

GRAPHIC & WEB gwd DESIGN

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Digital Photo I: Photo Editing

This course introduces you to the industry standard digital photo manipulation software. You will learn to adjust, retouch, composite, and edit digital images that can be used in print documents, slideshows, web pages, video, or multimedia.

Digital Photo I fits into the Graphic & Web Design program by showing you the essential basics of working with bitmap images – in acquiring these skills and techniques now, you will later be able to use digital photo software to enhance brand impact for your clients in the second-year Branding course, boost the impact of your web pages, and heighten the visual impact of the newsletters, brochures, magazines and other documents that you create in your future courses.

This course is quite technical in nature, but it is an important foundation for your future creative work.

412-151-AB

Web Design I: Coding Basics

It is not possible to design a web site without understanding how a web site is coded and created. The constraints that a web designer works under are different from those of a print designer. The place of this course in the Graphic & Web Design program is to bring the student to a comfortable level of working with code directly and understanding it in a hands-on way. Additionally, the similarities between styles for the web and styles in print should be obvious to the student when they associate the concepts of this course with the concepts learned in Graphic Design I (InDesign for print).

After taking this course, the student will be able to code a basic web page that looks like most of the web pages on the web today. Also, the student will have acquired the basics of skills that will enable him or her to work effectively as a web designer within a professional web team that includes programmers, UI/UX designers, integrators, and web developers. In addition, the student will acquire important professional skills, including: attention to detail, meticulousness, problem-solving skill, persistence, patience, and the ability to work within the constraints of code. Finally, the student will be prepared for Web Design II, where more complex web layouts will be explored, and the Dreamweaver program mastered.

This course enables students to create web pages. It provides students with a thorough grounding in the basics of HTML and CSS. Students will combine theoretical concepts with practical experience in creating and uploading web pages. In learning by doing, learning through observation, and learning through reading, students will learn how to create the important design elements shared by all web pages: menus, text containers, sidebars, headers and footers, navigation bars (menus), graphics, links, etc.

SEMESTER 1

412-152-AB

Graphic Design I: Text, Graphics & Styling

In print design, Adobe InDesign is the software program that allows the designer to bring all aspects of the document (text, images, and graphic enhancements) together logically and position them into a visually-pleasing layout. Further, InDesign is the tool that allows the print designer to guide the reader through the document with the consistent application of a logical hierarchy to the text, and the correct harmony and balance of all design elements.

The place of this course in the Graphic & Web Design program is to bring the student to a comfortable level of (a) working with frames and pages, so the page elements can be moved into position and the framework of the document can be constructed for efficient document processing; (b) working with type, so aesthetic and emotional messages transmit correctly to the reader; and (c) working with layout, so readability is enhanced and time-honoured document conventions are respected.

Additionally, the similarities between styles for print documents and styles for the web should be obvious to the student in comparing this course with Web Design I.

After taking this course, the student will be able to lay out a basic print document that looks like many professionally-printed documents surrounding us in the world today. The student will be prepared to continue his or her layout education in Graphic Design II, where longer and more complex print documents will be addressed. In addition, the student will acquire important professional skills, including: basics of typography, universal layout best practices, and efficient document production strategies like master pages.

412-153-AB

Illustration I: Vector Graphics

Vector graphics are very common in graphic design. For example, most logos are vector graphics and so are most of the cartoon-like characters encountered in animations and in many advertisements. The advantage to using vector graphics is that they can be shrunk or expanded without pixellating or blurring. A vector logo, for example, can be used on a small business card or enlarged to fit onto a huge billboard. Vector graphics are small in size, so can be quickly downloaded to display on a web page. In print, also, vector graphics have clean, smooth lines with a lot of detail, and appear very crisp when printed.

Using vector-based drawing software, you will learn to create digital drawings consisting of artwork and text elements, such as logos, greeting cards, and traced characters. Illustration I develops the building blocks of 2D vector graphics, including basic shapes, text manipulation, and the Pen tool. In Illustration 2 you will apply these basic tools to more advanced creations: patterns, symbols, brushes, infographics, character design and 3D illustrations. In Illustration 3, the third course in the sequence, you will further develop the tools and use your creativity to create professional digital artwork.

