or click back on the browser tab for this document.

### Contents of this guide

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This guide contains the following specific PLAR information and tools for this program

- A. [PLAR fees](#)
- B. [PLAR eligibility and options](#)
- C. [Dates when PLAR assessment is available](#)
- D. [Special directions for this program](#)
- E. [PLAR contact person](#)
- F. [Self-rating course outlines](#)

## A. PLAR fees

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Fees for PLAR challenges are set to cover our costs for consultation, assessment, and related administrative tasks. PLAR fees are non-refundable and non-transferrable.

The PLAR fees policy is subject to change for each new academic year. Please see the **Cost** section on the [PLAR webpage](#) for current fee information.

## B. PLAR eligibility and options

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To be eligible for PLAR for courses in this program, you must first apply for admission and be accepted into the program. You must also consult with the PLAR contact person and be approved for PLAR assessment.

### Course prerequisites and corequisites

Some courses have one or more other courses that must be completed first (prerequisite) or at the same time (corequisite). See [course outlines](#) in this guide to identify any pre- or co-requisites for each course. Discuss with your [PLAR contact person](#) how to deal with courses with corequisites.

### Block assessment

Some programs may assess a cluster of courses together in one block, which may save you time and effort. Ask the [PLAR contact person](#) whether there are any block assessment options in this program.

## C. Dates when PLAR assessment is available

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PLAR assessment for this program is available from Sept 1 to June 15 in each academic year.

**All PLAR assessments must be completed by June 15 of each academic year.**

## D. Special directions for this program

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1. **Review** the [PLAR process and FAQs](#) and the information in this guide.
2. **Self-rate** your learning for each course using the [Course Outlines](#) in this guide.
3. **Consult** with the [PLAR contact person](#) for PLAR approval. Be prepared to provide your resume, course self-ratings (see [section F](#)), and a partially completed [PLAR application](#). If you are approved for PLAR, the contact person will sign your PLAR application and explain next steps.
4. Apply for admission to the program. See [directions](#) for applying.
5. **Register** for PLAR at [Registration/Enrolment Services](#) once you have signed approval on your [PLAR Application Form](#). The PLAR fee will be added to your student account.
6. **Finalize** an assessment plan with your assigned assessor.
7. **Complete** assessment before your PLAR registration expires.

## E. PLAR contact person

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Contact one of the Program Heads below to arrange a consultation **after** you have read this guide and [general PLAR information](#) and rated yourself for each course (see next section). Consultation may be by phone, online, or in person. Be prepared to provide your resume, course self-ratings, and a partially completed [PLAR application](#). If agreement is reached to go ahead with PLAR, the contact person will sign approval on your PLAR application and explain the next steps. Admission to the program is required before you can register for PLAR.

**Heather Craigie, Program Head**  
Saskatchewan Polytechnic, Regina Campus  
Phone: 306 – 775 - 7506  
Email: [Craigie@saskpolytech.ca](mailto:Craigie@saskpolytech.ca)

## F. Self-rating course outlines

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Clicking on a course code below opens a page where you can rate yourself on the knowledge and skills assessed for PLAR credit. For Arts & Sciences courses, clicking on the course code opens another PLAR guide. The [PLAR contact person](#) for this program will refer you to another person to discuss PLAR for courses delivered by Arts & Sciences or another program/department.

COURSE CODE	COURSE NAME	Delivered by another department/program
<b>Semester 1</b>		
<a href="#">CLTR 119</a>	Indigenous Cultural Awareness	<a href="#">Arts &amp; Sciences</a>
<a href="#">GRPH 109</a>	Image Editing	
<a href="#">GRPH 114</a>	Print Media	
<a href="#">GRPH 118</a>	Vector Graphics	
<a href="#">GRPH 119</a>	Digital Illustration	
<a href="#">GRPH 147</a>	Digital Page Layout 1	
<a href="#">GRPH 148</a>	Digital Page Layout 2	
<a href="#">GRPH 154</a>	Workflow Fundamentals	
<a href="#">GRPH 155</a>	Image Editing 2	
<b>Semester 2</b>		
<a href="#">DSGN 110</a>	Design Fundamentals	
<a href="#">DSGN 111</a>	Design 1	

