

# LEVEL 4 GRADE 12

**9140 Advanced Graphic Design and Layout 40S / 40E / 40M**  
 Students will expand the knowledge and skills acquired in Graphic Design and Layout, and focuses on the theory and practical application of graphic design and layout to solve client-driven design challenges.

**9141 Advanced Illustration for Graphic Design 40S / 40E / 40M**  
 Students will expand the knowledge and skills acquired in illustration for Graphic Design, and focuses on the theory and practical application of illustration to solve client-driven design challenges.

**9142 Advanced Interactive Graphic Design 40S / 40E / 40M**  
 Students will expand the knowledge and skills acquired in Interactive Graphic Design, and focuses on the theory and practical application of interactive graphic design to solve client-driven design challenges.

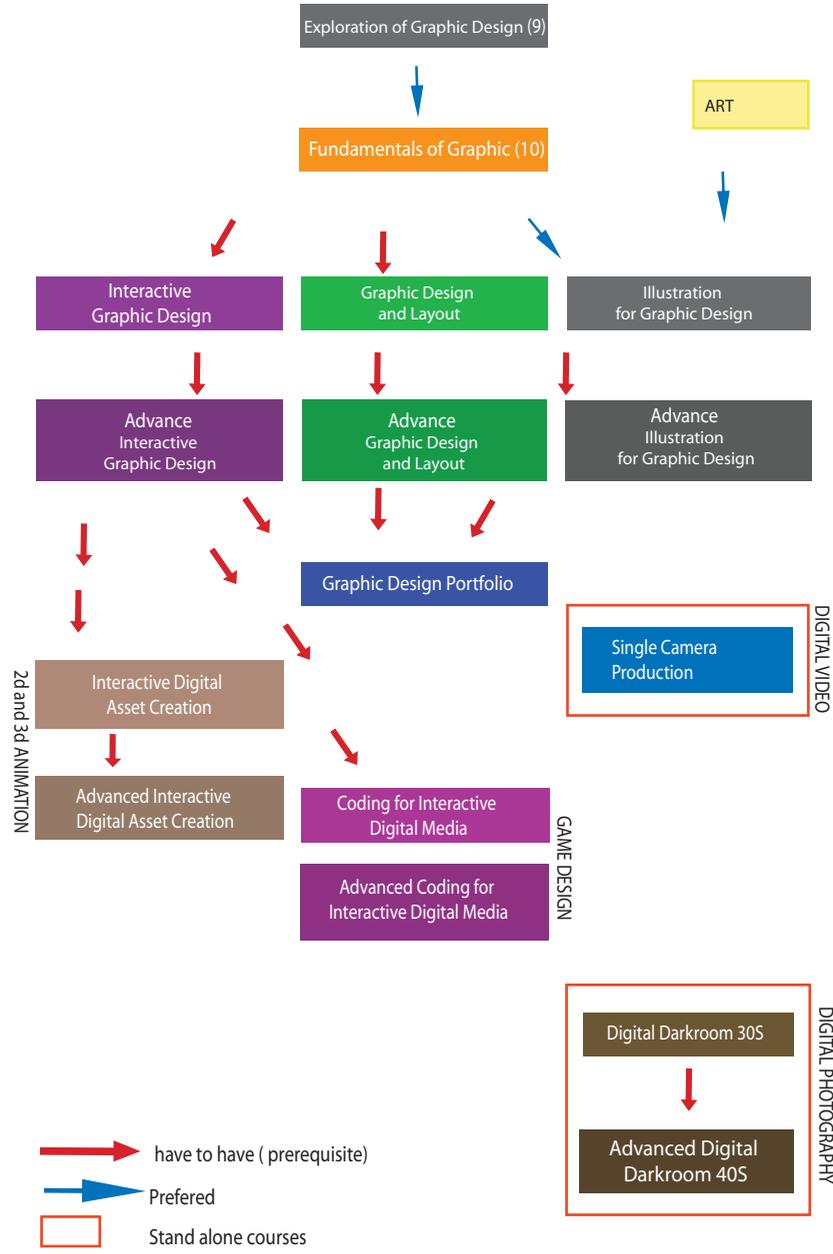
**9144 Graphic Design Portfolio 40S / 40E / 40M**  
 In this course, students apply the knowledge and skills learned in previous courses to produce a graphic design portfolio to obtain entry-level employment or self-employment opportunities, or gain admittance to a post-secondary program.

**9098 Advanced Interactive Digital Asset Creation 40S 40E 40M**  
 This course builds on the skills and knowledge learned in Interactive Digital Asset Creation. Students will learn the skills related to creating advanced features of dynamic asset creation, and to apply code to assets.

