

## Communication Design

### Overview

- One-year post-graduate diploma
- September entry date
- Annual application Deadline: May 10
- Exchange District Campus (formerly Princess Street Campus), Winnipeg
- Laptop delivery (buy your own laptop)
- Credit transfer opportunities: Athabasca University, University of Manitoba
- The International Applicant Early Application Deadline is November 21. The International Applicant Early Portfolio Submission Deadline is January 4.

### Description

Students in the Communication Design program will develop investigative and exploratory work that challenges ideas about what is traditionally accepted as output from a graphic design school. Through a series of thoughtful projects that casually blur disciplinary boundaries, the Communication Design program continually breaks new ground in building future generations of design thinkers at Red River College Polytechnic.

### Graduate Profile

The Communication Design graduate will learn to:

1. Design products and communications based on strategy and conceptual thinking
2. Explore advanced visual storytelling techniques to create motion graphics
3. Design and develop advanced interactive projects
4. Collaborate and communicate professionally
5. Communicate using advanced typographic methodologies
6. Define problems, determine target audience, manage project scope, apply research methods to determine design focus
7. Isolate an approach and implement into an effective design solution
8. Manage, evaluate and execute projects using appropriate industry standard tools and best practices
9. Showcase advanced skills across the spectrum of the design process
10. Apply lifelong learning habits; accept responsibility, take ownership, learn from mistakes, and show humility in order to build professional practices

## Admission Requirements

### *Your Academic History*

If your academic history includes any of the following, please visit [My Education](#) for important information: post-secondary studies at an institution other than Red River College Polytechnic; Modified (M), English as an Additional Language (E), or GED high school courses; or home schooling; international secondary (high school) studies.

The college requires transcripts verifying your complete academic history including any public or private high school, college, university, or technical institute you have attended.

Please check the [Program Overview](#) page, to see if this program is for Manitoba residents only.

#### DOCUMENT SUBMISSION

##### Upload Through Your Future Student Account

- Scan your document (s) and save the file. Ensure you keep your original documents as the College may request to see them at any time.
- Go to [apply.rrc.ca](http://apply.rrc.ca) and log in.
- Click on your application, then Supplemental Items & Documents.

If you do not have a Future Student Account or require assistance, please contact our Student Service Centre at [204-632-2327](tel:204-632-2327).

Internationally Educated Applicants - visit [www.rrc.ca/credentials](http://www.rrc.ca/credentials) for credential assessment information.

Submission of required documentation indicating proof of completion of admission requirements is due within 15 days of applying unless otherwise noted in the program's admission requirements.

This is a special selection program. Your portfolio will be evaluated and assigned a score based on your demonstrated ability to express yourself in visual form and explore concepts and ideas at an advanced level. If your portfolio score is within acceptable range you will continue through the admissions process. If your portfolio score does not fall within the acceptable range, your application will be cancelled.

Offers of admittance will be made to qualified applicants based on portfolio scores in descending order until all available seats are filled. This means not all applicants whose portfolios scores fall within acceptable range will be offered a seat.

Applicants not offered a seat may reapply for a future intake by submitting a new application, application fee, and new portfolio based on the portfolio specifications for that application year.

Annual application deadline: May 10

#### *Regular Admission Requirements*

##### 1. Academic Requirement

- Submit proof of graduation from or enrolment in the final year of:
  - RRC's [Graphic Design](#) program
  - or
  - An equivalent program from a recognized school of design:
    - Completion of a 2 year diploma or a 3 or 4 year degree in Graphic Design
    - Training must include coursework in concept development, corporate/editorial publication, campaign strategy/branding, typography, website, illustration, and prepress/production skills
    - Proficiency in Adobe Creative Suite (InDesign, Photoshop, Illustrator), along with basic HTML and CSS is required
- If you provide proof of enrolment at time of application, your official final grades indicating successful completion must be submitted by July 15 for fall enrolment or by the deadline specified in your admission letter
- Post-secondary transcripts must have been issued within 6 months prior to your application date, and submitted in a sealed envelope directly from the post-secondary institution.
- If you are required to complete an English language assessment, do not submit your transcripts until

requested to do so. See English Language Requirements (ELRs) for more information.  
and

## 2. English Language Requirements (ELRs)

- Answer this question to determine if you meet this program's ELRs:

Have I successfully completed 3 years of full-time high school (secondary) education in Canada, the United States, or an [ELR exempt country](#) where English was the language of instruction?

