

Our Graphic & Web Design program offers students the opportunity to develop creative & technical skills needed by today's businesses. Our focus is design thinking for digital and print media, with emphasis on ui/ux, usability, interface design, layout design, & print publication.

Students build an online portfolio of work including web design & coding, print materials, branding & marketing, illustration, photography, video editing, & animation.

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, candidates for the program must be highly motivated to create professional graphic design for both print and web.

THIS PROGRAM IS FOR YOU IF...

- You are both creative & technical.
- 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.

ADMISSION REQUIREMENTS

DES



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

- design & create increasingly complex web interfaces with a focus on usability and accessibility, emphasizing responsive, mobile-first, grid-based design,
- design and create brand identity packages for digital and print including logos, business cards, stationery, and web materials,
- design and create print materials such as posters, flyers & brochures, stickers, newsletters & ads, books & manuals, & a variety of commercial packaging,
- create, scan & modify drawings & sketches using traditional and digital media,
- create web animation using drawings, images and sound,
- take and edit digital photos and video,
- start & set up your own design business in Québec.

WE ARE DESIGN ORIENTED!

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

- Composition & layout
- Iterative design
- Typography & type systems
- Logo & pictogram design
- Frontend web design & UI/UX
- Illustration and sketching
- Responsive interface design
- Wayfinding & interactive design
- Photography, animation & video
- Branding & consumer marketing
- Portfolio Design & business thinking
- Bilingual, OQLF-compliant design



WE ARE TECHNICALLY ORIENTED!

The focus is on learning the following specialized design software:

- Adobe® Photoshop
- Adobe® Animate
- Figma (prototyping)
- Adobe® Lightroom
- Adobe® Illustrator
- VSCode (HTML and CSS)
- Adobe® Acrobat
- Adobe® Premiere
- WordPress (CMS)
- Adobe® InDesign
- Adobe® AfterEffects
- ... and more!



WHERE GRAPHIC & WEB DESIGN CAN TAKE YOU!

Some of our graduates become designers for large and small businesses that produce a wide variety of print and digital materials with sophisticated graphic design and appeal. Others go into business for themselves as designers and marketers. Many go on to further education in a variety of fields, such as graphic design, photography, marketing & communications, computer science, 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

- 570-150-AB Intro to Photography & Digital Imaging
- 570-151-AB Web Fundamentals
- 570-152-AB Page Layout
- 570-153-AB Vector Graphics
- 570-154-AB Sketching for Design Creativity

SECOND SEMESTER

- 570-250-AB Digital Imaging
- 570-251-AB Responsive Design
- 570-252-AB Typography
- 570-253-AB Sustainable Design for Community Engagement
- 570-254-AB Design Theory & Practice Fundamentals

THIRD SEMESTER

- 570-350-AB Branding Studio I
- 570-351-AB Web Publishing
- 570-352-AB Book Design
- 570-353-AB Logo & Pictogram Design
- 570-354-AB Photography & Advanced Image Processing

FOURTH SEMESTER

- 570-450-AB Branding Studio II
- 570-451-AB User Experience Design
- 570-452-AB Corporate Publications Design
- 570-453-AB Digital Illustration
- 570-454-AB Interactive Design

FIFTH SEMESTER

- 570-550-AB Applied Prepress Concepts
- 570-551-AB Portfolio I
- 570-552-AB Video Editing
- 570-553-AB Packaging
- 570-554-AB Theme Design

SIXTH SEMESTER

- 570-650-AB Portfolio II
- 570-651-AB Digital Marketing
- 570-652-AB Graphic Design Business
- 570-653-AB Motion Graphics
- 570-6F4-AB Studio d'évaluation global (fr)
- 570-655-AB Theme Design II
- 570-656-AB Stage (15 hours in-class preparation)
Stage (105 hours)

Each program leading to a Diplôme d'études collégiales (DEC) is made up of two components: program specific **CONCENTRATION** courses and **GENERAL EDUCATION** courses.

CONCENTRATION courses are those courses directly related to the DEC program.

GENERAL EDUCATION courses, English, French, Humanities, Physical Education and Complementary courses, are taken by all students regardless of their program. Placement in the language courses is determined by the Admissions Office. More information is available on the website at johnabbott.qc.ca/getstarted/placement-testing/

Students in all programs are required to complete courses in or of French (total of 5).