**9161 Advanced Digital Darkroom 40S 40E 40M**  
 This course builds on the skills and knowledge learned in 9XXX Digital Darkroom, focusing on advanced digital editing techniques. Students will use critical thinking skills to select most appropriate software and tools to professionally edit images to achieve desired results.

**9099 Advanced Coding for Interactive Digital Media 40S 40E 40M**  
 This course builds on the skills and knowledge learned in Coding for Interactive Digital Media. Students will learn to code in more than one language, focusing on advanced programming theory and techniques

# Visual Communication Subjects



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# What we offer

We offer the following under the Manitoba Technical-Vocational Curriculum: The **Graphic Design** and **Interactive Digital Media** Curriculum.

Together we call this area

## VISUAL COMMUNICATION.

### Graphic Design

Graphic design is the creative practise of conveying an idea, or communicating a message esthetically with images, graphics and type. Graphic design often refers to both the process (designing) by which the communication is created and the products (designs) which are generated. Graphic designers work in a variety of areas; producing visual identity (logos and branding), publications (magazines, newspapers and books), print media (posters, billboards, signs, product packaging), illustration and interactive design (animation, websites, apps, games, and emerging technologies).

The graphic design program gives students the opportunity to learn the skills and knowledge required to function within the graphic design industry. Students use industry standard software and traditional media to visually express their ideas. By the end of the program, they will be able to produce graphic design and layout, illustration, and interactive graphic design to gain entry-level industry employment.

Careers include but not limit to:

- Graphic designer
- Front End Web Designer
- UI Designer (User Interface Designer)
- Illustrator
- Tattoo artist
- Digital artist
- App designer
- Layout artist
- Print Publication Designer
- Advertising/Marketing
- Art/Creative Director

Students also have the opportunity to work as self-employed graphic designers, or to continue their studies in graphic design at the post-secondary level.

### Interactive Digital Media

The high school interactive digital media program provides students with the opportunity to learn the knowledge, skills and attitudes to develop and produce interactive digital media projects, such as apps, games, websites, virtual worlds, and cross-platform media.

Students will gain knowledge and skills in digital design, asset creation, coding, and project management. Using a project-based approach, they will combine technology and artistic skills to create authentic interactive digital media applications.

Students will be exposed to the professional aspects of making a living in interactive digital media, learning all aspects of the profession, including the entrepreneurial skills to pursue self-employment.

Graduates of the program will be equipped with the knowledge, skills and attitudes to find entry-level employment in the industry.

Careers include but not limit to:

- web designer
- web manager
- advertising and marketing specialist
- app developer
- animator
- digital artist
- web developer
- social media manager
- game developer
- asset developer
- computer programmer
- cinematographer

Graduates will also have the opportunity to continue their education in postsecondary institutions.

## LEVEL 1 GRADE 9

### 9135 Exploration of Graphic Design 15S / 15E / 15M 10S / 10E / 10M

This optional course is intended for students wishing to explore graphic design. Students will be encouraged to think creatively as they solve basic design challenges.

## LEVEL 2 GRADE 10

### 9136 Fundamentals of Graphic Design 20S / 20E / 20M

This course introduces students to the field of graphic design. Students will begin to focus on basic design theory, the design process, and their practical application.

## LEVEL 3 GRADE 11/12

### 9137 Graphic Design and Layout 30S / 30E / 30M

Students will expand the knowledge and skills acquired in Fundamentals of Graphic Design, and focuses on the theory and practical application of graphic design and layout.

### 9138 Illustration for Graphic Design 30S / 30E / 30M

Students will expand the knowledge and skills acquired in Fundamentals of Graphic Design, and focuses on the theory and practical application of illustration.

### 9139 Interactive Graphic Design 30S / 30E / 30M

Students will expand the knowledge and skills acquired in Fundamentals of Graphic Design, and focuses on the theory and practical application of interactive graphic design.

### 9119 Single Camera Production for Broadcast Media 30S / 30E / 30M

This course is designed to enhance all aspects of single camera production when on location or in the field. Students will discuss and enhance previous skills in all areas of production. They will learn theory related to lighting, camera functions and operation, script writing, storyboarding, and editing techniques. This course will also introduce interviewing techniques, and three-point lighting.

### 9096 Interactive Digital Asset Creation 30S 30E 30M

This course focuses on the creation of original assets to support interactive digital media projects by using a variety of software. Examples of assets include vector images, rasterized images, 2-D animations, 3-D models, sound effects and rigging.

### 9158 Digital Darkroom 30S 30E 30M

This course focuses on basic digital editing techniques, including layout, resolution, tonal and colour correction, crop ratios, and output. Students will learn to use several types of editing software.

### 9097 Coding for Interactive Digital Media 30S 30E 30M

This course focuses on the creation of interactive components of projects by using basic coding. Students will learn programming theory, and how to incorporate it into interactive digital media projects.