<b>COURSE CODE</b>	<b>COURSE NAME</b>	<b>Delivered by another department/program</b>
<a href="#">GRPH 115</a>	Digital Page Layout 3	
<a href="#">GRPH 116</a>	Premedia Preparation	
<a href="#">GRPH 117</a>	Content Creation	
<a href="#">GRPH 139</a>	Marketing 1	
<a href="#">GRPH 151</a>	Self-Promotion	
<a href="#">PHOT 126</a>	Photography	
<b>Semester 3</b>		
<a href="#">DSGN 103</a>	User Experience Design 1	
<a href="#">DSGN 211</a>	Design 2	
<a href="#">GRPH 204</a>	Motion Graphics 2	
<a href="#">GRPH 213</a>	Editorial Design	
<a href="#">GRPH 230</a>	Packaging Design	
<a href="#">GRPH 234</a>	Brand Strategy	
<a href="#">MULT 120</a>	Web Authoring 1	
<a href="#">TCOM 102</a>	Workplace Communication	<a href="#">Arts &amp; Sciences</a>
<b>Semester 4</b>		
<a href="#">BUS 204</a>	Entrepreneurship for Creatives	
<a href="#">DSGN 202</a>	User Experience Design 2	
<a href="#">DSGN 212</a>	Design 3	
<a href="#">GRPH 214</a>	Campaign 2	
<a href="#">GRPH 231</a>	Project Management	
<a href="#">GRPH 243</a>	Marketing 4	
<a href="#">GRPH 244</a>	Project Management 2	
<a href="#">PROJ 214</a>	Capstone Project	

COURSE CODE	COURSE NAME	Delivered by another department/program
<b>Semester 5</b>		
<a href="#">WORK 300</a>	Work Experience	

### CLTR 119 - Indigenous Cultural Awareness

You will gain an understanding of the diversity and richness of First Nations and Métis cultures, histories and current issues.

**Credit unit(s):** 2.0  
**Prerequisites:** none  
**Corequisites:** none  
**Equivalent course(s):** INDG 100, NAST 100

Use a checkmark (✓) to rate yourself as follows for each learning outcome	Competent	Learning	None
<b>Competent:</b> I can apply this outcome without direction or supervision. <b>Learning:</b> I am still learning skills and knowledge to apply this outcome. <b>None:</b> I have no knowledge or experience related to this outcome.			
Recognize pre-contact Indigenous culture.			
Describe the history of Métis people.			
Examine the impacts of the Fur Trade Era on Indigenous people.			
Examine the history leading to the treaties.			
Examine the impacts of post-contact education.			
Examine cultural practices.			

**GRPH 109 - Image Editing**

Your studies will include an introduction to the basic concepts of image editing, including file types and resolution. You will develop the skills required to use an image editing application, and perform image editing techniques, including image compositing. You will also prepare images for output.

**Credit unit(s):** 3.0  
**Prerequisites:** none  
**Corequisites:** none  
**Equivalent course(s):** GRPH 102, GRPH 153

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	<b>Competent</b>	<b>Learning</b>	<b>None</b>
1. Describe image editing.			
2. Describe file types and resolution.			
3. Use an image editing application.			
4. Apply image editing techniques.			
5. Apply compositing techniques.			
6. Prepare images for output.			

## GRPH 114 - Print Media

Your studies will introduce you to the foundations of printing. You will explore a variety of printing and finishing methods. You will learn about digital image characteristics and their importance for high-quality output. You will operate a digital colour press, screen-printing press, vinyl cutter, and wide format printers.

**Credit unit(s):** 3.0  
**Prerequisites:** none  
**Corequisites:** none  
**Equivalent course(s):** none

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Identify printing and finishing methods.			
2. Describe digital image characteristics.			
3. Operate a digital colour press.			
4. Operate a screen-printing press.			
5. Operate a vinyl cutter.			
6. Operate wide format printers.			

