Art, Design and Performing Arts Programs

Bachelor of Design in Graphic Design

Location Offered:
Nanaimo
Credential:
Bachelor Degree
Program Length:
4 Years

The Program

The Bachelor of Design in Graphic Design is intended for students who wish to pursue a professional career in the creative discipline of digital and print Graphic Design. "Graphic Design is an interdisciplinary problem-solving activity that combines visual sensitivity with skill and knowledge in areas of communication, technology and business. A Graphic Designer specializes in the structuring and organizing of visual information and to aid communication and orientation. They provide clients with the following: research, costing, planning, coordination, project management, quality control, design and aesthetic judgment, advertising and art direction." (Ashworth, Hilary ed. *The Business of Graphic Design, A Professional's Handbook.* Toronto: Association of Registered Graphic Designers of Ontario, 2001).

Graphic designers work in new media and web design, packaging, illustration, animation, production and prepress, advertising, marketing communications design, art and creative direction, corporate identity, broadcast design, corporate communications, information design, editorial design, education, experiential and exhibit design, signage, and related occupations. Graphic designers develop skills that are in demand in today's economy and that can be applied to nearly any career, including creative problem solving and design thinking.

This degree program is hands-on and rich in applied elements and experiential learning to prepare students for the evolving requirements of the graphic design and visual communication industry in today's knowledge and information-based culture. The degree also promotes the skills associated with Bachelor of Arts programs, including analytical and critical thinking skills, solid oral and written communication skills, and general flexibility and adaptability. Students will develop awareness of social responsibility, ethics, cultural contexts and global communications considerations. The program features lectures, studio classes, computer lab instruction, critiques, project work, portfolio development and a graduation show. A rigorous work ethic and time-management skills are required for all courses. As in the profession, students juggle multiple projects and deadlines, undertake projects as teams, research, report, cooperate, communicate and present their work.

The program will build on a solid foundation of general skills at the first-year level. Second-year courses will require that students apply and expand upon foundational skills in more detailed and specific sub-fields. Upper-level courses in the degree will explore problem-solving, research, creative exploration, innovation and cultural and contextual issues at a deeper and more complex level. Students must take 21 credits of electives and may select both employment-oriented and academic electives (in

consultation with the program).

Students are required to purchase industry standard laptop computers and software (as specified by the program), as well as supplies and textbooks for classes.

Program Outline

Year 1	Credits
ARTG 110 - (Professional Practice 1)	3
ARTG 120 - (Core Studio 1)	3
ARTG 124 - (Technology 1)	3
ARTG 130 - (Technology 2)	3
ARTG 140 - (Core Studio 2)	3
ARTG 150 - (Core Studio 3)	3
ARTG 160 - (Core Studio 4)	3
ENGL 115 - (University Writing and Research)	3
Two non-ARTG electives	6
Total Credits	**30**

Year 2	Credits
ARTG 210 - (Professional Practice 2)	3
ARTG 211 - (Design Culture)	3
ARTG 237 - (Technology 3)	3
ARTG 241 - (Core Studio 5)	3
ARTG 251 - (Core Studio 6)	3
ARTG 261 - (Core Studio 7)	3
ARTG 271 - (Technology 4)	3
ARTG 272 - (Technology 5)	3
ARTG 273 - (UI-UX I)	3
ENGL 204 - (Business and Technical Writing)	3
Total Credits	**30**

Year 3	Credits
ARTG 310 - (Professional Practice 3)	3
ARTG 345 - (Core Studio 8)	3
ARTG 351 - (Design Studio 1)	3
ARTG 371 - (Core Studio 9)	3
ARTG 373 - (UI-UX II)	3
ARTG 374 - (Core Studio 10)	3
INTP 300 - (Planning for Upper-Level Internship)	3
ITRN 303 - (Third-Year Internship)	3
Two non-ARTG electives	6
Total Credits	**30**

Year 4	Credits
ARTG 410 - (Professional Practice 4)	3
ARTG 472 - (Design Studio 2)	3
ARTG 473 - (UI-UX III)	3
ARTG 474 - (UI-UX IV)	3
ARTG 475 - (Design Studio 3)	3
ARTG 476 - (Core Studio 11)	3
ARTG 480 - (Core Studio 12)	3
ARTG 482 - (Design Studio 4)	3
Two non-ARTG electives	6
Total Credits	**30**

Note: ARTG 377 can be substituted for any upper-level ARTG required course, with the exception of ARTG 480, with approval from program chair and instructor.

