

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

MCKAYSK.CA

NEW MEDIA PRODUCTION

SEMESTER II - 6 Months

Course Length

6 Months (Semester II)

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 & New Media

Program - 1 Year
(2 Semesters)

Video Web Social Media Animation



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 a variety of Multimedia disciplines.

Our instructors will carefully guide you through the process of preparing digital media for marketing, design and on-line applications. Disciplines include:

Video Production

Video Editing

2D Animation (*Animate CC*)

3D Animation (*Maya*)

Web Design

Social Media Strategies

Small class sizes offer ample opportunity to acquire the training you need in order to achieve entry level employment.

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...Enroll for your career Today!

306-955-1616

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MCKAY
CAREER TRAINING

Revised December 2019

PROGRAM COMPONENTS

TUTORIALS

- Class demonstrations
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- Textbook theory

DESIGN INTEGRATION

- Integration of design principles with multimedia
- How principles can be applied successfully for web and video

PRACTICAL ASSIGNMENTS/ LABS

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ANIMATION

- 2D animation (*Animate CC*)
 - focusing on 2-dimensional design
 - applicable for web and social media
- 3D animation (*Autodesk Maya*)
 - focusing on 'life-like' modeling
 - foundation for game and movie animation

WEB DESIGN

- Responsive technology
 - compatible design across all devices
- HTML5 (coding language)
- CSS technology
 - use of current CSS templates that harness speed and customization
- Social media
 - inclusion, appeal, speed (icons)
 - integrate, embed posts
- File Transfer Protocol
- Wordpress

VIDEO PRODUCTION

- Theory applicable to equipment and key components
- Production field trips
- Demonstrations of proper use/ safe handling of equipment
- Script writing
- Video editing
 - transitioning raw video into a finished, purposeful format
 - social and web formats (ie. smartphone)

Social Media

- Current Social Media trends
- Case-study discussions
- Major platforms
- Give not sell (social mindset)
- True ROI on social media
- How to deal with negative post comments

HIGHLIGHTS

Adobe Animate

* 2D animation software

Adobe Dreamweaver

* Web authoring software

Adobe Premiere

* Video editing software

Autodesk Maya

* 3D animation software

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

I graduated from the Graphics/ New Media Course back in October and I learned so much, the instructor really helped me expand on my skills with new media and design in general. It also opened up a lot of doors for me now for work and I'm glad I took the course as a whole!

Zoe Petch

Graphic Design & New Media, graduate



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