

# GRAPHIC DESIGN DIPLOMA

## Purpose

The goal of this program is to prepare students for a creative career in the graphic design industry. Since the program focuses on practical hands-on creative skills for a variety of media, students are well poised to do design work in web, print, or UI/UX design. The training prepares students for many types of design contexts, including in-house corporate design teams, self-employed or independent freelance design projects, and dedicated creative agencies.

In addition to technical and creative skills, students will also learn the important professional skills they need to succeed in this competitive industry. Students will learn communication, collaboration, and management skills by running design projects with real-world clients in the program's client studio. They will also learn important personal management and professional development skills through self-reflective independent projects that encourage students to take a lifelong learning approach to design. Additionally, students gain an important perspective on the world of design, as well as excellent professional connections, through a 120-hour industry practicum completed at the end of the program.

## Duration

This full-time program is two years in length. The maximum time for completion is five years.

The Advanced Entrance option (Year 2) is 10 months in length. The maximum time for completion is three years.

## Learning Outcomes

Upon successful completion of this program, graduates will be able to:

1. Use design-thinking strategies and the creative process to solve a wide variety of problems faced by designers
2. Predict industry trends and create up-to-date designs for a variety of media using current technologies
3. Develop an effective design concept and strategy using market research, client consultation, and creative thinking
4. Develop and maintain a professional graphic design portfolio and a personal self-promotion or career plan to support professional growth or the pursuit of further studies
5. Use self-directed learning strategies and reflective practice to continue the lifelong learning of design
6. Use an understanding of ethics and business standards to make professional decisions in research and design
7. Use high-level technical design skills to prepare properly constructed and formatted design files
8. Incorporate knowledge of design history, colour theory, typography, composition, brand strategy, and UI/UX design into design decisions
9. Use an understanding of business communication standards, client management strategies, and professional collaboration techniques to work effectively in teams

10. Conceptualize, plan, and implement design solutions that meet client expectations and appeal to target audiences

11. Critically analyze design solutions for the values they support and potential biases, as well as their impact on larger cultural, social, and economic systems

12. Discuss how design can influence diversity, equity, and inclusion

## Admission Requirements

Applications are accepted on a continuous basis throughout the year, and students are admitted on a competitive selection basis. Applicants can apply to meet either the Standard Admission Requirements or the Advanced Admission Requirements for the program.

### A) Standard Admission Requirements (Year 1)

- English 12 with a minimum 'C' grade or English Language Proficiency (<https://www.vcc.ca/applying/registration-services/english-language-proficiency-requirements/>) at the English 12 'C' level or equivalent
- Interview with Selection Committee
  - Prior to the interview students are required to provide:
    - Personal portfolio\*
    - Resumé and letter of intent (250-500 words) clearly listing reasons for pursuing the diploma\*

### B) Advanced Admission Requirements (Year 2)

- Completion of a graphic design certificate program equivalent to the first year of the program, from a recognized institution as determined by the department. If necessary, additional first-year courses as determined by the department.
- Interview with Selection Committee
  - Prior to the interview students are required to provide:
    - Professional portfolio\*
    - Resumé and letter of intent (250-500 words), clearly listing reasons for pursuing the diploma\*
    - Three references from people who have worked with the applicant in a relevant professional or academic environment

\*For more information on application submissions, please see the Submission Guidelines (<https://www.vcc.ca/media/vancouver-community-college/content-assets/documents/programs/graphic-design-submission-guidelines.pdf>)

## Program Requirements

Course sequence may change subject to department scheduling.