412-250-AB

Digital Photo II: Digital Imaging

This course develops the student's digital imaging skills of incorporating colour into images, working with metadata, processing Camera RAW images, selecting, masking, cropping and compositing web and print images.

Digital Photo II fits into the Graphic and Web Design program by building on the basic skills acquired in Digital Photo I and focusing on the construction of images that require more technical complexity and more creativity. Many of the graphics you create in this course could be used in the web pages you construct in Web Design II and the print documents you produce in Graphic Design II. Design styles that you learn about in your Design Concepts course will begin to influence the graphics you make at the end of this course, and heighten the visual impact of the web pages, newsletters, brochures, magazines and other documents that you create in your future courses.

412-251-AB

Web Design II

This course presents both the theoretical basis of designing an effective, functional web site and the hands on mechanics of creating a site using Adobe Dreamweaver®, the industry standard web page creation program. Students will work with the two basic web page components — structural HTML markup and CSS style sheet language — to create web sites that are technically functional, standards compliant, esthetically pleasing, and marketable.

Web Design II explores complex web page design involving the use of CSS to layout HTML elements accurately. Although mobile-friendly design is a part of the student's education starting with Web Design I, in Web Design II web pages are increasingly interactive and responsive, while the requirements for validation, uploading, and functionality become more rigorous. Attention to detail, trouble-shooting techniques, and the creative application of technical skills to real-life coding problems are central to this course. Sidebars, navbars, webforms and other elements are created and designed, using tools like Modernizer and JavaScript.

412-252-AB

Graphic Design II: Grids & Stylesheets

You will learn to use Adobe InDesign® to create organized and aesthetically-pleasing multipage layouts that respect the principles of typography and good design. Grids are foundational in both print and web design, providing an underlying structure ensuring balance and consistency. In business, time is money, and stylesheets allow the desired appearance of type to be reapplied quickly and easily, ensuring uniformity and efficiency. Finally, this course introduces the complexities involved in producing multipage documents in print, particularly imposition and other techniques that permit accurate reproduction of a document at the print shop.

Graphic Design II: Grids and Stylesheets course, following the Graphic Design I: Text, Graphics & Styling course, continues to teach students to

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produce professional-quality documents using the key professional layout software — Adobe InDesign®. This course is a prerequisite for many courses in the second year of the Graphic & Web Design program. Graphic Design II will prepare you for Publication Design I: Catalog, Book, and eBook and for Design Studio I.

412-253-AB

Illustration II: Advanced Vector Graphics

Students in this advanced vector graphics course will build on the basic skills acquired in Illustration I to develop their expertise with Adobe Illustrator® to create more complex documents such as textile designs, infographics that span several pages, and 3D illustrations. Students will create original patterns for fabric, wrapping paper, and tiled floors. They will create and assemble artwork that spans several pages. They will create and combine infographic elements, charts and graphs, to create a simple infographic. Students will use brushes, scribble effects, patterns, blends, gradients and gradient mesh to create 3D characters and objects. They will use effects such as drop shadows, feathers and blurs to make the artwork appear to be more realistic. Students will use the perspective grid to apply principles of perspective to landscapes, exteriors and interiors on a 1, 2 or 3 point perspective grid. They will create 3D type and objects using Illustrator's built-in 3D effects (Extrude and Bevel, Revolve, and Rotate) and map textures, patterns, scribble effects, type, and other artwork to surfaces using symbols and planes using the perspective grid selection tool. They will create shadows and reflections to integrate characters with these settings. These 3D illustrations will be used to illustrate game packaging and book covers.

412-254-AB

Design Concepts

Students cannot evaluate their own work or the work of others if they are not familiar with the characteristics of good Design. This course looks briefly at key elements of Design, the historical development of Design schools, and contemporary Design styles (Postmodernism, Grunge, Gothic, Postmodern, etc.). Students will closely examine modern Design works (posters, DVD covers, club flyers, textbooks, billboards, business cards, etc.) and identify key Design elements within a contemporary context. Semiotics: An understanding of how design elements are “read” (Line, spacing, value, colour, texture; balance; emphasis; CRAP rule) is essential to good design and this course introduces and defines these design basics. Knowledge of typography is also essential to good design. Students will be presented with the Golden Rules of Typography and identify good and bad typography in real-life examples (newspaper, poster, brochure, direct mail, advertising material, etc.).

