



The Digital Art & Design program

Program Objectives

The primary objectives of the Digital Art and Design Program are: preparation for employment in the diverse field of computer graphics and multi-media, while exposing students to a variety of computer graphics software applications and the development of sound visual communications and problem solving skills.

Program history and context

Since its creation in 1985, the Digital Art & Design program has been training students to enter the work force as digital artists and designers. The program has evolved continually to embrace advances and applications for computer-based design and imagery. The mid to late 1980s saw the emergence of computer-based print design and prepress. These tools and techniques have matured and are almost universally used in print production industries. The mid to late 1990s saw the emergence of online and internet-based communications and publishing. The internet has also rapidly become a communication mainstay in our society.

The Digital Art & Design program has grown with these trends to provide its graduates with a base of skills that will serve them throughout their careers. Professional communications will always involve communicating a message to a target audience on behalf of a client. What changes is the manner in which this is achieved.

Digital Art & Design related industries and the nature of employment in these industries are evolving at a phenomenal rate. Working relationships are increasingly characterized by temporary, part-time and various contract and per-project arrangements. Our industries and fields are also characterized by global competition, cultural diversity, new technologies, and new management processes that require workers to have critical thinking, problem-solving and communication skills as well as advanced levels of practical and technical skills.

Digital Art & Design is a career technology program that satisfies these needs. The shift to a world where knowledge and information are the fundamental inputs of economic activity marks a very important theme for the development of the Digital Art & Design program. It is our graduates who will be called upon to communicate the information in our information-based society.

What changed in Sept. 2003

The Digital Art & Design program no longer requires students to do a qualifying year of fine arts for entry. The revised two-year diploma requires students to enter the DAAD program for both years of study. Students take a mix of Digital Art & Design, Fine Arts, English, Journalism, and Management courses. The program has been revised in response to industry, program advisory committee, graduate and student demand. These changes are resulting in a much stronger and unified program.

Program Credits	Old Program (pre-2003)	New Program
DAAD	24 credits	39 credits
FINA	27 credits	12 credits
ENGL	3 credits	3 credits
JOUR	0 credits	3 credits
MNGT	0 credits	3 credits

What the Digital Art & Design Program is:

- Graphic Design
- Communications Process
- Print Media
- Digital Prepress
- Typography & typesetting
- Website and Multimedia Development
- Information architecture
- Project management
- Graphic development
- Web Animation
- Attention to detail
- Deadline oriented
- Professional level English Language usage
- Focussed on client and audience needs
- Employment oriented
- A lot of hard work

What the Digital Art & Design Program is not:

- Cartooning
- 3D Animation
- Game development
- Programming
- Simply playing on computers
- Focused on self expression
- Suitable for people who don't like reading, writing and learning continually

Program focus

The Digital Art and Design program is currently focused on the following areas:

Graphic Development, Illustration & Design

The Digital Art & Design related industries are long on computer operators and formatters and short on people with graphic development skills. The thread that has bound the Digital Art & Design program together over the years is graphic development, illustration and design. This includes broader skills that are critical in any communication media: design, layout, and typography. Conceptually, this involves the communications process and the connection between the client and the target audience—the message, and how best to deliver it, or even whether to deliver it. This is the kernel of problem solving in the communications fields. It is the core foundation courses and the abilities that our graduates develop in them that have made our graduates so popular with employers.

Desktop Publishing, Digital Prepress and Print-based Communication

The “Desktop Publishing Revolution” of the late 1980s and 1990s has opened numerous avenues of employment for DAAD graduates. Desktop Publishing brought the convergence of a number of traditionally disparate, but related skills such as design, graphic development, typesetting and typography, layout, prepress, photography, proofing and client contact. The Digital Art & Design program’s emphasis on graphic development, graphic design and visual problem solving provides a very unique approach to the fields related to desktop publishing. This approach has proven to be very popular with employers who encounter quite a few individuals with strong backgrounds in either layout or computer operation, but very few with illustrative, design, typography and visual problem-solving skills.

