

GRAPHIC DESIGN PROGRAM 570.GO

DAWSON

Graphic Design is everywhere: road signs, packaging, movie titles, trademarks, book covers, magazine layouts, websites and multimedia presentations are just some examples.

Graphic designers are problem solvers who work with type and images. They create solutions for clients so that messages can be successfully communicated to the target audience.

Our graduates work in design studios, multimedia production companies, film studios, advertising agencies and publishing companies. They design 'in-house' for large corporations and government agencies. They also run their own freelance design businesses.

See our graduates' portfolios at:
graphicdesign.dawsoncollege.qc.ca



Graphic Design Department
Office 2G.7
Dawson College
4001 de Maisonneuve Blvd. West
Westmount, QC H3Z 3G4
514.931.8731 ext. 3200

A Guide to
Departmental
Admission
Requirements
and the
Application
Portfolio

Cover image: Veronica Louis
created in the first-year Introduction to
Pre-Press Procedures class

After the Dawson College application process, which must be completed by March 1, applicants to the Graphic Design Program are required to attend an assessment which consists of the following:

- **portfolio evaluation** (see description at right)
- **timed drawing exercise**
- **questionnaire**

Applicants will be notified by mail as to the exact date and time of the assessment. It is usually scheduled in last week of March.

Final acceptance into the Graphic Design Program is based upon:

- assessment of portfolio
- assessment of drawing exercise
- assessment of statement of goals
- academic background

Successful applicants will be notified by the Registrar's Office approximately two weeks after the assessment.

Portfolio Evaluation

Your portfolio should satisfy the following requirements:

Quantity

- Approximately 25 artworks and a sketchbook.

Variety of visual techniques

- Include artworks from any of the visual arts such as drawing, drafting, painting, photography, typography, and layout design, etc.

Variety of subjects

- The artworks, produced in the last two years, should reflect a variety of subjects such as figure, portraiture, still life, fantasy, architecture, fashion, landscape, abstract design, sports, industrial products, typographic layout, poster design, advertising design, etc.

Neat presentation

- Artworks need not be mounted but must be neatly presented.
- Do not present anything that is a copy of another person's work.
- Remember that the portfolio will be evaluated on quality, variety, and demonstration of motivation.
- Please do not submit works on computer disks or videotapes. Print their content instead.

The following is only an example of a suitable portfolio:

Subjects

Advertising
Architecture
Fantasy
Fashion
Figure and Portraiture
Industrial products
Landscape
Portraiture
Typographic layout
Other graphic design

Techniques/Media

Black & white photography
Charcoal drawing
Colour photography (slides optional)
Painting in any medium
Pen and ink drawing
Printing
Sculpture
Technical drawing
Digital and multimedia

Please do not be intimidated by this process. We do not expect a portfolio of professional quality. Our goal is to assess your drawing skills and visual awareness based on the quality and variety of your work

Local Applications

Admissible applicants (those that meet the College's entrance requirements) will be sent an invitation letter by e-mail to participate **in person at the college** in a portfolio evaluation to take place in the Graphic Design Department. After the evaluation, these applicants will return home with their portfolio. Within two to three weeks (approximately) of the evaluation date, acceptance and refusal letters will be mailed by the Admissions Office via Canada Post and available on the Application Status portal. **Accepted applicants will be required to confirm their acceptance online only and by the deadline stipulated in the letter.** You can check this portal periodically for your status.

Distant Applications

Applicants who live more than 500 kilometres away are encouraged to attend the assessment. However, we do understand that this might be difficult due to time and monetary constraints.

In lieu of attending in person:

- Mail or courier your **portfolio and written statement** – why you are interested in the program including relevant details as to art courses completed and your career goals in the graphic design field – to the address below, and include return postage.
- These two items must be received by us **no later than March 25.**
- Address your package to:
Chairperson, Graphic Design Department (Office 2G.7)
Dawson College
4001 de Maisonneuve Blvd. West
Westmount, QC H3Z 3G4
Canada
- Portfolios will be returned within two weeks of the assessment date.