

Graphic Design and Marketing

McKenzie College, Sydney Campus
74 Townsedn Streer
Sydney, Nova Scotia
B1P 5C8
Tel: 902-562-8549
Fax: 902-567-2003
www.mckenziecollege.com
registrar@mckenziecollege.com

Design Theory

Description

The Design Theory Module introduces the student to a brief history of applied visual arts. Students will learn basic design fundamentals in areas such as composition, alignment and typography. Students will work with basic tutorials while learning the basics of creating attention-grabbing documents.

Skill Objective

Students will be capable of identifying and describing professional design rules and techniques at the end of this module. Students will learn:

- Evolution of art and graphic design
- Composition, rule of thirds and golden mean
- Rules of proximity, repetition, contrast and alignment
- Introduction to typography, font family's and styles
- Subject, background and foreground identification and layout control

Digital Imaging

Description

Digital Imaging educates the student in the technology and tools used in a modern creative design environment and extend the students understanding of modern design. The module will be taught using the most popular graphic design software for digital images, Adobe Photoshop, and feature applied projects at the centre of the learning process. Students will be exposed to the practices and digital imaging methods utilized by designers and photographers alike. Advanced Photoshop skills in color correction, layering and masking techniques, cloning, effect filters and text manipulation will be explored.

Skill Objective

Students completing this module will be able to design professional images and prepare them for publication on the Internet and in print. This course includes instruction in:

- Importing images into Photoshop
- Working with color making color corrections and managing color consistency
- Using Photoshop selection tools
- Transforming and retouching images
- Drawing and painting
- Manipulating channels, masks and layers
- Applying filters for special effects
- Creating text in Photoshop
- Saving and exporting images
- Printing bitmap images from Photoshop
- Repairing damaged and faded pictures

Digital Illustration

Description

Digital Illustration teaches students the technology and vector based drawing and layout tools used in a modern creative design environment. The module will be taught using the most popular vector and postscript graphic design software, Adobe Illustrator and feature applied projects at the centre of the learning process. Students will be exposed to the practices and design methods utilized by professional designers.

Skill Objective

Students completing this module will be able to design professional images and prepare them for publication on the Internet and in print. This course includes instruction in:

- Working with files supported in Illustrator
- Drawing vector graphics
- Working with fill and line colors
- Integrating bitmapped artwork
- Creating and controlling text
- Creating Clipping Paths

Desktop Publishing

Description

This module introduces the student to the principals and practices of desktop publishing. Prepress and publishing topics such as typography, page layout, color calibration and document pre-flight techniques will be explored. Students will learn to create designs with page layout software such as Adobe InDesign. Students will concentrate on creating multi-page layouts such as catalogs, reports and newspapers

Skill Objective

Students will learn to compose and prepare multi-page documents for printing using Adobe In Design through a series of applied projects. Students will complete assignments in and be trained in:

- Typography and managing font libraries
- Managing linked content
- Drawing and placing text and graphics in InDesign
- Creating layouts and master pages
- Applying color, tint and gradients
- Project - Creating a single page bulletin
- Project - Publishing a multi page newsletter
- Project - Laying out a multi page tabloid publication
- Preparing files for output and outputting .pdf files

Text and Resource Management

Description

Text and resource management focuses on data archiving, grammar and proofreading skills. Students study workplace inspired issues involving effective text entry and manipulation. Students learn to organize their desktop environment and catalog and store design resources such as graphics, fonts and text files.

Skill Objective

Students will meet minimum proofreading and resource management proficiency levels to allow them to work within a professional environment. Students will become proficient in:

- Business English and punctuation
- File management, backup and storage
- Proofreading skills

Advertising and Promotional Media

Description

Introduction to Promotional Marketing is presented in a series of case studies that explore modern marketing theory and how it is practiced. At the end of the module students will have a firm understanding of the marketing process and creative development of a marketing campaign.

Understanding the nature of advertising media is important. In this module students will explore the characteristics, advantages and disadvantages of traditional media. Television, Radio, Newspaper, Magazines, Trade Press, Sponsorship and Public Relations will all be explored in a series of online presentations and exercises that explore how they can be used to promote business. Students will focus on applying this knowledge in designing print material; including brochures, direct mail, posters, newspaper and magazine advertisements.

Skill Objective

They will learn to understand the characteristics of several print based media types and understand the costs and benefits of each. They will learn how to manage a marketing budget and decide upon the appropriate mix of marketing media for promotional campaigns. Fundamental marketing topics Include:

Canadian Marketing

Description

Canadian Marketing provides a mixture of theoretical and practical marketing instruction. The program concentrates on current marketing practice but also discusses the future direction of marketing in Canada. Fundamental marketing principles are introduced and explored in relation to real world case examples.

Skill Objective

Students will learn about the fundamentals of marketing from a Canadian context and explore case studies of modern business and how marketing practice applies. Fundamental principles of marketing include:

- Product, Place, Price, Promotion
- Marketing Research
- Market Segmentation
- Channels, Distribution, Wholesaling and Retailing
- Sales, Promotions and Event Marketing
- E-Marketing

Applied Marketing and Design Project

Description

The applied project is the final module of the Design and Marketing program. It serves as the final gauge of what a student has learned over the course of their program. In the applied project a student will choose a thesis consisting of a business case scenario for marketing and design and work to incorporate into that project applications of the skills they have developed. The student will be provided a real world business scenario and be challenged to research the business, develop and execute a year-long marketing campaign and develop print promotional materials on behalf of the business.

Skill Objective

The final submission is to be a comprehensive media package that fulfills the requirements of the promotional plan. Students will deliver print based media presented in a professional manner. Students are responsible for providing a break down of the cost of developing and reproducing the promotional material in useable quantities. Typical submissions may include:

- Evaluation of the business, marketing plan and product or service positioning
- Logo, Business card, Letterhead, Envelope and Brochure design
- Print-based marketing campaign
- Promotional budget for materials and media placement