## GRPH 118 - Vector Graphics

Your studies will include an introduction to the basic concepts of vector graphics. You will develop the skills required to use a vector graphic application, while learning techniques for creating and modifying vector graphics. You will also prepare graphics for output.

**Credit unit(s):** 3.0  
**Prerequisites:** none  
**Corequisites:** none  
**Equivalent course(s):** GRPH 103, GRPH 152

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	<b>Competent</b>	<b>Learning</b>	<b>None</b>
1. Describe vector graphics.			
2. Use a vector graphic application.			
3. Practice basic vector creation.			
4. Build intermediate vector graphics.			
5. Create advanced vector graphics.			
6. Prepare graphics for output.			

## GRPH 119 - Digital Illustration

Using popular illustration software, you will continue to develop the skills required to create vector artwork. You will identify strategies and develop creative techniques for building logos, icons, digital illustrations and more.

**Credit unit(s):** 2.0  
**Prerequisites:** GRPH 118(concurrent)  
**Corequisites:** none  
**Equivalent course(s):** GRPH 208

<b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b>  <b>Competent:</b> I can apply this outcome without direction or supervision. <b>Learning:</b> I am still learning skills and knowledge to apply this outcome. <b>None:</b> I have no knowledge or experience related to this outcome.	<b>Competent</b>	<b>Learning</b>	<b>None</b>
1. Describe vector artwork fundamentals.			
2. Identify strategies for creating vector artwork.			
3. Produce industry-standard vector artwork.			
4. Practice creative techniques.			

## GRPH 147 - Digital Page Layout 1

You will use page layout software to acquire the basic knowledge required to build professional documents. You will focus on managing documents and pages, formatting text, working with images and graphics, and adjusting objects and colour. You will perform a basic page layout to recreate documents such as business cards, postcards, newsletters, and posters.

**Credit unit(s):** 3.0  
**Prerequisites:** none  
**Corequisites:** none  
**Equivalent course(s):** none

<b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b>  <b>Competent:</b> I can apply this outcome without direction or supervision. <b>Learning:</b> I am still learning skills and knowledge to apply this outcome. <b>None:</b> I have no knowledge or experience related to this outcome.	<b>Competent</b>	<b>Learning</b>	<b>None</b>
1. Describe page layout software.			
2. Build documents, layouts, and pages.			
3. Use images, objects, and colour.			
4. Apply text and paragraph formatting.			
5. Recreate layouts.			
6. Perform basic page layout.			

## GRPH 148 - Digital Page Layout 2

Using popular layout and design software, you will continue to develop the skills required to create professionally designed documents. You will implement creative page layout strategies when building styles, parent pages, and tables. You will strategically create documents such as leaflets, forms, and booklets.

**Credit unit(s):** 3.0  
**Prerequisites:** GRPH 147  
**Corequisites:** none  
**Equivalent course(s):** none

<b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b>  <b>Competent:</b> I can apply this outcome without direction or supervision. <b>Learning:</b> I am still learning skills and knowledge to apply this outcome. <b>None:</b> I have no knowledge or experience related to this outcome.	<b>Competent</b>	<b>Learning</b>	<b>None</b>
1. Identify strategies for formatting text.			
2. Create styles.			
3. Identify strategies for building pages.			
4. Implement strategies for building pages.			
5. Identify strategies for creating tables.			
6. Create tables.			

## GRPH 154 - Workflow Fundamentals

Your studies will focus on optimization, and strategic organization of files and assets needed for multi-item campaigns in the graphic communications industry. You will learn to strategically organize digital files, by minimizing duplication of repetitive tasks and maximizing efficiencies at all stages of the workflow. You will learn about the composition of digital images, focusing specifically on resolution, and its importance for high-quality output. You will learn about and implement colour management strategies, as you gain an in-depth understanding of how to properly correct colour images, correct skin tones, sharpen properly scaled images, and optimize files for consistent and repeatable high quality output. Your studies will culminate with the preparation and optimization of multiitem campaigns, ensuring that images, graphics, and digital files have been prepared to specific output requirements and standards.