Multimedia

Multimedia essentially means using combinations of different media—still graphics, still photography, animation, video and sound to communicate. With the inception of multimedia, our communications have evolved to include the idea of interactivity—the user rather than the designer choosing the pace and pathways through information. The related concept of a publication being different in context and juxtaposition for each user comes into play.

We think of multimedia projects as being delivered primarily on CDROM, and to an increasing degree over the internet and intranets. These projects typically involve animation, desktop level video and sound, text and still graphics and photography. This necessitates new forms of design based on the concept of hypertext and hypermedia, and the presumption that a given user won’t necessarily read an article or encounter information from start to finish, but will jump to related concepts based on their own informational needs.

This plays out in our program in a number of ways. First, the idea of information design and information architecture, clients tend to develop their content or source material in a sequential manner. This information usually needs to be redesigned, or repurposed, for non-linear access. Second, is the idea of interaction design and usability: how does the user access and interact with the information?

Critical in multimedia is the idea of user interface development—the controls and accesses, the menus and buttons, the metaphors and image maps that orient users to the material and guide them through it. In multimedia the ideas of development and invention come strongly into play.

The differences between multimedia and web publishing are disappearing. They

really differ only in delivery format. Our program advisory committee has indicated that multimedia as we have known it for the last decade will probably merge completely with the field of online publishing in the next few years. We have developed a two-course treatment of the technical and practical issues of these fields along with courses in content development and information design, client contact and project management.

Online Publishing

This is probably the most rapidly growing area of our field, and the one that holds the most profound changes in the way our society communicates. A recent television documentary on the explosive growth of the internet explored the idea that an increase in the number and rate of communication transactions in the lives of heavy internet users has the effect of compressing time. It postulated that heavy internet users engage in as many communications transactions in one year as a non-internet user might in seven years. This compression of time carries across to many other areas of life including product development cycles, communications theory, and the way organizations and the work world are organized.

In our program the web is a natural outlet and market for student employment. In addition to some of the technical and conceptual issues already discussed above in multimedia, online publishing has a few unique requirements. Documents that are published online are very rarely completed in the traditional sense. The most successful online documents continue to evolve, sometimes daily, hourly or even continuously. Where before we might read a great book on the advancements in a particular field that was current to within about one year, or read a magazine that was current to within two or three months, we now can find out what happened yesterday, or indeed what is currently happening today.

This has far reaching implications for how clients communicate with their target markets, and provides another strong direction for our program. As indicated above, we will treat the technical and practical aspects of online publishing and multimedia in an introductory/intermediate course pairing, and complement it with courses in content development

and information design, and client contact and project management. Our program concentrates on the conceptual design, visual design and user interface design of web sites.

Web Animation/ Interactive Development

As internet connections have improved in speed, and particularly with the widespread adoption of broadband connections, there is a growing market for more heavily animated and scripted internet offerings. Using common industry tools, students apply introductory animation skills to the development of sequential and interactive web-based presentations and applications.

Employment Destinations

- Graphic Design Firms
- Web Development Firms
 - Team projects
- Freelance small site development
- Component/Flash development
- Multimedia Design Firms
- Print & Digital Media Development
- Corporate Design & Communications Departments
- Advertising Agencies
- Marketing/Communications
- Educational Development Firms
- Self employment
 - Consulting
 - Freelance Design
 - Communications Consulting
 - Team Project Work
- Service Bureaus
 - Print Media & Digital Media
 - Printing Company
 - Office printer/fast copy
- Event & Exhibit Design Firms
- Film/TV/Animation/Game Development Firms
- Miscellaneous Design Companies
 - Architectural Design
 - Industrial Design
 - Interior Design
 - Landscape Design
 - Environmental Design

Graduate skills profile

The Digital Art and Design program has a Program Advisory Committee (PAC) that consists of employers, graduates and educators. This committee is instrumental in guiding the evolution and activities of the Digital Art & Design program. At each meeting of this committee we review the skills our graduates need for their careers. This is the most recent list of skills:

- Problem solving & critical thinking;
- Oral & written communications;
- Visual literacy;
- Communications process;
- Marketing & advertising;
- Typography & design;
- Computing—www, networks, applications, operating systems;
- Business—project management, small business skills, self promotion ;
- Team & social skills;
- Flexibility;
- Continuous learning skills and habits;
- The ability to acquire and to apply theoretical and analytical knowledge;
- A sense of responsibility for the cultural debris one creates;
- The ability to research and maintain an expertise on the boundaries and frontiers of one or more discipline specialties without sacrificing a well-rounded base of core knowledge and skills.

