LaSalle College Montréal



**EVENING | 4 SEMESTERS**
915 hours

**AEC | ONLINE**
NTA.1C

The online Graphic Design program (AEC) is designed to immerse you in the world of advertising. You will learn how to provide your clients with high-quality projects that meet the standards of this exciting industry. This online training covers all aspects of this career, from conceptualizing graphic designs to learning cutting edge digital technology skills. It will prepare you to handle every stage of production for web and print projects.

During your graphic design courses, you will learn how to: convey clear, catchy messages using innovative graphic designs, present your designs to clients in a professional way, use basic principles related to producing creative concepts, create complex, original compositions with graphic design layout techniques, photography, etc. and learn software used in the industry.

## Diploma

This program leads to an AEC diploma (College studies certificate).

## Admission Criteria

Have a training deemed sufficient and meet the admission criteria set for college studies.

## Methods of Instruction

Blended e-learning

- Distance learning combining self-study at your own pace (asynchronous) and guided sessions with a live tutor (synchronous).

## Career Prospects

- The graphic designer works with companies that specialize in the graphic communications and multimedia sectors.
- The graphic designer works at companies that provide graphic communications services like magazines, journals, product packaging and other printed product suppliers, web design firms, and digital product producers.
- The graphic designer may be given responsibilities related to artistic direction, design, research and development of graphic communications solutions.
- The graphic designer may also work as a freelancer and manage their own small business.

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## Course Goals

- Develop the skills and knowledge necessary to create visually appealing and effective designs.
- Understand the fundamental principles of design, such as composition, typography, color, and layout.
- Teach the use of graphic design tools and software.
- Learn how to professionally manage projects, respecting deadlines and client needs.

## Minimum Equipment Required

- Microsoft® Windows 10 Professional Operating System
- Mac OS v.10.7 or above
- Intel® or AMD® 32-bit or 64-bit multi-core processor
- Minimum memory of 8GB RAM
- 1 TB hard drive
- High-speed Internet access
- Chrome Browser
- Minimum screen resolution of 1920x1080 (recommended)
- Sound card
- Headphones and microphone
- Graphics tablet (see the teacher's specifications)

## Program-Specific Courses

Semester 1

- Visual design (60 h)
- Digital Image Conception and Processing I (45 h)
- Developing Vector-Based Content (45 h)
- Developing Page Layout I (60 h)

Semester 2

- Creative Imagination (60 h)
- Typographic Conception (45 h)
- Developing Page Layout II (60 h)
- Developing Vector-Based Illustrations (45 h)

Semester 3

- Professional Trends and Ethics (45 h)
- Visual Communication (45 h)
- Digital Image Conception and Processing II (45 h)
- Web Page Design (60 h)

Semester 4

- Packaging Design (45 h)
- Professional Practice (105 h)
- Synthesis Project (150 h)

* The College reserves the right to substitute some courses.

## Required Softwares

Microsoft 365 and  Adobe Creative Cloud.

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