- If YES, you meet English language requirements. Apply and then submit your transcripts\* for review  
or
- If NO, submit proof of meeting an [ELRs option](#). If you choose the English language assessment option, review [this program's approved assessments and required levels](#).  
or
- If you completed all of your education in Canada, the United States, or an [ELR exempt country](#) in English but you did not graduate high school, submit your transcripts\* for review.

- \* If your transcripts are from the USA or an [ELR exempt country](#), we will assess an [International Credentials Assessment Fee](#) to be paid before your transcripts will be reviewed.

and

## 3. Portfolio

- Submit a specified portfolio of art work that demonstrates advanced skills in graphic design
- Full portfolio requirements are available [here](#)
- Submission of this item is due by May 20

# English Language Assessments

⚠ The College reserves the right to modify this information without notice or prejudice.

🕒 ASSESSMENT RESULTS MUST BE DATED NO MORE THAN TWO YEARS PRIOR TO YOUR APPLICATION DATE!

## Approved English Language Assessments

English Language Assessment	Minimum Scores for Certificates, Diplomas and Advanced Diplomas, and Post Graduate Certificates, Post-graduate Diplomas	Minimum Scores for Bachelor Degrees and Creative Communication
<a href="#">CAEL Online or In-Person</a>	Overall band score of 60	Overall band score of 70 and Writing of 60
<a href="#">IELTS Academic Level</a>	Overall 6.0 and No band below 5.5	Overall 6.5 and No band below 6.0
<a href="#">Password Skills</a>	Overall 6.0 and No band below 5.5	Overall 6.5 and No band below 6.0
<a href="#">LINC Certificate</a>	7	8
<a href="#">Duolingo Language Test</a>	115 and above+ with a min. of 95 in each section	125 and above with a min. of 100 in each section
<a href="#">New English for Academic and Professional Purposes</a>	Successful completion of the program 5 (min 70%)	Successful completion of the program 5 (min 70%)
<a href="#">PTE</a>	54 overall Min 50 in each skill	60 overall Min 55 in each skill band
<a href="#">TOEFL-ibt Academic Level</a>	80 (20L, 20S, 19R, 21W)	90 (22L, 22S, 22R, 24W)

English Language Assessment	Minimum Scores for Certificates, Diplomas and Advanced Diplomas, and Post Graduate Certificates, Post-graduate Diplomas	Minimum Scores for Bachelor Degrees and Creative Communication
Academic English Program for University and College Entrance Program (AEPUCE)	Successful Completion	Successful Completion
CELBAN	N/A	N/A

## Who Should Enrol?

Choose this program if you are interested in pushing the boundaries of graphic design, expanding skills in critical thinking and design, and looking to acquire new skills in video, motion graphics, and UI/UX.

## Locations, Dates and Fees

Next Estimated Term 1 Start Date (subject to change)

Location	Start Date	
Roblin Centre (Prev. PSC)	Aug 31, 2026	<a href="#">Apply Now</a>

### Costs (estimates only; subject to change)

Program/Student Fees	
Year 1	\$6,647.00
Books and Supplies	
Year 1	\$3,500.00 <sup>1</sup>
Other Fees	
Year 1	\$250.00 <sup>2</sup>
Year 2	\$680.00 <sup>3</sup>
Program/Student Fees (International)	
Year 1	\$18,441.00

<sup>1</sup> Includes estimate of \$3500 for purchase of a laptop.

<sup>2</sup> Includes estimate of \$250 for art supplies. Applicable taxes not included.

<sup>3</sup> Includes estimate of \$680 for printing. Applicable taxes not included.

## Program Outline

Communication Design post-graduate diploma - 51 CR total

Term 1 - 25 CR

- Advanced Typography 1 (5 CR)
- Media Exploration 1 (5 CR)
- Communication Design 1 (6 CR)
- Mentorship 1 (2 CR)
- Interaction Design 1 (5 CR)
- Community Design 1 (2 CR)

Term 2 - 26 CR

Advanced Typography 2 (5 CR)  
Media Exploration 2 (5 CR)  
Communication Design 2 (6 CR)  
Mentorship 2 (2 CR)  
Interaction Design 2 (5 CR)  
Community Design 2 (2 CR)  
Portfolio Presentation (1 CR)