**Credit unit(s):** 3.0  
**Prerequisites:** GRPH 109(concurrent)  
**Corequisites:** none  
**Equivalent course(s):** none

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Apply proper file management.			
2. Identify images with sufficient and insufficient resolution.			
3. Apply basic colour management.			
4. Correct image colour and skin tones.			
5. Sharpen images.			
6. Demonstrate vector graphic optimization.			
7. Prepare digital files for output.			

## GRPH 155 - Image Editing 2

You will acquire the knowledge and skills to further advance your skills using Adobe Photoshop. You will learn how to apply creative filters and transformations. You will use blending modes and advanced masking techniques to create high quality composites.

**Credit unit(s):** 3.0  
**Prerequisites:** GRPH 109(concurrent)  
**Corequisites:** none  
**Equivalent course(s):** none

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Identify advanced creative adjustments.			
2. Apply advanced creative adjustments.			
3. Identify advanced masking and selections.			
4. Apply advanced masking and selections.			
5. Identify image compositing techniques.			
6. Create high-quality composites.			

## DSGN 110 - Design Fundamentals

You will explore the elements of design and principles of organization. You will learn about grids and how they enhance layout and composition. You will gain an understanding of colour theory and the use of the colour wheel. You will explore the application of typography in relation to effective graphic design. You will apply these skills to create effective design communication solutions.

**Credit unit(s):** 3.0  
**Prerequisites:** GRPH 109(concurrent)  
**Corequisites:** none  
**Equivalent course(s):** DSGN 101, GRPH 150

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Describe the elements and principles of design.			
2. Analyze colour theory.			
3. Identify the form and function of type.			
4. Examine layout and composition.			
5. Use grids to organize visual elements.			
6. Produce effective design solutions.			

**DSGN 111 - Design 1**

You will learn the creative process and design problem solving steps. You will develop composition and type-pairing strategies as well as examine various colour relationships. Using fundamental design knowledge and skills you acquire in this course; you will create a logo and complementary campaign items for a specified client.

**Credit unit(s):** 3.0  
**Prerequisites:** DSGN 110(concurrent)  
**Corequisites:** none  
**Equivalent course(s):** GRPH 232

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	<b>Competent</b>	<b>Learning</b>	<b>None</b>
1. Describe the design process.			
2. Analyze design.			
3. Develop grid and composition strategies.			
4. Examine type relationships.			
5. Examine colour relationships.			
6. Design to client specifications.			

### GRPH 115 - Digital Page Layout 3

Using popular layout and design software, you will further develop the skills and strategies required to create professionally designed documents. You will implement strategies for creating static and interactive editorial documents. You will create high-quality layouts and implement page layout strategies. You will be able to create high-level and strategic documents such as newspaper articles, editorial spreads, brochures, interactive forms and documents.

**Credit unit(s):** 3.0  
**Prerequisites:** GRPH 154, GRPH 148  
**Corequisites:** none  
**Equivalent course(s):** none

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Identify strategies for advanced formatting.			
2. Apply advanced formatting strategies.			
3. Identify strategies for interactive documents.			
4. Apply interactive document strategies.			
5. Identify strategies for editorial design.			
6. Produce editorial design.			

### GRPH 116 - Premedia Preparation

You will build on skills developed in previous courses to design a multi-item campaign. You will identify client problems and develop strategies to execute design solutions. You will learn the fundamentals of how to prepare industry standard, digital and print-ready files for distribution within the graphic communications industry.

**Credit unit(s):** 3.0  
**Prerequisites:** GRPH 115  
**Corequisites:** none  
**Equivalent course(s):** none

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	<b>Competent</b>	<b>Learning</b>	<b>None</b>
1. Identify strategies for creating dielines.			
2. Create dielines.			
3. Identify strategies for creating complementary deliverables.			
4. Create complementary deliverables.			
5. Integrate editorial elements.			
6. Design an editorial.			

