VCAD

VISUAL
COLLEGE
OF **ART** AND
DESIGN
OF VANCOUVER

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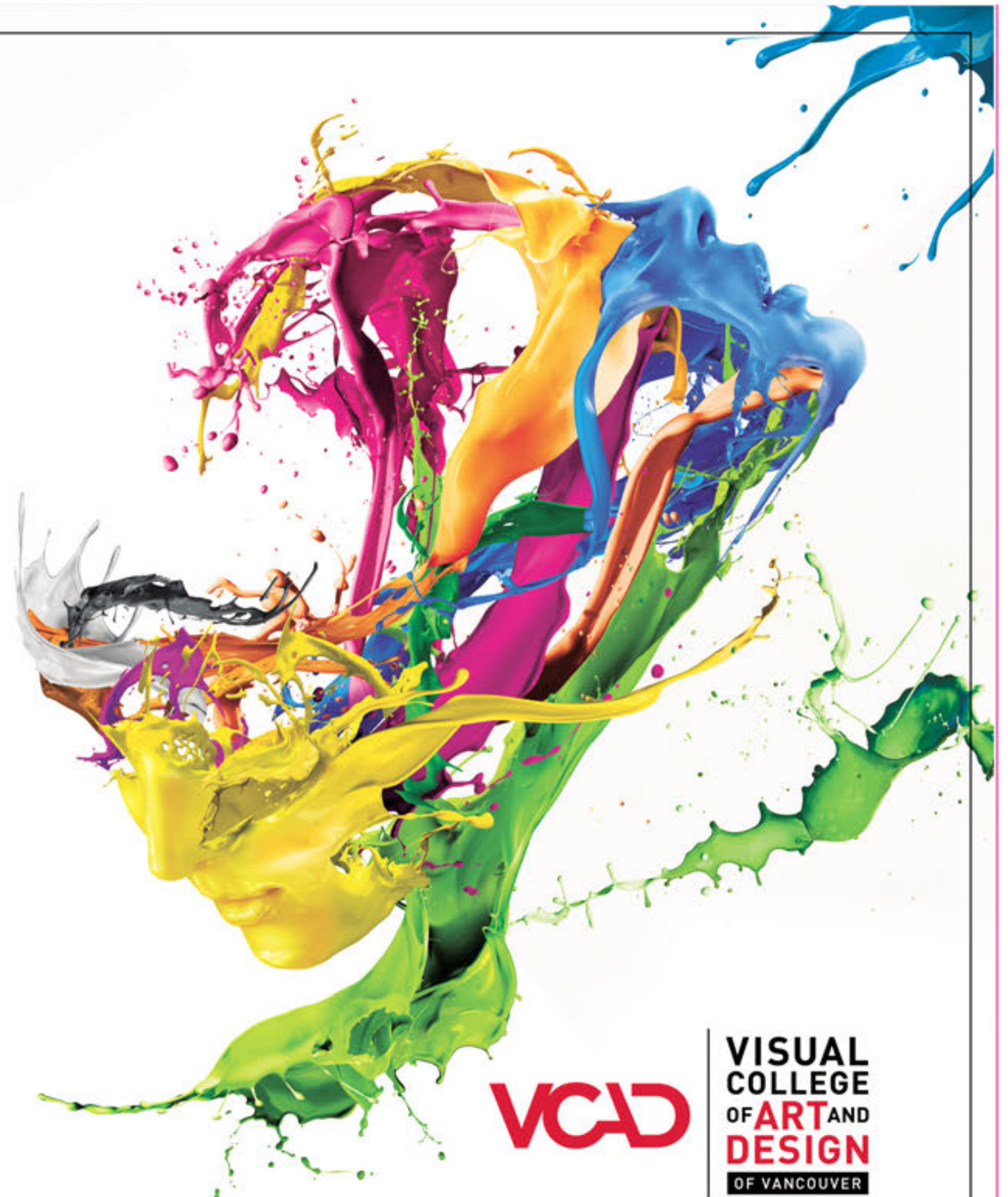facebook/ VCAD.ca   twitter/ VCAD   You Tube / VancouverVCAD

Visual College of Art and Design of Vancouver reserves the right to make changes to the programs at any time without prior notice.
Please consult our website for the most up-to-date course listing.

VCAD

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WHO SAYS ARTISTS HAVE TO BE STARVING?

There's never been a more exciting or potentially lucrative time to be a creative professional.

Creative types once floundered at the bottom of the corporate food chain. Today, however, innovative companies are constantly on the lookout for hot, new creative talent with a solid technical foundation and the cutting-edge design training to thrive in today's marketplace.

There's no shortage of exciting career opportunities for well-trained design professionals, including animators, graphic artists, video game developers and fashion and interior designers.

At VCAD, we maintain close ties with key design industry partners to ensure that our programs always meet the continually changing needs of the industry, and that the assignments you'll face during your time with us prepare you for the real projects and challenges you'll face in your new career.

Not only will you graduate from VCAD with the skills and expertise to excel in your chosen field, you'll also stride confidently into your new career with a well-rounded professional portfolio that showcases your talent to potential employers.