## Courses and Descriptions

Year 1		
Term 1Credit Hours		
CDES-4001	Media Exploration 1	5
CDES-4002	Advanced Interaction Design 1	5
CDES-4003	Mentorship 1	2
CDES-4004	Community Design 1	2
CDES-4005	Communication Design 1	6
CDES-4006	Advanced Typography 1	5
Term 2Credit Hours		
CDES-5001	Media Exploration 2	5
CDES-5002	Advanced Interaction Design 2	5
CDES-5003	Mentorship 2	2
CDES-5004	Community Design 2	2
CDES-5005	Communication Design 2	6
CDES-5006	Advanced Typography 2	5
CDES-5007	Portfolio Presentation	1
CDES-4001		

## Media Exploration 1

This course will challenge students to create intermediate visual problem-solving projects, as well as provide students with a practical, working knowledge of software for new media. Students will conceptualize and create well designed animations, motion graphics, videos and interactive projects that will help broaden their experience and skills in the areas of visual problem solving and communication. The focus in this term will be learning theory and application of software for projects using Adobe Illustrator, Photoshop, Premier, Audition, and After Effects as well as other animation, video and audio editing tools.

## CDES-4002

### Advanced Interaction Design 1

Emphasis in this course is placed on intermediate level creation of web page design and development, UI/UX, and prototyping. Through a series of hands-on assignments that encourage serious exploration of new media design and tools, students will be able to apply UX and UI guidelines and design theory. Software includes XD, Sketch, Photoshop, Illustrator, and Invision/prototyping tools.

## CDES-4003

### Mentorship 1

The mentorship program was developed to provide a vehicle for mutual exchanges between practicing professional graphic designers and design students. Through these exchanges, students have the opportunity to receive feedback on their work, learn from the Mentor's expertise, and expand their knowledge of, and make connections within, the industry. These meetings allow students to prepare for and find future employment. Working with a mentor, students will rework past assignments or develop new ones to improve and expand their portfolio.

## CDES-4004

### Community Design 1

Students will be tasked with creating a community focused design campaign aimed to bring issues and challenges faced by their selected community into focus. Students will present a statement of purpose highlighting the existing issues and a proposal outlining their approach. They will identify resources required to realize their solution. Students will present their design solutions to the issues facing their communities and back up their solutions with research, data, and visuals.

## CDES-4005

### Communication Design 1

This course presents a unique opportunity for students to demonstrate advanced-level skills based on a foundation of research, strategy, and conceptual thinking. Students identify subject matter that is meaningful to them, and then ideate, design and produce several projects - across mediums and technologies - to validate their research. The work that is produced in Communication Design 1 forms the basis for continued exploration and refinement in Communication Design 2.

## CDES-4006

### Advanced Typography 1

Students conduct in-depth research into the personality of type and how it can affect communications in a print, electronic, and environmental context. They have the opportunity to experiment with type in a variety of unconventional methods while focusing on how the theory of deconstruction applies to design and type. Students study how type and image interact with each other in a variety of different ways while developing an advanced knowledge of typographic syntax and application to a design system.

## CDES-5001

### Media Exploration 2

This course challenges students to create advanced visual problem-solving projects, and teaches students about the advanced application of software for new media and interactive projects. Students experiment with and deliver unique solutions to motion graphic-based projects in design, while conceptualizing and creating in-

depth animations, motion graphics, videos and interactive projects. This term broadens their skills in the areas of visual problem solving and communication, advancing students abilities for projects using Adobe Illustrator, Photoshop, Premier, Audition and After Effects as well as other animation, video and audio editing tools.

Prerequisites:

[CDES-4001](#)

CDES-5002

Advanced Interaction Design 2

Emphasis in this course will be placed on advanced level creation in web page design and development, interactive and App design, prototyping, and Wordpress. Through a series of hands-on assignments that encourage serious exploration of new media design and tools, students will be able to apply UX and UI guidelines and design theory. Software includes HTML, CSS, Wordpress, CMS, themes and child themes of Responsive Wordpress templates.

Prerequisites:

[CDES-4002](#)

CDES-5003

Mentorship 2

Mentorship 2 is a continuation of the Mentorship 1 course. Drawing on their Mentor's expertise, students to continue to develop new assignments to expand their portfolio and make connections within the industry. Emphasis will be on networking and preparing students to enter the workforce after graduation.

Prerequisites:

[CDES-4003](#)

CDES-5004

Community Design 2

Students build on what they have learned from Community Design 1 to collaborate with a real-life client in creating a community focused design campaign. Students work with the client to research, visualize, and execute an effective design solution that addresses a specific need. They also coordinate production and deal with budgets. Students present design solutions to the issues facing their communities and back up their solutions with research, data, and visuals.