## GRPH 117 - Content Creation

You will explore industry standard motion graphic software and learn the principles of motion design. You will develop planning techniques and prepare graphics for motion. You will animate text and 2D shapes.

**Credit unit(s):** 3.0  
**Prerequisites:** PHOT 124 GRPH 155  
**Corequisites:** none  
**Equivalent course(s):** none

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Examine motion graphic software.			
2. Identify the principles of motion design.			
3. Apply basic motion design.			
4. Develop a storyboard.			
5. Prepare graphics for motion.			
6. Compose motion graphics.			

## GRPH 139 - Marketing 1

Your studies will focus on the field of marketing. You will discover the effect that marketing has on consumers. You will learn how to market ideas, skills as well as products and services.

**Credit unit(s):** 3.0  
**Prerequisites:** GRPH 148, DSGN 110(concurrent)  
**Corequisites:** none  
**Equivalent course(s):** none

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Examine the function of marketing.			
2. Construct elements of a marketing plan.			
3. Use marketing research methods.			
4. Explain buyer behaviour.			
5. Illustrate target market strategies.			
6. Identify strategies for marketing a brand.			

### GRPH 151 - Self-Promotion

You will create self-promotional material to showcase the projects you complete during your time within the Graphic Communications program. You will develop a personal brand, online portfolio, and a professional social media presence. You will create a skills-specific resume to use when searching for future job opportunities.

**Credit unit(s):** 3.0  
**Prerequisites:** GRPH 148  
**Corequisites:** none  
**Equivalent course(s):** none

<b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b>  <b>Competent:</b> I can apply this outcome without direction or supervision. <b>Learning:</b> I am still learning skills and knowledge to apply this outcome. <b>None:</b> I have no knowledge or experience related to this outcome.	<b>Competent</b>	<b>Learning</b>	<b>None</b>
1. Create a personal brand.			
2. Create an online portfolio.			
3. Create a professional LinkedIn account.			
4. Create professional social media platforms.			
5. Create a skills-specific resume.			
6. Create effective written correspondence.			

## PHOT 126 - Photography

Your studies will focus on photography fundamentals. You will focus on camera operation for natural light photography and off-camera lighting techniques. Camera operation will be examined through aperture, shutter speed, ISO, white balance, and focusing techniques. You will learn about various lighting and composition techniques for capturing professional images.

**Credit unit(s):** 3.0  
**Prerequisites:** GRPH 109(concurrent)  
**Corequisites:** none  
**Equivalent course(s):** PHOT 100, PHOT 124

Use a checkmark (✓) to rate yourself as follows for each learning outcome		Competent	Learning	None
<b>Competent:</b>	I can apply this outcome without direction or supervision.			
<b>Learning:</b>	I am still learning skills and knowledge to apply this outcome.			
<b>None:</b>	I have no knowledge or experience related to this outcome.			
1.	Examine photography fundamentals.			
2.	Describe natural light photography.			
3.	Demonstrate natural light photography.			
4.	Describe off-camera lighting techniques.			
5.	Demonstrate off-camera lighting techniques.			
6.	Develop an image workflow.			

### DSGN 103 - User Experience Design 1

You will learn the core concepts of User Experience (UX) design, the modern toolset, and the conventions of its use. You will develop concepts using wireframes and mockups. You will create prototypes using UX design tools.

**Credit unit(s):** 3.0  
**Prerequisites:** none  
**Corequisites:** none  
**Equivalent course(s):** none

<b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b>  <b>Competent:</b> I can apply this outcome without direction or supervision. <b>Learning:</b> I am still learning skills and knowledge to apply this outcome. <b>None:</b> I have no knowledge or experience related to this outcome.	<b>Competent</b>	<b>Learning</b>	<b>None</b>
1. Define User Experience (UX) design.			
2. Use UX design tools.			
3. Apply UX design principles.			
4. Examine inclusive design.			
5. Develop prototype workflow.			
6. Construct a prototype.			

