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Advertising & Graphic Design

Diploma

Program Code: 04701

Campus: Lakeshore

Length: 4 semesters

Humber's Advertising & Graphic Design diploma program is designed to meet industry demand for advertising art directors and graphic designers.

This program will guide you through the many facets of visual communication including colour theory, conceptual process, typography, and design.

Our advisory committee is made up of experienced art directors and designers who regularly review and provide input into our curriculum.

Students will gain practical, hands-on experience in the industry by completing a mandatory field experience during their final semester.

Courses

Semester 1

GNED 101: An Introduction to Arts and Sciences

MDCP 100: Introduction to Media Studies

MDCP 101: Innovative Design

MDCP 102: Web Design

MDCP 103: Communication Skills

MDCP 104: Digital Imaging

WRIT 100: College Reading and Writing Skills

Semester 2

GRAF 151: Design

GRAF 152: Drawing

GRAF 153: Digital Technology

GRAF 155: Studio Methods

GRAF 156: Typography 1

GRAF 161: Strategic Thinking

WRIT 200: Workplace Writing Skills

Select 1 from the following courses

GNED: General Elective

Semester 3

GRAF 206: Survey of Advertising

GRAF 208: Creative Advertising 1

GRAF 209: Media Technology 1

GRAF 219: Professional Practice

GRAF 222: Introduction to Copywriting

GRAF 227: Marketing Strategies

GRAF 229: Typography 2

Select 1 from the following courses

GNED: General Elective

Semester 4

GRAF 250: Field Experience - Advertising Graphic Design

GRAF 251: Media Strategies

GRAF 253: Portfolio Development

GRAF 254: Presentation Skills

GRAF 256: Campaign Development

GRAF 257: Media Technology 2

Admission Requirements

Admission selection is based on the following 3 requirements:

. Academic

To be eligible for admission, you must possess the following:

Ontario Secondary School Diploma (OSSD) or equivalent including these required courses:

Grade 12 English (ENG4C or ENG4U or equivalent)

Three Grade 11 or Grade 12 C, M or U courses in addition to those listed above

or

Mature student status

or

College or university transfer status

Mature Applicants