Students will also be presented with an overview of the Graphic & Web Design program, today's design workplace, and the Canadian labour market for designers. They will explore job descriptions of Graphic & Web Design graduates and be shown how these jobs fit into the larger workplace contexts of print and web design today.

412-350-AB

Creative Workflow: Sketch to Final Concept

This course teaches students “how to see” and how to appreciate sketching and its many uses in the design field. This course will make you a better designer. You will explore various tools for developing your creativity through the use of brainstorming exercises. You will sketch and draw freehand and learn how to draw on a digital tablet – integrating your freehand sketches with your digital drawings will develop your creativity and your ability to create professional mock-ups and images. You will experience the workflow used by design professionals through preparing your own work for presentation – from sketch to final concept. You are going to create portfolio-quality art work that you will be proud of.

The Creative Workflow course uses skills you have acquired in first-year Digital Photo courses and builds on knowledge developed in your Graphic Design and Illustration courses. Concepts and historical design styles presented in the Design Concepts course will also help you in this course. Your learning from this course can be applied to your Branding course (brainstorming, composition of images, and so on) this term. In Web III, you can use your sketching and mock-up skills to improve the look of your e-blasts. In Animation, you will use your knowledge of perspective, value, line quality, and more. After taking this course, some students adopt sketching as a life-long hobby.

412-351-AB

Web Design III

This advanced web design course builds on principles introduced in Web I and Web II and introduces elements of modern standards-based web design practice that will allow students to effectively create a web site that corresponds to the expectations of corporate or small-business customers. Responsive, interactive web sites will be built from scratch and from templates, as well as with on-line tools. Students will also focus on developing the design aesthetic of their pages and continue to learn overall website management.

Students should be able to use images and image techniques from their first-year Illustration and Digital Photo courses and graphic design elements explored in their Design Concepts course to create images for their web pages.

Students will be able to use techniques from their Creative Workflow course to prepare their sketches for projects, as the term progresses.

Students will be able to use the principles behind grid structure learned in Graphic Design II to build effective e-newsletters.

The course will consolidate knowledge from Web I and Web II and apply it to working with templates and on-line tools.

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412-352-AB

Publication Design I: Catalog, Book & eBook

Books, catalogs, and manuals, are more complicated to create than shorter documents. In this course, you will add to the InDesign skills that you acquired in the first year of the GWD program by learning how to process longer documents in English and French that you can use in your portfolio.

You will use the Photoshop and Illustrator skills you acquired in the first-year of the GWD program. You will use the brainstorming skills, sketching skills, and design skills learned in Design Concepts and Creative Workflow to improve the aesthetics of your work. Your knowledge of styles in CSS will help you understand the use of master pages and styles in InDesign. You will be identifying target audiences for your publications in the same way that you identify target markets in your Branding course. In Web V, you will be creating a digital catalog. Your experience designing a print catalog in this course will help you with your digital catalog.

You will develop your attention to detail and technical skills in InDesign, enhancing your work in all your current and future Design courses.

412-354-AB

Design Studio I

The Design Studio I course is conducted as a graphic design production environment in which students will have the opportunity to connect with real world visual design projects, relate with real clients and prepare for a career in the ever evolving design industry. Real world production deadlines will limit submission deadline flexibility and encourage individual responsibility. Moreover this deadline rigidity will engender performance dependability. Students will be guided to integrate various software application skills with the workflow and production fundamentals necessary to create well organized, coherent and competent small and large scale publishing design products. The participants will reinforce their learned graphic design principles using primarily graphic application programs, Adobe® CC Creative Cloud and occasional freehand techniques. Design and production skills reinforced by this course will provide a reliable and versatile foundation in both print and web publications.

This course will strengthen the design industry best practices behind effective text and graphic layout composition. Grammatical and typographical communication proficiencies will be reinforced. Application of practical and effective workflow techniques will be introduced over the course of the creative process. Industry standard graphic design evaluative conventions will be explained and undertaken. Pre-production (i.e., image resolution and fileformat) process convention standards will also be an intrinsic part of the evaluative procedure.

