

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.



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.

You will learn the methodology of appropriate design, execute assignments with the latest software and receive hands-on training on a Macintosh platform to prepare electronic media for traditional and digital press.

Small class sizes offer ample opportunity to acquire the training you need in

Training on Macintosh Computers for over 25 years

CALL 306-955-1616

133 3rd Avenue North
Saskatoon, SK S7K 2H4
admissions@mckaysk.ca
www.mckaysk.ca



PROGRAM COMPONENTS

Tutorials

- in-class instructions in page layout, image editing and illustration

Design Basics

- introduction to typography, colour theory, page layout, proper file formatting and pre-press requirements.
- design elements and principles: balance, contrast, unity, value and color; line, type, shape and texture.

Practical Assignments

- page layout and design
- professional logo and vector graphics
- creation of visually appealing designs

Document Preparation for Offset Printing

- registration and colour separation
- resolution and line screen
- scanning

Extended Skills

- client concept meetings
- information organization and story boarding
- market demographics

Computer Literacy

- general terminology and history
- font and operating system management

Project Management

- time, information, work flow and maintenance in the graphic design and new media industry
- planning and building large projects as individuals and groups

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.

SOFTWARE PROGRAMS

Adobe Photoshop

- image editing

Adobe Illustrator

- vector based image editing

Adobe InDesign

- page layout

Adobe Acrobat

- electronic documents

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

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