## DSGN 211 - Design 2

In this course you will study typography and create your own custom typeface. You will research type styles and foundries and determine a potential client that could use your typeface. You will create multiple designs using the typeface you create, prepare a presentation and pitch to an audience.

**Credit unit(s):** 3.0  
**Prerequisites:** DSGN 111  
**Corequisites:** none  
**Equivalent course(s):** GRPH 233

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	<b>Competent</b>	<b>Learning</b>	<b>None</b>
1. Examine type design strategies.			
2. Define project goals and audience.			
3. Build a custom typeface.			
4. Use a custom typeface in advertisements.			
5. Develop a design rationale.			
6. Present to an audience.			

## GRPH 204 - Motion Graphics 2

Your studies will expand upon your previously acquired knowledge of motion design. You will expand your knowledge of the principles of motion design as you create compelling visual stories, animating logos, images, and campaign visual assets. You will create motion design campaign items as you optimize and output items for real-world applications.

**Credit unit(s):** 3.0  
**Prerequisites:** GRPH 117  
**Corequisites:** none  
**Equivalent course(s):** none

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	<b>Competent</b>	<b>Learning</b>	<b>None</b>
1. Discuss advanced motion techniques.			
2. Implement a motion graphics workflow.			
3. Examine advanced motion strategies.			
4. Examine storyboard strategies.			
5. Produce motion graphic campaign items.			
6. Critique motion graphics.			

## GRPH 213 - Editorial Design

Your studies will equip you with the knowledge to prepare industry standard, digital and print-ready files for distribution within the graphic communications industry. You will learn the fundamentals of creating long documents. You will learn strategies for creating and developing long documents. You will create, output, and prepare a job package for long documents.

**Credit unit(s):** 4.0  
**Prerequisites:** GRPH 234(concurrent)  
**Corequisites:** none  
**Equivalent course(s):** none

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Describe long document fundamentals.			
2. Examine strategies for long documents.			
3. Identify editorial design styles and strategies.			
4. Create complex editorial layouts.			
5. Identify annual report design styles and strategies.			
6. Create long documents.			

## GRPH 230 - Packaging Design

Your studies will equip you with the knowledge to prepare industry standard, digital and print-ready files for distribution within the graphic communications industry. You will create multi-item campaigns for packaging products.

**Credit unit(s):** 3.0  
**Prerequisites:** GRPH 116  
**Corequisites:** none  
**Equivalent course(s):** none

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Describe packaging design.			
2. Examine packaging standards and regulations.			
3. Identify current trends in packaging.			
4. Create basic packaging.			
5. Create complex packaging.			
6. Create complementary promotional packaging.			

## GRPH 234 – Brand Strategy

You will be introduced to the brand development process. You will learn the role that research and analysis plays in branding and how to develop core brand values and understand your audience. Your studies will also help you develop the visual vocabulary to communicate the message and develop a strong visual identity package.

**Credit unit(s):** 3.0  
**Prerequisites:** GRPH 116, GRPH 111  
**Corequisites:** none  
**Equivalent course(s):** none

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	<b>Competent</b>	<b>Learning</b>	<b>None</b>
1. Define a business brand.			
2. Develop a creative brief.			
3. Develop project direction.			
4. Develop a logo.			
5. Examine the use of brand guides.			
6. Create a brand guide.			

## MULT 120 - Web Development 1

You will learn the basics of web development. You will create webpages using Hypertext Markup Language (HTML) and Cascading Stylesheets (CSS). You will use industry-standard software to write code and publish webpages to your own web hosting service.

**Credit unit(s):** 4.0  
**Prerequisites:** GRPH 260  
**Corequisites:** none  
**Equivalent course(s):** none

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Define internet fundamentals.			
2. Use internet fundamentals.			
3. Use web development tools.			
4. Use basic Hypertext Markup Language (HTML).			
5. Use semantic HTML.			
6. Use basic Cascading Stylesheets (CSS).			
7. Use semantic CSS.			
8. Build webpages.			