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Photography

The Photography course is designed to teach students the basic technical vocabulary of photography which will be useful in their design careers, practice the art of 2D composition as well as learn the technical tools and processes of digital image creation, publication and archiving.

Students will use digital cameras to compose and capture digital images in such a way that they can understand the visual effects associated to technical terms. Students will learn digital image post-processing using industry standard software tools and, time permitting, more advanced techniques such as focus-stacking, high dynamic range, masking and compositing.

The Photography class plays several roles within the Graphic & Web Design program. Firstly, the Photography course introduces a wide variety of visual concepts taken from the language of photography. Terms such as focus, selective focus, exposure, depth-of-field, and bokeh—among others—will contribute to the student’s visual arts vocabulary.

Secondly, the course will provide students with an opportunity to create high quality images suitable for use in their final portfolios, as well as hands-on experience using use cameras with advanced functionality. Students will learn basic to intermediate camera operation and practice 2D composition for maximum creative and emotional impact.

Thirdly, the Photography class is the only creative digital imaging class in the program. It follows in the footsteps of the Digital Photo I and II classes, which teach the use of digital imaging software and its application to graphic and web design. However, the Photography class approaches the imaging process from a creative point of view, not as a technical layout or prepress process to be executed prior to publication. Students will learn professional imaging workflow across the creative process, but also learn about the workflow requirements for images sold for commercial distribution.

412-353-AB

Branding

Branding is the art of establishing a visual identity for a client. This requires research into who the client is, who their competitors are, and defining what readers should know about the client simply by seeing their visual identity products such as logo, logotype, website, business card and stationary. This course is project based and will give students a chance to delve deeper into the design process and create work worthy of their final portfolio.

412-451-AB

Web Design IV

In Web Design IV, students explore the broader aspects of web design for commercial clients. Students will work with a popular Content Management System (CMS) to create and customize advanced web sites. In order to view their site “live,” students will download, install, and run a local web host server and then take the next step to self- host their site with a third-party web host. This course builds directly on the concepts mastered in Web III and also relates to the following courses: Students will incorporate original, edited, and enhanced graphics (including their own digital photographs) into web sites, using the technical, visual, and artistic skills acquired in the graphic arts courses in the GWD program. Students will use the principles of CMS in designing e-commerce sites in Web V. Students will use their self-hosted project for their portfolio. Students will practice independent work skills (initiative, patience, creativity, problem-solving abilities, persistence and ingenuity), group work skills (coaching, providing feedback, and troubleshooting) and project management skills (time management, assigning priorities, and subdividing tasks) acquired in other GWD courses.

412-452-AB

Publication Design II: Magazine, Newsletter and ePub

In this course, you will learn how to design and lay out the various information publication formats for in-house bulletins and newsletters. You will also receive an introduction to magazine layout and learn how to turn a newsletter article into an ePub. This course emphasizes the techniques and design principles that make newsletters and magazines visually interesting and easy to read. You will learn to identify and create the classical features of news publications that remain constant from one edition to another, as well as the essential supporting elements of page structure (cut-lines, teasers, sidebars, pull-quotes, and so on). You will learn to direct the reader’s eye to key information by designing the information hierarchy and creating emphasis. You will learn how and where to incorporate images — story-related photos and decorative images, as well as appropriate photo framing, placement and cropping.

SEMESTER 4

412-454-AB

Design Studio II

The Design Studio I and II courses create a simulation of a real-life design studio, where you will apply the technical skills that you acquired in first year to several design projects of different types. You will practice receiving work from clients, planning the work to be done, and producing a finished piece of work. Instruction is via personalized feedback from your teacher and periodic discussion of the design approach by the class as a whole. Time and resources permitting, a guest critic from the design industry may provide feedback on an individual basis. The projects will be less well-defined than those in Design Studio I and more open to student interpretation. Some projects will be in French, to prepare students for working in the Montreal marketplace. Just like in real life, some projects may be done in small groups.

We learn design by doing design: This Design Studio course will improve your skills in composition, colour use, typography, layout, and design. Technical and aesthetic skills will be practiced until mastered. Students will iterate their projects, making more than one attempt at a piece, seeking and receiving feedback, incorporating feedback, analyzing a piece, and improving on it. Several pieces produced in this course will be incorporated into your Portfolio in fifth semester. You will continue to interact with the instructor (as they simulate being a client or supervisor) and team members and will practice correct work protocol (etiquette and civility) in various work situations in the “studio”.