Program Highlights

Portfolio Development

Since the portfolio is the primary tool graduates use to secure employment, the majority of our assessment falls into the portfolio assessment model. We focus much of the year of the program on portfolio development. While portfolio development plays a large role in all DAAD courses, a number of courses in particular focus on strengthening the portfolio. The DAAD 260 Production Art and DAAD 286 Digital Art & Design Project courses, in particular, are designed to support students in the development of strong portfolio pieces.

Employability Skills

Employers continue to stress the importance of oral and written communications skills, and analysis, problem solving and critical thinking skills. As a program that graduates professional-level English language communicators, we take the development of these skills seriously. This development takes place in all of our program courses. It is important for prospective students to realize that while much of the program is visual and design-oriented, an equally large part of the program is centred on the written word. We are communicating messages on behalf of clients to target audiences. This requires strong skills in writing, editing, organizing information, analysis, problem solving and critical thinking.

Experiential Learning

The Digital Art & Design program includes the requirement for a six-week internship or equivalent. This gives Digital Art & Design students a start on their portfolio of practical experience. This requirement can be satisfied in a number of ways: contract or project work a student may pick up while in the program or over the summer months, full-time summer jobs, initial employment after leaving the program, or actual internship arrangements. With the support of the program faculty, students gain valuable experience in work or contract situations. It is the student's responsibility to approach employers or secure contract work to satisfy this requirement. This requirement is flexible so that it leaves opportunity for individuals to direct the structure of their own experience portfolios.

Self-Directed Learning Skills

A core set of skills, in fact almost literacies now, are life-long learning skills, and the continual identification and acquisition of required skills and knowledge growth. There is a strong need for individuals in the program to gain experience in identifying learning goals and establishing self study plans to shape the direction and focus of their personal development to some extent. Rather than

Program Highlights (continued)

blindly memorizing facts, or focusing on discrete software skills, students today need to develop meta-cognitive and self-evaluation skills so they can assess what they need to learn in order to solve a problem or complete a project. Students who learn these skills will be able to direct their own learning, to recognize what skills they need, and to acquire those skills on their own.

As a visual portfolio driven program, students strongly shape their focus by the amount of time spent on various assignments, but more and more we are getting students who wish to pursue extended study in a given direction, or wish to develop a large scale portfolio piece. Again, to provide maximum flexibility and to accommodate the learning interests and

requirements of the various students, we have introduced a project-based course to our program. The format of this course will be weekly seminars and supervised labs to keep students on track. Students who are not well suited for this type of course may satisfy the requirement with a justified elective offering that satisfies their learning objectives.

Program Activities

Our program is currently characterized by three types of activities: traditional lectures, group seminar exploration of problem solving techniques and computer applications, and lab sessions which provide students an opportunity to work to solve communications problems and develop their portfolios on their own

with instructors and lab faculty providing individual support as needed.

We have what we feel is a good blend between lecture, group and individual learning. The character of much of the activity from the student perspective is centred on constructive or problem-based learning. By explicitly recognizing problem-based activities and their corresponding processes in particular, we believe we can strengthen the value of these activities. We also couple problem-solving activities with explicit written and oral planning activities as well as explicit written and oral reporting activities upon completion. We also strive as much as possible to create “work like” environments and experiences.

Program Layout

The First Year

The primary goals in the first year are to lay the foundation concepts and skills, and get over the learning curve presented by using computer hardware and software to solve problems. While students begin to solve communications problems in the first year, they are still to a large extent developing the tools they need to solve the problems.