**TCOM 102 - Workplace Communication**

You will examine the employability skills required in the workplace. You will discuss the communication process, and practice effective interpersonal communication techniques and conflict resolution. You will use workplace writing and job search skills.

**Credit unit(s):** 3.0  
**Prerequisites:** COM 160, COMM 191, JOBS 190, JOBS 288, JOBS 290, TCOM 120, TCOM 140, TMGT 180  
**Corequisites:** none  
**Equivalent course(s):** none

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	<b>Competent</b>	<b>Learning</b>	<b>None</b>
1. Examine fundamentals of workplace communication.			
2. Discuss conflict resolution techniques.			
3. Apply job-related interpersonal and oral communication strategies.			
4. Apply workplace writing skills.			
5. Use job search skills.			

**BUS 204 - Entrepreneurship for Creatives**

You will learn the specifics of organizing and opening a small business. You will study the process of entrepreneurship from a creative background.

**Credit unit(s):** 3.0  
**Prerequisites:** none  
**Corequisites:** none  
**Equivalent course(s):** none

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Identify business opportunities.			
2. Examine entrepreneurial opportunities within a creative environment.			
3. Identify the feasibility of a business idea.			
4. Identify financial responsibilities.			
5. Identify components of a business plan.			
6. Prepare a business proposal.			

## DSGN 202 - User Experience Design 2

You will explore User Experience (UX) testing methods, conventions, and test a full-scale prototype. You will consider the impact of ethics and accessibility while creating an industry ready prototype.

**Credit unit(s):** 3.0  
**Prerequisites:** DSGN 103(concurrent)  
**Corequisites:** none  
**Equivalent course(s):** none

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Define User Experience (UX) testing methods.			
2. Identify UX design conventions.			
3. Plan a prototype.			
4. Create a prototype.			
5. Perform user testing.			
6. Revise a prototype.			

### DSGN 212 - Design 3

In this course you will develop a life-long learning plan. You will learn about personal and professional development opportunities to prepare you for future independent development. You will explore emerging trends, strategies, and techniques in the areas of design, print media, and digital media.

**Credit unit(s):** 3.0  
**Prerequisites:** DSGN 211(concurrent)  
**Corequisites:** none  
**Equivalent course(s):** none

<b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b>  <b>Competent:</b> I can apply this outcome without direction or supervision. <b>Learning:</b> I am still learning skills and knowledge to apply this outcome. <b>None:</b> I have no knowledge or experience related to this outcome.	<b>Competent</b>	<b>Learning</b>	<b>None</b>
1. Prepare a personal development plan.			
2. Prepare a professional development plan.			
3. Apply creative thinking.			
4. Apply emerging design trends.			
5. Apply emerging techniques for print media.			
6. Apply emerging techniques for digital media.			

## GRPH 214 - Campaign 2

You will build on skills developed in previous courses to design a multi-item digital campaign. You will identify client problems and develop strategies to execute design solutions. You will prepare user-friendly, industry-standard digital files for distribution within the graphic communications industry.

**Credit unit(s):** 3.0  
**Prerequisites:** MULT 120, DSGN 202(concurrent)  
**Corequisites:** none  
**Equivalent course(s):** none

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	<b>Competent</b>	<b>Learning</b>	<b>None</b>
1. Identify digital campaign development tools.			
2. Build a visual identity for a digital campaign.			
3. Use digital marketing tools.			
4. Design social media marketing materials.			
5. Design digital marketing materials.			
6. Create a user-friendly interface.			

**GRPH 231 - Project Management 1**

Your studies will equip you with the skills and techniques required to complete a variety of basic and advanced campaign items according to client specifications, with real-world time restraints. You will explore and develop strategies for completing time-sensitive tasks. You will strategically complete time-sensitive projects, ensuring deadlines are met while clients' specifications are followed.

