

GRAPHIC DESIGN SPECIALIST

Course Length
6 Months

Program Starts
September and March

College Week
Monday to Thursday,
No classes on Friday,
unless scheduled.

Entrance Requirements
Applicants admitted to the course will have Grade 12 or equivalency with an acceptable level of competence in the use of the English language (mature admissions upon review).

How to Apply
Contact Admissions for an appointment.

Tuition and Financial Aid
Contact us. Canada and Saskatchewan Student Loans are available to qualified students.

Graphic Design

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DESIGN



Are you a visual thinker? Are you excited about launching into a career that uses your creative abilities?

McKay Career Training proudly presents a program designed to help you learn the techniques and industry standard software to build a foundation for a successful career in Graphic Design.

Our instructors will carefully guide you through the process of preparing digital media for marketing, design and on-line applications. Discover the vast world of visual communication and how to assemble effective design from concept to completion.

Image Manipulation (*Photoshop CC*)
Vector Graphics (*Illustrator CC*)
Page Layout (*InDesign CC*)
Typography

Design Principles
Pre-press Standards
Portfolio Development
Advertising Fundamentals

Training on Macintosh Computers for over 25 years

Follow us on Facebook

...Enroll for your career Today!

306-955-1616

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www.mckaysk.ca

MCKAY
CAREER TRAINING

Revised December 2019

PROGRAM COMPONENTS

TUTORIALS

- Class demonstrations
- Reference to video instruction
- Discussion/ brainstorm sessions
- Textbook theory

DESIGN PRINCIPLES

- Introduction of the design principles
- Discuss and practice contrast, repetition, alignment and proximity through industry design examples and student-driven design

PRACTICAL ASSIGNMENTS/ LABS

- Assignments are practical in nature and students have access to feedback at any time
- Design topics are a healthy mix of student topics vs. assigned topics

PHOTOSHOP

- Image manipulation software
 - color balance, color correction, cropping, special effects
- Foundation software for the design workflow

ILLUSTRATOR

- Vector-based graphic creation
 - vector graphics cannot lose their quality due to re-sizing
- Foundation for logos
- Advanced drawing tools

INDESIGN

- Robust publishing software
- Magazine, newsletter and multi-purpose page layout
- Auto-page numbering, master pages (for templates)

PRINTING PRE-PRESS

- Registration and colour separation
 - color mode setup for accommodating various print job types
- PDF fundamentals (portable document file)
 - making edits to a 'flat' file

ADVERTISING

- Target audience, demographics, considerations
- Basics of selling, call-to-action

PORTFOLIO

- Selection, hierarchy, sample modifications
- Formats, resume, cover letter, job interview (standards)

Human Relations

- a class focusing on the importance of work ethics
- students will have a better understanding of themselves and others
- proper communications are studied, as well as the dynamics needed when working with co-workers and employers to be successful
- motivating others and learning positive skills
- becoming an effective leader and team building skills.

HIGHLIGHTS

Adobe Illustrator

* vector-building software

Adobe Photoshop

* image manipulating software

Adobe InDesign

* publishing software

Design Principles

* foundations for effective design

**Software titles are subject to change in order to remain current with industry standards.*

I would 10/10 recommend the graphics course at McKay. I just graduated in April 2019. I learnt so much, the instructor is amazing, and, I was able to get a job a month after graduating! The school is downtown in a great location, right next to the bus depot.

Taya Mennie

Graphic Design Specialist, graduate



CALL 306.955.1616

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