- The Fine Arts (FINA) courses, DAAD 110, 120 and 130 provide the core foundation theory and skills for Digital Art & Design.
- The English (ENGL) course and FINA Visual Culture course lay the groundwork for the core employability skills of oral and written communication and critical thinking. These principles are written across the DAAD curriculum and continue to be developed throughout the program.
- DAAD 175, DAAD 195, and DAAD 196 introduce the key areas within Digital Art & Design. The goal in these courses is for the students to gain familiarity with the equipment and software pertinent to these areas, and to begin solving introductory level problems.

The Second Year

The second year focuses on problem solving and career preparation.

- DAAD 275, 295, 296, and 280 continue development of the key program directions, and the students concentrate on solving complex problems in these areas.
- The Writing/Editing for Publication (JOUR) course continues building facility with the language and looks at grammar, substantive editing and line editing from a publication perspective.
- The Marketing (MNGT) course fosters an appreciation of business in terms of marketing, advertising, self promotion, business objectives and business environment.
- DAAD 288 focuses primarily on client contact and project management. This course will be composed of a series of client contact case studies and project management case studies. This will provide the students with guidance in the problem resolution process and expose them to real-world problems.
- DAAD 286 is the project course. This will include an identification of the

area of student interest and learning objectives, an establishment of progress milestones, an identification of the product of the study, and the establishment and application of assessment criteria. It is anticipated that industry representatives will play an active advisory role in this course. It is also conceivable that students would rather use other elective courses to satisfy this requirement. In this event, students are required to supply a statement detailing how the proposed elective better supports their educational goals. All electives used in this manner must be pre-approved.

- DAAD 260 continues to be one of the highlights of our program. The course involves high-pressure, short time-frame problems for the students to solve, much like they would in a high production environment. Typically the students arrive for their lab and have two or three hours to complete a relatively common type of project. This course also involves a workplace analysis and transition module, as well as a field trip to the lower mainland to visit larger employers.

Course Requirements

Year 1

Fall Semester September – December

DAAD 120	Graphic Design (L) (2,1,1)
DAAD 130	Typography (L) (2,1,0)
DAAD 175	Graphic Apps and DAAD Systems (L) (2,1,3)
ENGL 181	Business Writing (4,0,0)
FINA 113	Drawing 1 (L) (3,1,0)

Winter Semester January – April

DAAD 110	Communications Graphics 1 (L) (2,1,0)
DAAD 195	DTP & DPP 1 (L) (2,1,3)
DAAD 196	New Media 1 (L) (2,1,3)
FINA 123	Drawing 2 (L) (3,1,0)
FINA 176	Introduction to Photography1 (L) (3,1,0)

Year 2

Fall Semester September – December

DAAD 295	Desktop Publishing & Digital Prepress (L) (2,1,3)
DAAD 296	New Media 2 (L) (2,1,3)
DAAD 275	Graphic Apps and DAAD Systems 2 (L) (2,1,3)
FINA 150	Visual Culture (3,0,0)
JOUR TBA	Writing and editing for Publication (3,0,0)

Winter Semester January – April

DAAD 284	Content Creation & Information Design (L) (2,1,3)
DAAD 288	Project Management & Client Contact (L) (3,1,1)
DAAD 286	DAAD Project (L) (0,1,6)
DAAD 260	Production Art (L) (0,2,6)
MNGT 143	Marketing (4,0,0)

Graduation Requirement

In addition to all of the courses above, there is a graduation requirement of successful completion of a 6 week (240 hours) internship or equivalent.

Course Descriptions

DAAD 110-3 Communications Graphics (2,1,0)(L)

This course is designed to develop the student's awareness of the principles and practices involved in the production and design of effective visual communications for both print production and online/multimedia applications. Creative and practical applications of typography, photography and illustration, as they relate to visual problem solving in a computer graphics environment, will be covered. Oral and visual presentation skills will be emphasized.