Admission Requirements

Students must fulfill all the Institutional B.A. degree requirements as outlined in the Calendar, including Degree English Requirements, the requirements listed below, and the courses listed in the matrix.

To meet the requirements for the Bachelor of Design in Graphic Design, all students must complete 120 credits over 4 years as specified in the matrix. Electives for the degree can be chosen from a wide range of course options. Students must check the University Calendar, the timetable, seat availability and the necessary prerequisites for all selected electives. Students are encouraged to select courses that complement their graphic design studies.

All students must maintain a grade of "C" in all required courses to continue to the next level of study in this degree.

Admission Requirements

- General admission requirements apply.
- Bachelor of Design in Graphic Design students must submit the following to support their application:
  - A portfolio
  - A 100-300 word written statement on reasons and goals for seeking enrolment in the program and indicating research about the profession
  - A résumé including two reference letters

  Applicants' portfolios should include 6-12 items. The work can come from a variety of mediums, including, but not limited to:

  - hand rendered sketching (pencil, ink)
  - painting (water colour, oils, acrylics)
  - collage (mixed media, other)
  - photography
  - 3D sculpture or prop building
  - writing (essays, poems, blogs)
  - digital work (commissioned or not)
  - jewelry making
  - pottery
  - fabric work (original sewing, needle work)
  - motion (video, digital)

- websites (blogs, animation)
- sound (music, recordings)
- journals (sketching, writing)
- process sketch books

Students who meet or exceed the minimum admission requirements may not necessarily be admitted to the program.

The degree program will be limited to 24 students. Transfer students must proceed through the same admission process. For students outside the Bachelor of Design in Graphic Design program, some program courses will have spaces available for elective purposes. Students from other disciplines may be permitted to apply for spaces providing they have met the required prerequisites and program requirements, and have permission from the department. Course applicants from other programs may be required to submit a portfolio and other documentation and be screened for required hardware and software experience in order to enter individual courses.

Admission with Advanced Standing

Admission to the Bachelor of Design in Graphic Design at the second or third-year levels may be possible based on available seats and will be determined on the basis of a portfolio interview and credit equivalencies determined by all of the above plus review of course outlines from the transferring institutions and/or PLA. Official post-secondary transcripts are required. Candidates with an Applied Arts Diploma in Graphic Design from Vancouver Island University who have been interviewed and meet the requirements for continuing students will qualify for entry into the third year but may not be guaranteed a seat as enrolment in limited.

Notes on Admission

- Why do we want a portfolio?

  The Graphic Design program values creativity in many forms including sketches, paintings, photography, 3D work and sculpture, as well as other forms of creativity like poetry or film/video. A variety of work can be included as part of the portfolio. Applicants may also consider adding work that demonstrates exploration and independent thinking including rough sketches and processes leading to final outcomes.

- Note that for students taking the Management Stream (or other certain electives), a minimum grade of "C+" is required in either Principles of Mathematics 11 or Foundations of Mathematics 11.
- Aboriginal students can apply for reserve seats by submitting the Access Initiative for Aboriginal Students form.

Start Date and Application Deadline

The program starts in September. Applications will be accepted from the first business day in October to March 31; however, applicants are encouraged to apply by the early consideration deadline of December 31. The program may fill quickly and early applicants will be given priority. Admission is limited and applicants who meet or exceed the minimum admission requirements may not necessarily be offered admission to the program.

Archived: September 9, 2021