412-551-AB
Web Design V

One of the most important lessons a web designer can learn is that the look of a web page is not tied to the structure of the HTML code. Before the widespread adoption of Cascading Style Sheets in the mid-2000's, HTML pages were a messy mix of text and image content, HTML tags (such as <p>), style-related tags (such as) and attributes (such as color="red"). This was highly inefficient and led to bloated web pages, slow download times and ultimately in sites that were very difficult to maintain.

In May 2003 Dave Shea, a web designer from Vancouver BC, launched the CSS Zen Garden web site with the goal of demonstrating what is possible with CSS-only design. Using only one single HTML file for all the designs presented on the site, designers were asked to demonstrate their CSS design skills by showing what they could achieve - all without altering the HTML code.

CSS Zen Garden had an immediate impact on web designers, and eventually became a successful book. The Web V course follows in the footsteps of Dave's contribution to web design.

Since 2015, the Web V course has moved away from a focus on web development to one much more focussed on pure CSS design.

As the before-last course in the web design sequence, this course will now give students an opportunity to design for, optimize and manage a complex web site in a manner as close to "real world" conditions as possible. The course will also give students the opportunity to begin assembling a professional quality responsive portfolio, showcasing their web and print work for stage, employment or access to university.

In this course, students will bring together and deepen their understanding of the techniques that they have acquired in their previous courses through the process of researching, creating, problem solving, maintaining and refining a complex web site.

412-552-AB
Animation

In this course we take the Illustration sequence one step further and add the dimension of time to create animated vector graphics.

Students will create animations using Adobe Animate CC, a multimedia program that combines motion, graphics, sound and interactivity. Students will learn principles of animation, such as squash and stretch and anticipation. They will create looping backgrounds and make characters walk and talk. Students will create buttons and use ActionScript 3 to link the buttons to URLs. Students will learn to export their animations to HTML 5 Canvas, animated gifs, and Quicktime movies for browsers and mobile devices that do not support the swf player. The projects are an animated web banner and an e-card with an animated character, lip synching and background music.

SEMESTER 5

412-553-AB

Packaging

In this course, you will learn how to design two- and three-dimensional packaging, including labels, food items, beauty items, technology packaging, and more. Although the layout is printed in two dimensions, folding will reveal its true structural form. You will learn the special aesthetic and practical considerations in designing a package. You will craft your own packages (graduates are called upon to mock up 3-D models of new packaging) and also gain experience working with packaging templates. You will become familiar with bar codes, nutrition facts tables, and other essential requirements for contemporary Canadian packaging. In addition to the principles of packaging design, you will also learn the importance of sustainability, recycling, and biodegradability for your packaging design. Product protection, shipping considerations, and consumer ease-of-use will also have an impact on your package design. The course also requires you to work with a variety of papers, plastics, and finishes (foil, embossing, spot varnish, and letterpress; die cuts and window reveals are also an integral part of packaging design. To avoid delay and error, you will learn how to send your work to the printer correctly. At the end of the semester, you will display your packaging along with your Portfolio at the Vernissage event.

You will use the two-dimension graphics skills acquired in your previous and concurrent GWD courses. Since packages are “sales tools,” the techniques you learned in your Branding course will come in useful. One of your projects will involve using perspective, as you learned in your Creative Workflow course. You will include some packaging materials in your portfolio.

412-650-AB

Illustration III: Vector Art

In this course, you will use Illustrator in a creative way to “tell a story” about an idea, a product, a brand, or even about yourself. Illustration can push design towards fine art in the way that it uses creative visualization to enhance a wide variety of design situations. This course will encourage you to integrate concepts and skills developed in your previous graphic arts courses.

The place of this course in the Graphic & Web Design curriculum is as follows: This course draws upon all previous design and illustration skills. This course also uses knowledge from Design Concepts, Branding, and Creative Workflow to provide a theoretical background for your own creativity. At least one piece of work from this class should be worthy of inclusion in your portfolio.