Prerequisite: DAAD 120, DAAD 175

DAAD 120-3 Graphic Design

The basis of design requires the bringing together of various elements – words, photographs, illustrations and graphic images – into one area to achieve an interaction with the intended audience that will communicate a message within a given context. This course will allow the students to explore the creative potential of these elements through conscious experimentation and study of the effects of reworking and refining ideas.

Corequisite: DAAD 175

DAAD 130-3 Typography (2,1,0)(L)

This course provides the student with the typographic skills required to produce effective communications in the Computer Graphics and Desktop Publishing environments. The importance of sound typographic communication skills will be stressed. Elements of good typography, choosing the proper type style, and type as a powerful communication tool will be explored. An in-depth look at Desktop Publishing software will also be included in this course.

Corequisite: DAAD 175

DAAD 175-3 Graphic Applications and Digital Art & Design Systems 1 (2,1,3)

This is an introduction to the theories, processes, hardware and software used in solving illustration or photograph-based visual problems and creating computer generated artwork. Students will take their solutions from sketch through to print and network-based output for applications including: desktop publishing and prepress, multimedia and web development. Students will be exposed to hardware and software commonly used in the industry.

DAAD 195-3 Desktop Publishing and Digital Prepress 1 (2,1,3)

This course introduces the issues and technologies involved in moving print-based design projects from concept to final output. This is accomplished by a study of print technologies, their limitations and attributes; and an exploration of common computer-based publishing technologies and processes.

DAAD 196-3 New Media 1: Multimedia, Animation & Online Publishing (2,1,3)

In this course students are introduced to organizing information and designing user interfaces for computer delivered communications using prevailing development software. Topics will include: project planning – storyboards, maps and other planning documents; principles of animation – time, motion and juxtaposition as design elements; presentation design – both esthetic and pragmatic; user interface development; technical issues – file formats, moving information between various software packages, CDROM publishing, network-based publishing; players and roles; projects types and applications.

Course Descriptions (continued)

DAAD 260-3 Production Art (0,1,6)(L)

This course is designed to allow students the opportunity to develop their skills as computer artists. Preparation of a presentation level portfolio will be the primary focus of this course. Assignments will be aimed at developing the students' speed and dexterity on the computer. Students will also gain experience in working to tight production deadlines, coping with client generated restrictions and design limitations. Some assignments will be allocated to students from 'real world' production houses. A strong emphasis of the course is the transition from school to work. A field trip to visit larger workplaces in the lower mainland is part of this course.

Prerequisite: Successful completion of all required courses of the first three terms of the DAAD program.

DAAD 275-3 Graphic Applications and Digital Art & Design Systems 2 (2,1,3)

This is a continuation of DAAD 175 and explores advanced and complex usage of the theories, processes, hardware and software used in solving illustration and photographic visual problems and creating computer generated artwork. Students will take their solutions from sketch through to print and network-based output for applications including: desktop publishing and prepress, multimedia and web development. Students will be exposed to hardware and software commonly used in the industry. Problems in DAAD 275 increase in complexity and in technical requirements.

Prerequisite: Successful completion of all required courses of the first two terms of the DAAD program.

DAAD 284-3 Content Creation and Information Design (2,1,3)

This course explores the essential principles of multimedia writing, information design, editing and conception, including approaches to content arrangement, narrative, and the use of non-linear and associative patterns. Strategies for repurposing existing content will also be explored.

Prerequisite: Successful completion of all required courses of the first three terms of the DAAD program.

DAAD 286-3 Digital Art and Design Project (0,1,6)

This project gives students an opportunity to explore a Digital Art & Design area of their choosing to a greater depth. Students must identify: an area of learning, the specific resulting project, project milestones, and in conjunction with instructors identify a learning plan, and assessment criteria. Students are urged to use real-world projects wherever possible. To accommodate the widest possible range of learning goals, students may also tender a proposal to fulfill the requirements of this course with an elective offering. Proposals must be approved by the program coordinator or chairperson.

Prerequisite: Successful completion of all required courses of the first three terms of the DAAD program.

DAAD 288-3 Project Management and Client Contact

There are two elements to this course: project management theory which the students will apply practically to development projects in the program; and a case study component that puts students in touch with industry representatives for the exploration of client contact problems.