**Credit unit(s):** 3.0  
**Prerequisites:** GRPH 213  
**Corequisites:** none  
**Equivalent course(s):** none

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	<b>Competent</b>	<b>Learning</b>	<b>None</b>
1. Examine strategies for project organization and management.			
2. Develop strategies for completing projects in time-sensitive situations.			
3. Create basic projects to client specifications.			
4. Modify basic projects to client specifications.			
5. Create advanced projects to client specifications.			
6. Modify advanced projects to client specifications.			

## GRPH 243 - Marketing 2

You will learn about social media marketing in today’s fast-changing environment. The course content includes social strategy, content creation, mobile photography, and graphic design. You will learn how to develop and define your social media platforms with a marketing communications plan.

**Credit unit(s):** 3.0  
**Prerequisites:** GRPH 139  
**Corequisites:** none  
**Equivalent course(s):** none

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	<b>Competent</b>	<b>Learning</b>	<b>None</b>
1. Examine and audit social media platforms.			
2. Identify purpose and tactics.			
3. Plan a content calendar.			
4. Create online content.			
5. Measure success using analytics tools			
6. Evaluate published content across various platforms.			

**GRPH 244 - Project Management 2**

Your studies will equip you with the skills and techniques to work with external clients on real-world projects. You will develop strategies for organizing all aspects of complex projects. Your strategies will lead to the development of internal workflow processes, and external communication processes, to streamline internal and external aspects of projects. You will work on a work-integrated learning project that will test your processes, and use your previously acquired program skills, as you create real-world projects for clients. Finally, you will reflect on the efficacy of your processes, with the goal of refinement for future projects.

**Credit unit(s):** 3.0  
**Prerequisites:** GRPH 213  
**Corequisites:** none  
**Equivalent course(s):** none

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	<b>Competent</b>	<b>Learning</b>	<b>None</b>
1. Develop strategies for completing complex projects.			
2. Develop internal project workflow processes.			
3. Develop external client communication processes.			
4. Apply internal and external processes within a work-integrated learning project.			
5. Create project deliverables.			
6. Evaluate the efficacy of internal and external processes upon the project.			

**PROJ 214 - Capstone Project**

You will apply the program concepts and principles to develop a significant initiative or project. Working individually, you will use interpersonal, problem-solving, and project management skills to propose, conceptualize, design, and demonstrate a large-scale campaign that is both significant and relevant to your field of practice. You will manage and schedule the project with minimal direction. You will develop a presentation appropriate for an industry client and demonstrate the communication skills necessary to present and defend the art direction, design rationale, and technical specifications in relation to the project.

**Credit unit(s):** 4.0  
**Prerequisites:** GRPH 213, GRPH 230, GRPH 234, GRPH 204(concurrent)  
**Corequisites:** none  
**Equivalent course(s):** none

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Examine project management strategies.			
2. Propose a capstone design project.			
3. Prepare a comprehensive project plan.			
4. Develop a brand strategy.			
5. Create editorial campaign items.			
6. Create packaging campaign items.			
7. Create digital content campaign items.			
8. Present your final campaign.			

## WORK 300 - Work Experience

You will apply the knowledge and skills you have gained during your classroom-based courses in a real-world setting. Your role in the workplace will be determined by your interests and occupational goals, as well as the needs of your employer. Your work experience will give you the opportunity to show an employer what you can do and how you fit into their organization.

**Credit unit(s):** 0.0  
**Prerequisites:** GRPH 231  
**Corequisites:** none  
**Equivalent course(s):** none

<p><b>Use a checkmark (✓) to rate yourself as follows for each learning outcome</b></p> <p><b>Competent:</b> I can apply this outcome without direction or supervision.  <b>Learning:</b> I am still learning skills and knowledge to apply this outcome.  <b>None:</b> I have no knowledge or experience related to this outcome.</p>	Competent	Learning	None
1. Evaluate career and labour market information.			
2. Recognize employment challenges.			
3. Choose a work experience.			
4. Produce a career action plan.			
5. Participate in a work placement.			
6. Demonstrate the knowledge, skills and attitudes required for the job.			
7. Document your work experience.			