412-550-AB

Portfolio

In this course, you will assemble and present your best work in a Portfolio suitable for finding employment in the Design field. The Portfolio is one of the ways a stage host may select you for a stage in his or her company. Elements of your Portfolio will also be suitable if you are planning on applying to a Design program at university.

You will look closely at samples of successful portfolios and learn what makes a portfolio successful. You will observe various creative ways to present your work: How you photograph and present your print and web work can make or break your portfolio. Print pieces and web pages that are presented well can go from ordinary to fabulous. You will use all of the skills you have acquired in your previous and concurrent GWD courses.

Using techniques you learned in your Branding course, you will start the process of “personal branding” that will be further expanded in the Stage and Personal Branding course, as you market your skills to a stage host and then to employers and/or university design programs. Your success in putting together an impressive portfolio will increase your chances of a top placement for stage, a great offer of employment, and/or acceptance into the university design program of your choice.

412-652-AB

Web Marketing: Social Media & Branding

In this course, you will find out exactly what a Social Media Manager does. This is a new position in most companies and involves marketing the company’s brand and creating brand engagement in social media such as Facebook, Twitter, Instagram, LinkedIn, Pinterest, and even YouTube and Vine. As a social media manager, you need to be empathetic and firm and carefully control the posts on your site to avoid alienating potential customers and poisoning the brand.

You will learn how to stimulate discussion and prevent problems from arising (and handle problems professionally, if they do arise). You will learn about customer service, both on-line and in person. You will learn how to select, generate, write, and post interesting content. Since articles and posts with images engage 94% more interest than those without, you will learn how to create and present engaging images and even post videos.

In addition, you will examine apps that make your job easier and more organized, such as HootSuite and Bitly. When posting to a variety of social media sites, it is easy to get confused and repost; it is also difficult to make sure you post at exactly the right time to obtain the most visibility on line. Apps can help you with these issues and more. To ensure ROI, you will state exactly what result you want your post to have and measure whether you achieve your goal.

SEMESTER 6

412-653-AB

Graphic Design Business

Many GWD graduates run successful small companies. Others make a living as freelance designers. Even if you are planning on continuing your education at university instead of going into the workforce when you graduate, you will probably want to subsidize your university years by freelancing.

In this course, you will learn how to start-up and run your own print and web design company. You will learn about the laws that affect freelance (and salaried) designers and small business owners in Quebec. For example, you will learn how to register your company's name with the Quebec government, what the tax implications are, and how to create the necessary professional documents (like contracts) for your own business administration systems. You will also be introduced to typical office communication situations and learn how to communicate professionally with clients and respond to their problems and needs. The course also covers basic aspects of technical troubleshooting for graphic designers. Various file-sharing and time-tracking applications and techniques will also be covered (for example, Dropbox, iCloud, etc.).

412-654-AB

Video Editing

Knowing how to shoot and edit video footage for clients is part of today's design world. Students in this video editing course will learn to shoot video and edit clips, images and sound using a variety of applications to create professional videos for display on web sites and YouTube, Vimeo or Facebook. They will build on the timeline and animation skills acquired in Animation and learn to use After Effects, a motion graphics application, to create animated 2D and 3D logos, as well as applying effects to footage and animating titles. They will edit video footage using iMovie and Adobe Premiere. They will learn to create and animate credits and lower third titles to identify interviewees. They will learn advanced editing techniques such as altering the speed of clips, freezing frames, and using cutaways and B-roll techniques. They will use stills (static images) to create a slideshow, panning and zooming stills to create a feeling of movement, in the style made famous by the documentarist Ken Burns (the Civil War). They will use Garageband to create music and potentially improve sound tracks.

412-655-AB

Stage & Personal Branding

Stage & Personal Branding is designed to allow for self-reflection before and during your 3-week work placement. By participating fully in the individual activities designed to encourage self-analysis, you may be better prepared to interact in group exercises and fully explore any existing opportunities in your chosen field as a graphic and web designer. Stage is a three-week on-the-job experience that integrates all of the theoretical and practical knowledge you have acquired in the GWD program and gives you an opportunity to apply your knowledge in the workplace. You may work within the communications or graphic design department of a large company, work in a design firm, provide support to companies in need of external print and web design expertise, or apply your skills in another relevant workplace.