Prerequisite: Successful completion of all required courses of the first three terms of the DAAD program.

DAAD 295-3 Desktop Publishing and Digital Prepress 2 (2,1,3)

This course is a continuation of DAAD 195 and examines the issues and technologies involved in moving print-based design projects from concept to final output. Issues involving advanced color usage, service bureau liaison, and high-end printing will be covered in greater depth.

Prerequisite: DAAD 110, 120, 130, 195

DAAD 295-3 Desktop Publishing and Digital Prepress 2 (2,1,3)

This course is a continuation of DAAD 195 and examines the issues and technologies involved in moving print-based design projects from concept to final output. Issues involving advanced color usage, service bureau liaison, and high-end printing will be covered in greater depth.

Prerequisite: DAAD 110, 120, 130, 195

ENGL 181-3 Business, Professional, and Academic Composition (4,0,0)

English 181 teaches the theory and the practice of successful academic, business and professional composition; the similarities and differences involved in writing for business and academic purposes; and the research and documentation skills involved in both.

Prerequisite: 73% on the combined English 12 and Government exam (within the last five years), or Level 4 on the composition section of the LPI (within the last two years), and completion of English 060, or completion of CESL 057 and CESL 058 with a grade of C+ or better.

FINA 113-3 Drawing 1

An introduction to the fundamentals of drawing, covering formal elements of drawing, composition, and balance as well as practical techniques for seeing/drawing effectively. The student will be introduced to a range of drawing media and methods. Visual references, group critiques, discussions and readings will fortify theory. Although practical projects and techniques will be demonstrated in class, students are advised to timetable additional studio time in order to complete assignments which will be presented for critique.

Prerequisite: None

FINA 123-3 Drawing 2 (3,1,0)(L) Studio

A continuation of FINA 113, building on basic drawing skills, history and theory. This will cover further concepts such as texture and colour as well as layering and proportion/distortion, with an emphasis on visual communication of content through composition, choice of media and surface. Visual references, group critiques, discussions and readings will fortify theory. Practical aspects of assignments will be introduced in class but students are advised to timetable studio time in addition to class time in order to complete assignments for critique.

Prerequisite: FINA 113 or instructor's written consent.

FINA 150-3 Introduction to Visual Culture (3,0,0)

An interdisciplinary investigation of culture through the study of our visual environment. Beginning with the development of a critical framework for understanding visual art forms, the course will progress to encompass other viewpoints and forms of visual communications such as television, film, video, computers, billboards, graffiti, new technology and other imagemaking sources. A variety of topics related to our visual environment will be presented by guest lectures, artists and field professionals. This is a lecture class: no drawing skills are required.

Prerequisite: None

FINA 176-3 Introduction To Photography 1 (3,1,0)(L) Studio

This course is an introduction to technical aspects of black and white photography and the use of photography as an artistic medium. An understanding of these technical and aesthetic aspects of photography will be carried out in the context of an ongoing study of photographic histories. Students will be expected to find further studio time in order to complete assignments related to camera and darkroom techniques introduced in class.

Prerequisite: None

JOUR (TBA)-3 Writing and Editing for Publication (2,2,0)

This course covers writing and editing copy for length, grammar, punctuation, style, accuracy, taste and libel; writing cutlines and headlines; and choosing illustrations.

Prerequisite: ENGL 110 or 181

MNGT 143-3 Introduction to Marketing (4,0,0)

This course is designed to provide students with an overall view of the marketing function. They will come to understand the role of marketing in society and its application within organizations. Topics include marketing strategy, market segmentation, planning and implementing and marketing mix (the product, price, channels of distribution, advertising and personal selling functions), and managing and controlling the marketing process.

