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LaSalle College

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MAKE IT  
HAPPEN!

# GRAPHIC DESIGN

INTERNATIONAL DIPLOMA  
AND CERTIFICATE

## GRAPHIC DESIGN

Graphic Design program focuses on the increasingly vital relationship between design and sustainable principles. As environmental demands escalate and take centre focus in educational and political discourse, there is a growing need for designers who can provide solutions while creating sustainable, eco-conscious designs.

This academic program aims to produce designers who combine technical aptitude, critical thinking skills and ethical awareness. Program graduates will possess knowledge of design and sustainable fundamentals, as well as an understanding of core values, emerging trends and discipline challenges. They will demonstrate professional excellence in the application of environmentally conscious principles to any design project or milieu.

Design by Antonio Siregar

8days 7nights

Learn Travel

June 12-19 2015

Lasalle College Jakarta facilitates you to spend an unforgettable journey to Bali.

**THE GOALS OF THIS EVENT ARE**

To help students immerse yourself in a totally different environment to gain an appreciation for cultural values and attain greater understanding of the surrounding.

Students will get inspiration from the people and places we will visit in Bali.

Meet students from Montreal to share information about their countries, culture, behavior and other unique things.

Strengthen the relationship between Lasalle College Jakarta students from different department.

**OUR ACTIVITIES**

Lectures and workshops  
 Visiting Bali's famous designers  
 Experience daily activities with Lasalle College Montreal students  
 Dazzling Sunset at Uluwatu  
 Culture Night  
 Cruising Bali's Waters

**WHO CAN PARTICIPATE**

This program is open to all Lasalle College Jakarta students who are in level 2, 3, 4 and 5 by June 2015. There are limited seats for participants who want to join this event, so hurry up and join our program!

**HOW TO REGISTER:**

Students come to Academic Department for getting detailed information about the tour and to pick up the registration form.

**DEADLINE TO SUBMIT REGISTRATION FORM IS APRIL 21, 2015 TO ACADEMIC DEPARTMENT (MS. IRMA / MR. FIKRI)**

1219

**JOURNEY TO Bali**

FOR THE FIRST TIME IN LASALLE COLLEGE JAKARTA HISTORY LASALLE COLLEGE MONTREAL AND LASALLE COLLEGE JAKARTA CREATING JOURNEY TO BALI JOIN US FOR 8 DAYS OF SUMMER EXCITEMENT



PROGRAM OBJECTIVES

- Conduct preliminary project research.
- Explore the history of art and design.
- Recognize current styles and trends in design
- Select visual components based on project objectives.
- Manipulate drawing, page layout, and image processing software on Mac & PC platforms.
- Develop digital imagery, animation and special effects.
- Apply techniques for writing screenplay and storyboarding
- Use the latest software to integrate multimedia operations.
- Design web pages.
- Resolve constraints inherent to multimedia project production.

FACILITIES AND EQUIPMENTS

Benefit of state-of-the-art learning environment complete with:

- Spacious drawing and illustration room
- Digital video & animation studio
- Fully equipped photography studio
- PC & Mac computer labs
- A study library

CAREER OPPORTUNITIES

- Graphic designer (advertising/marketing)
- Editorial designer (books/magazines/blogs)
- Packaging designer
- Art director
- Creative director
- Illustrator
- Digital image retoucher
- Online & offline editor
- Artwork designer
- Web designer
- Design & Brand consultant
- Content creator



Book design by : Amanda Sherin

“DESIGN MUST BE FUNCTIONAL, AND FUNCTIONALITY MUST BE TRANSLATED INTO VISUAL AESTHETICS WITHOUT ANY RELIANCE ON GIMMICKS THAT HAVE TO BE EXPLAINED.”

Ferdinand Porsche

GRAPHIC DESIGN CERTIFICATE | 1 YEAR

CERTIFICATE COURSE LIST

- |                             |  |
|-----------------------------|--|
| • Drawing                   | • Typography                           |
| • Colour Theory             | • History of Art in Early Civilization |
| • Digital Imaging           | • Corporate Identity                   |
| • Fundamentals of Design    | • Electronic Design                    |
| • Life Drawing              | • Production Procedures                |
| • History of Graphic Design | • Advanced Typography                  |
| • Concept Development       | • Digital Illustration 2               |
| • Digital Illustration      | • Advertising Design                   |
| • Photoshop for Prepress    |  |

GRAPHIC DESIGN DIPLOMA | 2 YEARS

INTERNATIONAL DIPLOMA

- |  |                                       |
|--|---------------------------------------|
| • Drawing                              | • Portfolio 1                         |
| • Colour Theory                        | • Design and Technology               |
| • Digital Imaging                      | • Advertising Design                  |
| • Fundamentals of Design               | • History and Analysis of Design      |
| • Life Drawing                         | • Web Site Development                |
| • History of Graphic Design            | • Editing in Story Telling            |
| • Concept Development                  | • Art Direction                       |
| • Digital Illustration                 | • Foundation of Electronic Production |
| • Photoshop for Prepress               | • Digital Visual Composition          |
| • Typography                           | • Dimensional Design                  |
| • History of Art in Early Civilization | • Broadcast Advertising               |
| • Computer Animation for Multimedia    | • Photography 1                       |
| • Corporate Identity                   | • Professional Management             |
| • Electronic Design                    | • Motion Design                       |
| • Production Procedures                | • Photography 2                       |
| • Advanced Typography                  | • Senior Project                      |
| • Fundamentals of the World Wide Web   | • Portfolio 2                         |
| • Digital Illustration 2               |                                       |