

Our Graphic & Web Design (GWD) program offers students the opportunity to develop skills in website interface design and integration, graphic design and publication production – skills needed by today’s businesses.

In their final semester, students apply the knowledge and skills they have acquired by entering the workplace for a three-week stage placement.

Although there are no prerequisites, the ideal candidate for the program is interested in creating digital art and designing with the latest Adobe software while bringing ideas to life online using CSS and HTML.

Candidates are also interested in understanding more about graphic design, photography, branding, social media marketing, videoediting, and animation.

THIS PROGRAM IS FOR YOU IF...

- You are creative.
- You possess good people skills.
- You enjoy working with computers and different software.
- You have strong verbal and written communication skills.
- You are highly motivated.



AS A GRAPHIC & WEB DESIGN STUDENT YOU WILL LEARN TO:

- design and integrate complex website interfaces in a variety of styles from artistic and expressive, to grid-based, to the clean and sleek “corporate” aesthetic preferred by businesses,
- design and create branding identity packages including brochures, business cards, logos and stationary as well as posters, ads, flyers, calendars, newsletters, books and manuals, CD jackets and commercial packaging,
- create, scan, trace and modify drawings on the computer for logos and illustrations,
- create web animations using drawings, images and sound,
- shoot and edit digital photographs and videos, and
- set up and start up your own design business.

Students are required to pass the exam from the *Office québécois de la langue française* (OQLF) prior to licensure.

Additionally, all Graphic & Web Design students have the option of two ATE/ Co-op (*Alternance travail-études*) stages. After their second and fourth semesters, students can work at two paid 8-14 week long summer stages that correlate with the competencies they have obtained in their courses. For selected candidates, second-year international stage opportunities are possible. Students do not apply to the ATE program separately. They must be accepted into the Graphic & Web Design (412.A0) program first, then they may apply to the ATE program during their first year of study.

ADMISSION REQUIREMENTS

DES



WE ARE DESIGN ORIENTED!

Graphic & Web Design students focus on learning the following specialized design skills:

- Principles of 2D composition and layout for screen or printed page
- Typography
- Illustration, photography and video design
- Responsive layouts for web design
- Branding
- Search Engine and Social Media Optimization

WE ARE ALSO SOFTWARE ORIENTED!

The focus is on learning the following specialized design software:

- Adobe® Photoshop
- Adobe® Lightroom
- Adobe® Acrobat
- Adobe® InDesign
- Adobe® Dreamweaver
- Adobe® Illustrator
- Adobe® Premiere
- HTML and CSS
- Apache, MySQL, PHP and WordPress



WHERE GRAPHIC & WEB DESIGN CAN TAKE YOU!

Some of our graduates become designers for large and small businesses that need to produce a wide variety of print and electronic documents with sophisticated graphic design and appeal. Others go into business for themselves as designers and marketers. A third of our students go on to further education in a variety of fields, such as graphic design, marketing, computer systems, and 3D animation.



HOW TO APPLY

John Abbott College is affiliated with the *Service régional d'admission du Montréal métropolitain* (SRAM) and uses its online application service.

To apply:

- complete the online application at admission.sram.qc.ca,
- select John Abbott College and the program of your choice along with the corresponding program number, and
- if applicable, send all required documents and the application fee.

Students whose prerequisites are more than five years old should contact the Admissions office.

The application deadline is March 1. All documents and payment must be submitted by the deadline.

Program start: fall

PROGRAM PLANNER

FIRST SEMESTER

- 603-101-MQ English
- 602-1__-MQ French
- 345-101-MQ Humanities
- 412-150-AB Digital Photo 1: Photo Editing
- 412-151-AB Web Design 1: Coding Basics
- 412-152-AB Graphic Design 1: Text, Graphics and Styling
- 412-153-AB Illustration 1: Vector Graphics

SECOND SEMESTER

- 603-1__-MQ English
- 109-101-MQ Physical Education
- ___-___-___ Complementary Course
- 412-250-AB Digital Photo 2: Digital Imaging
- 412-251-AB Web Design 2
- 412-252-AB Graphic Design 2: Grids and Stylesheets
- 412-253-AB Illustration 2: Advanced Vector Graphics
- 412-254-AB Design Concept

THIRD SEMESTER

- 603-1__-MQ English
- 345-102-MQ Humanities
- 412-350-AB Creative Workflow: Sketch to Final Concept
- 412-351-AB Web Design 3
- 412-352-AB Publication Design 1: Catalog, Book and eBook
- 412-354-AB Design Studio 1
- 412-453-AB Photography

FOURTH SEMESTER

- 603-200-AB English
- 602-20_-MQ French
- 109-102-MQ Physical Education
- 412-353-AB Branding
- 412-451-AB Web Design 4
- 412-452-AB Publication Design 2: Magazine, Newsletter and ePub
- 412-454-AB Design Studio 2

FIFTH SEMESTER

- 345-2__-AB Humanities
- 109-103-MQ Physical Education
- ___-___-___ Complementary Course
- 412-551-AB Web Design 5
- 412-552-AB Animation
- 412-553-AB Packaging
- 412-650-AB Illustration 3: Vector Art

SIXTH SEMESTER

- 412-550-AB Portfolio
- 420-6G3-AB Web Programming
- 412-652-AB Web Marketing: Social Media and Branding
- 412-653-AB Graphic Design Business
- 412-654-AB Video Editing
- 412-655-AB Stage and Personal Branding