Prerequisite: Admission to the DAAD program

Admission Information

Admission Requirements

a) Educational Requirements

1. B.C. Grade 12 or equivalent
2. 73% on combined English 12 and Government Exam (within the last 5 years.)
or, Level 4 on the composition section of the L.P.I. (within the last 2 years.)
or, completion of English 060.
or, completion of CESL 057 and 058 with C+ or better.

b) General Requirements

1. Canadian Citizenship or Landed Immigrant Status.
2. Qualified applicants are expected to have previous computing experience. If not, it is highly recommended that you complete COMP 050, an operating systems course or equivalent. Basic computing skills will not be covered in the program, and you hinder your chances of success if your computing skills are weak.
3. Qualified applicants are required to view a program orientation presentation.
4. Qualified applicants will be required to submit an Art Portfolio of 10 previous art and/or design works (can be in original, slide, photographic or electronic form). Submit a 'statement of intent' with your portfolio (describe the role of the DAAD program in your overall career objectives).

Please refer to the General Information section of the UCC calendar for the statement of admission policy at UCC.

Important Details

This application package is valid between October 2003 and August 2004. If you are applying after August 31, 2004, contact Admissions for an updated application package.

Application Procedure

Admissions encourages you to submit an Application for Admission form and related documentation as soon as you complete each of the requirements. However, the minimum documentation which will be accepted is as follows:

- The \$25.00 Application Processing Fee if you have never attended UCC before.
- A completed Application for Admission form.
- A copy of your official interim or final grades.

Documentation Required

The following documentation is necessary to verify admission requirements:

- Official transcripts of previous secondary and all post-secondary educational records.
- Current high school students must submit an interim transcript showing courses completed and courses currently in progress.
- Proof of Citizenship or Landed Immigrant Status required if applicant not born in Canada.

Language Proficiency Index Exam (LPI)

If required under "Educational Requirements" (above), an applicant must successfully complete an LPI. An LPI test score is valid for admission only if it has been written within the last 2 years. If your test was written over 2 years ago you must re-write. For scheduled testing sessions, students must register to write through UBC-ARES. Information/registration pamphlets can be picked up at the Assessment Centre, Room OM1762 or by contacting (250) 828-5470. The fee is \$43.00. It is your responsibility to supply a copy of the Language Proficiency Index results to Admissions.

Application Deadlines

All documentation must be received no later than April 15, 2004. Applications will be accepted after the deadline if space permits.

Registration and Payment of Fees

You will be notified by Admissions once you have qualified for the portfolio submission and again when you have been admitted to your limited enrollment program. You should be prepared to pay a commitment fee of \$500.00 towards your first term fees before early June in order to secure your seat.

Applicants will be informed by admissions, in writing, before the end of June, 2004 whether they are:

- Accepted
- Placed on the wait list
- Not accepted into the program

Admissions, at that time, will inform the applicant of registration procedures.

Re-Application

If you were not accepted OR applied but did not attend last year, you must submit a NEW application form and contact Admissions to ensure that all required documentation is still on file and complete.

Please telephone Admissions at (250) 828-5042 if you have any questions.

Failures and Repeats

Failing or withdrawing students should recognize that there is no guarantee of the opportunity to repeat courses. The ability to cater to requests to repeat courses will depend upon the number of spaces available after first time full-time students have been accommodated. Space availability is assessed on August 1, 2004. A student who fails a course(s) will be required to repeat the course(s) within one calendar year. A failed course can only be repeated in the semester in which it is offered in the following year. The laboratory component of the failed course must also be repeated, lab marks will be integrated within the course. Student must complete a reapplication process and pay the appropriate fees for any repeated courses. Note: Failure of courses that are prerequisites to further courses may require the student to return in subsequent years as a part time student.

Part time students

Digital Art & Design courses are available on a part-time basis, and to students who are not enrolled in the Digital Art & Design program. The ability to cater to requests for individual courses for part time students will depend upon the number of spaces available after first time full-time students have been accommodated. This is assessed on August 1, 2004.

Program Orientation

To better accommodate the varied needs of applicants, the Digital Art & Design program had developed a presentation-based orientation that can be viewed online or on CDROM. The presentation is available at the following url:<http://www.cariboo.bc.ca/daad/orientation>.