First Year		Credits
VCDP 1110	Design Foundation	3
VCDP 1111	Technical Foundation	3
VCDP 1130	Typography	3
VCDP 1120	Digital Image 1	3
VCDP 1121	Photography	3
VCDP 1140	Composition 1	3
VCDP 1133	Design Thinking	3
VCDP 1250	Brand Identity 1	3
VCDP 1270	Web Design	3
VCDP 1132	Writing for Designers 1	3
VCDP 1271	Web Development 1	3
VCDP 1242	Composition 2	3
VCDP 1251	Print Production	3
VCDP 1260	Brand Identity 2	3
VCDP 1280	UI/UX Design	3
VCDP 1253	Video Production	3
VCDP 1283	Wordpress 1	3
VCDP 1292	Guided Design Exploration	3
VCDP 1293	Mini-Portfolio	2
<b>Credits</b>		<b>56</b>
Second Year		Credits
VCDP 2350	UI/UX Strategy	3
VCDP 2312	Digital Image 2	3
VCDP 2460	Web Development 2	3
VCDP 2325	Studio: Fundamentals	5
VCDP 2440	Wordpress 2	3
VCDP 2320	Advertising and Art Direction	3
VCDP 2455	Studio: Special Topics	5
VCDP 2480	Online Marketing	3
VCDP 2445	Video and Animation	3
VCDP 2465	Studio: Specialization	5
VCDP 2470	Packaging Design	3
VCDP 2341	Writing for Designers 2	3
VCDP 2490	Portfolio	3
VCDP 2430	Editorial Design	3
VCDP 2495	Graduating Event Design	3
VCDP 2500	Practicum	4.5
<b>Credits</b>		<b>55.5</b>
<b>Total Credits</b>		<b>111.5</b>

## Evaluation of Student Learning

Students are evaluated through the completion of assignments and projects, critiques, and quizzes (both written and performance-based). Most assignments and projects include the process of initial concept stage, work in progress, and final submissions, which can include reflections and client feedback. Professional conduct (which includes collaboration and teamwork, time management, organization, communication, participation and attendance) will also affect the final grade in each section.

Students must maintain a minimum grade of 'C' (2.00) in each course to progress in the program, or must receive Department permission to continue.

A minimum grade of 'C' (2.00) is required in each course for students to successfully complete the program and graduate.

## Prior Learning Assessment and Recognition (PLAR)

Students may request formal recognition of prior learning attained through informal education, work, or other life experience, including Indigenous ways of knowing. Credits may be granted to students who are able to sufficiently demonstrate the learning outcomes of specific courses.

PLAR is available for all required courses in the program, except:

- VCDP 2455 Studio: Special Topics
- VCDP 2465 Studio: Specialization
- VCDP 2490 Portfolio
- VCDP 2500 Practicum

Students may complete up to 12 program credits through PLAR. Tuition and fees may still apply to PLAR candidates.

Methods for assessing prior learning may include interviews, portfolios, projects, assignments, or other evaluations. Please see the course outlines for details.

If PLAR is successful, transcripts will reflect an 'S' grade (satisfactorily completed), which is not included in grade point average (GPA) calculations.

See Prior Learning Assessment and Recognition (<https://www.vcc.ca/about/governance-policies/policies/policies/policy-index/prior-learning-assessment-and-recognition.html>) policy for more information.

## Transcript of Achievement

The evaluation of learning outcomes for each student is prepared by the instructor and reported to the Student Records Department at the completion of semesters.

The transcript typically shows a letter grade for each course. The grade point equivalent for a course is obtained from letter grades as follows:

## Grading Standard

Grade	Percentage	Description	Grade Point Equivalency
A+	96-100		4.33
A	91-95		4.00
A-	86-90		3.67
B+	81-85		3.33
B	76-80		3.00
B-	71-75		2.67
C+	66-70		2.33
C	61-65	Minimum Progression Grade	2.00
C-	56-60		1.67

D	50-55		1.00
F	0-49	Failing Grade	0.00
S	70 or greater	Satisfactory – student has met and mastered a clearly defined body of skills and performances to required standards	N/A
U		Unsatisfactory – student has not met and mastered a clearly defined body of skills and performances to required standards	N/A
I		Incomplete	N/A
IP		Course in Progress	N/A
W		Withdrawal	N/A
<b>Course Standings</b>			
R		Audit. No Credits	N/A
EX		Exempt. Credit Granted	N/A
TC		Transfer Credit	N/A

## Grade Point Average (GPA)

1. The course grade points shall be calculated as the product of the course credit value and the grade value.
2. The GPA shall be calculated by dividing the total number of achieved course grade points by the total number of assigned course credit values. This cumulative GPA shall be determined and stated on the Transcript at the end of each Program level or semester.
3. Grades shall be assigned to repeated courses in the same manner as courses taken only once. For the purpose of GPA calculation of grades for repeated courses, they will be included in the calculation of the cumulative GPA.