Prerequisites:

[CDES-4004](#)

CDES-5005

Communication Design 2

This course presents a unique opportunity for students to demonstrate advanced-level skills based on a foundation of research, strategy, and conceptual thinking. Students will build on the work completed in Communication Design 1, with a shift towards the realization of a fully-developed product supported by branding, marketing, communications and formal presentations. Conceptual exploration and technical execution will come together to showcase students' advanced skills across the spectrum of the design process.

Prerequisites:

[CDES-4005](#)

CDES-5006

Advanced Typography 2

Building on the research and practical knowledge gained in term 1, students will create an original working typeface from start to finish. While further exploring letterforms and the technique of hand lettering, students will go through the process of designing and building a font using interchangeable parts. The finished typeface will be implemented in a series of compositions demonstrating the breadth of the font's capabilities and personality.

Prerequisites:

[CDES-4006](#)

CDES-5007

Portfolio Presentation

This course is designed to assist students in the development of their portfolio and enhancement of their personal presentation skills. Project work will be reviewed and edited throughout the semester in preparation for presentation. Students will develop a prototype for a 3-dimensional display system to showcase their work at the annual grad show. Once the display is finalized, students will research and cost supplies and manage the building of the structure. Work will be mounted on the display, and a panel of instructors along with industry mentors will meet with students to review the work and provide feedback.

Prerequisites:

[CDES-4001](#) [CDES-4002](#) [CDES-4003](#) [CDES-4004](#) [CDES-4005](#) [CDES-4006](#)

## Computer/Laptop Requirements

All students will be required to purchase their own laptops for use throughout the program. Red River College Polytechnic will provide the software, and there will be a software fee associated with this.

The use of laptop computers is an integral part of this program. It will enhance your learning and competitiveness in the job market. This universal-access approach to learning is a shared one between students and the College. Laptop and software specifications will be provided to you by the College after you are accepted into the program to ensure the laptop complies with the program requirements.

Do not purchase a laptop until you have been accepted and registered in the program. Laptop specifications will be provided with letters of acceptance. You will have on-campus access to e-mail, College networks, and the Internet.

The College will also provide a detailed list of required software, network access, and help desk support if you require assistance. Off-campus access to the Internet is the responsibility of the student.

## Objectives/Learning Outcomes

The Communication Design post-graduate diploma graduate will be able to:

1. Design products and communications based on strategy and conceptual thinking;
2. Explore advanced visual storytelling techniques to create motion graphics;
3. Design and develop advanced interactive projects;
4. Collaborate and communicate professionally;
5. Communicate using advanced typographic methodologies;
6. Define problems, determine target audience, manage project scope, apply research methods to determine design focus;
7. Isolate an approach and implement into an effective design solution;
8. Manage, evaluate and execute projects using appropriate industry standard tools and best practices;
9. Showcase advanced skills across the spectrum of the design process;
10. Apply lifelong learning habits: accept responsibility, take ownership, learn from mistakes, and show humility in order to build professional practices.

## Transfer Credit Opportunities

The following universities offer credit for the Communication Design program.

*University of Manitoba*



- Graduates of this program can receive one year of credit toward a Bachelor of Fine Arts.

#### *Athabasca University*

- Graduates of this program can receive advanced credit toward the Bachelor of Professional Arts (Communication Studies).

## Recognition of Prior Learning

Recognition of Prior Learning (RPL) is a process which documents and compares an individual's prior learning gained from prior education, work and life experiences and personal study to the learning outcomes in College courses/programs. For more information, please visit [www.rrc.ca/rpl](http://www.rrc.ca/rpl).

## Employment Potential

Graduates of this program may find employment in the following fields:

- Graphic design
- Motion Graphics
- Interactive Design - App design, UI/UX design
- Website design and development
- Print design
- Branding and campaign
- Illustration

Working for:

- Advertising agencies
- Graphic design studios
- In-house design departments
- Publishing Houses

Some graduates may choose self employment as freelance artists.

#### *Academic Advising Service*

Our academic advising service can provide information about our full-time programs, explain program admission requirements, and help you select the right program to meet your career and academic goals. We can also connect you with helpful people, resources, and supports.

- For more information visit [academic advising](#).
- If you are an Indigenous student, you can contact an [Indigenous Admissions Advisor](#).
- If you are an international student, you can contact [International Education](#).

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*Red River College Polytechnic endeavours to provide the most current version of all program and course information on this website. Please be advised that classes may be scheduled between 8:00 a.m. and 10:00 p.m. The College reserves the right to modify or cancel any course, program, process, or procedure without notice or prejudice. Fees may change without notice.*