The goal of the orientation is to familiarize students with the program and its policies. Applicants should feel free to direct any questions or engage in discussions of topics such as commitment, goals and expectations, design awareness, philosophy on art and design, work experience and communication skills with faculty via email. You can reach Troy Welch, Chairperson, at twelch@cariboo.bc.ca.

The enclosed orientation confirmation form must be signed and returned with your portfolio submission.

Admission Information (continued)

Portfolio Submissions by Qualified Applicants

Portfolios can include conventional or digital media, and should show evidence of solid drawing or design skills. Portfolios can be submitted in original form, slide or electronic form. Website URLs may also be included, but must also be submitted on CD. The portfolio

should consist of 10 finished original designs or drawings. Applicants are requested to not to submit large or bulky pieces in original form, but in photograph, slide or electronic form. Once notified by admissions:

1. Portfolios must be submitted to the admissions office before April 23, 2004.

2. Each piece in the portfolio should be accompanied by a very brief description of the project's objectives and the creative intentions of the artist.
3. Applicants are responsible for making arrangements with Troy Welch, Chairperson, for picking up their portfolios.

Preparing your portfolio

As part of your application to the Digital Art & Design Program you are required to submit a portfolio, which is a collection of your recent creative work. Select pieces for your portfolio that will tell us the following things about you:

- How you express or communicate your ideas and impressions of the world around you;
- The scope or depth of creative activity in which you have been engaged;
- How you solve problems, think creatively, and present the solutions.

These are important issues to student success in the field, and in the Digital Art and Design program.

Submit at least 10, but no more than 15 samples of your work.

These may be works you have completed as assignments in school, but we also strongly encourage you to include projects you did on your own or for clients as well. Each work should be accompanied by a brief explanation outlining the problem or assignment and indicate your solution or approach. Technical skills are an advantage to designers; however, they are not the primary purpose of the portfolio review. Do not worry if the work you present is not linked to the area of design which you intend to study. We want to see your best work and your potential.

Examples of the type of work that might be included in a portfolio are:

- A notebook or sketchbook (this would count as one piece)
- drawings of all kinds
- drawings or photographs of sculpture
- painting
- graphics or typography

- photography
- printmaking
- websites
- desktop publishing
- multimedia
- excerpts of writing or poetry
- three-dimensional work such as furniture design, gardens, jewellery, or ceramics

Do not send any of the following:

- copies of any other person's or persons' work,
- cartoon or comic material copied from other sources, or anything
- that you have not created yourself.

Tips

- Protect charcoal drawings or pastels with tissue paper.
- If you submit digital work on a diskette, ZIP, CD-ROM, (Mac or PC formatted), website URL, include all software and fonts and information about the operating system. Include print output of your work.
- Include diverse media showing your ability and willingness to explore different means of creative expression.
- Include work that shows how you developed an idea into a finished piece. Show your research, preliminary sketches, works in progress, contact sheets, storyboards or write about the development of your work. You may wish to include this as part of your notebook or sketchbook submission.
- Include works that make a political or social comment, tell a story, or show how you have developed a theme or idea in your work.
- Include drawings from observation, imagination and/or memory (rather

than only from photographs); preparatory drawings for a design or art project; documentation of preparatory models for a 3D project or a storyboard for a film, video or animation.

- Include work that shows you understand basic principles of two and three dimensional composition, such as e.g. positive and negative space, contrast, balance and/or shape, the frame. Show work that reflects your understanding and use of colour.
- Try to include pieces that would demonstrate some of the following:
 - classical lighting (cast shadow, value describing edge, reflected light, dark core, highlight)
 - control of three dimensional space (perspective, value, line weights, etc.)
 - control of two dimensional space (compositional shape relationships)
 - two point perspective (architecture—interior and/or exterior)
 - representational (accurate) figure drawing
 - figure in environment
 - expressive (gestural) figure drawing
 - figure with drapery
 - value control (could be included in classical lighting)
 - narrative or story telling
 - still life (revealing elliptical forms ie. bottles, cups, saucers, etc.)
 - drawing or design skills
 - balance
 - contrast
 - rhythm
 - emphasis unity/harmony