We believe you should do what you love, and that you should build your career around something you're passionate about. If you're looking for a career that will allow you to use your imagination and showcase your own unique style, we invite you to discover your creative future at VCAD.

Anne Morris
Visual College of Art and Design Vancouver Director

VCAD | **VISUAL COLLEGE OF ART AND DESIGN OF VANCOUVER**

Table of Contents

WELCOME TO THE VISUAL COLLEGE OF ART AND DESIGN OF VANCOUVER

YOU LOVE TO DRAW.
OR DESIGN. OR CREATE.
CHANCES ARE YOU'RE
PRETTY GOOD AT IT TOO.

Whatever your creative passion, VCAD exists to help you turn your innate talent and artistic vision into marketable skills that will enable you to thrive in today's hottest industries.

Though your personal journey toward a rewarding creative career begins with your application to study with us at VCAD, we've been laying the foundation for your success for more than 35 years. We're proud of our rich history and tradition of helping artists and visionaries like you enhance their creative passion.

Since those early days, VCAD has rapidly grown into Vancouver's most dynamic and innovative college of creative applied arts, fully independent and committed to helping every student achieve professional success.

Our state-of-the-art downtown Vancouver campus is designed to stoke your creativity while celebrating your individuality. We've designed an educational environment centred upon small class sizes and healthy interaction between students and instructors, where your talents will be recognized and nurtured and your art will be allowed to flourish.

THE ARTS TRAINING YOU DEMAND AT A PRICE YOU CAN AFFORD

We believe you should be able to pursue your dreams and focus on your art without worrying about the high cost of education.

We keep our tuition rates lower than other art schools by eliminating redundant or irrelevant programming. This allows you to focus on learning the skills and techniques that today's employers actually demand.

Because when you think about it, "Postcolonial Theory in Art History" doesn't do a whole lot for your resumé.

REAL TRAINING FOR A REAL (EXCITING) CAREER

Our reputation is built upon the success of our students. That's why we continually update our curricula based on input from our partners within the local design industry. This ongoing dialogue ensures you get a relevant, focused education that combines practical theory with hands-on training that will help you develop the skills that are currently in demand in today's marketplace.

At VCAD, you'll study under industry-experienced professionals who have made their living doing exactly what you dream of doing. These instructors have their fingers on the pulse of the design industries, and they bring their real world experience, examples and insight right into the classroom.

You'll work on intense, deadline-driven projects that will prepare you for the real challenges you'll face in your new career. As you progress, you'll also develop a professional portfolio that will showcase your talent and artistic vision to potential employers.

By the time you graduate, you'll have the training and hands-on experience to be a key addition to any design team, along with a valuable list of connections within the local design community.

SOME SAY IT'S NOT WHAT YOU KNOW, BUT WHO YOU KNOW. AT VCAD, IT'S BOTH.
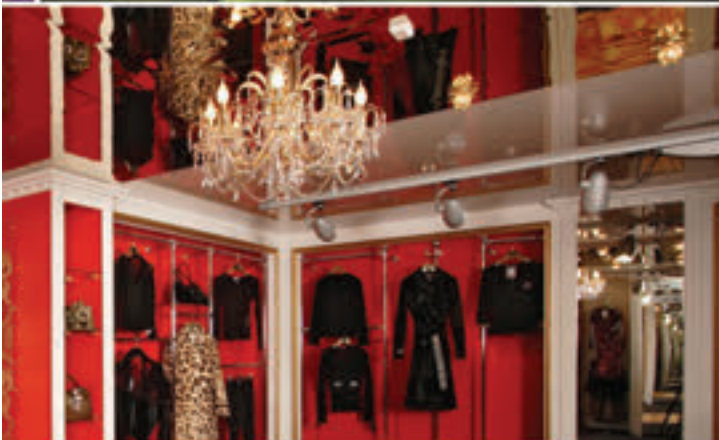
PROGRAMS
SUMMARY

VCAD is more than just an art school.

Although our programs will certainly give you the practical knowledge and hands-on training to take your artistry to the professional level, they also focus heavily on giving you the skills and experience to stand out in a competitive job market.

In fact, as of October 2011, more than 93 percent of VCAD grads were working in their field of choice. Now that's getting results!

Each of our seven career-training programs follows a focused curriculum that combines theoretical knowledge with hands-on training, and small class sizes that encourage interaction and personalized instruction.

DISCOVER YOUR CREATIVE FUTURE

We continually review and update our course content based on feedback from key industry partners to ensure our students graduate with the skills most relevant to their chosen field. Whichever program you choose, you'll receive extensive training on the tools, software and techniques used in your industry, and you'll develop a professional portfolio that shows employers you have the talent and vision they're looking for.

Your VCAD program won't just prepare you for an exciting career in art & design; it will get you there fast. By eliminating irrelevant courses and reducing your wait times between academic terms, we've made it possible for you to earn your diploma in just 48 to 72 weeks, depending on the program.

VCAD grads are some of the most employable professionals in Vancouver's creative industries. Many of them are cherry-picked by top companies before they even graduate!

Your dream career is out there – but it's up to you to go get it. Discover your creative future with one of the seven market-driven career programs at VCAD.
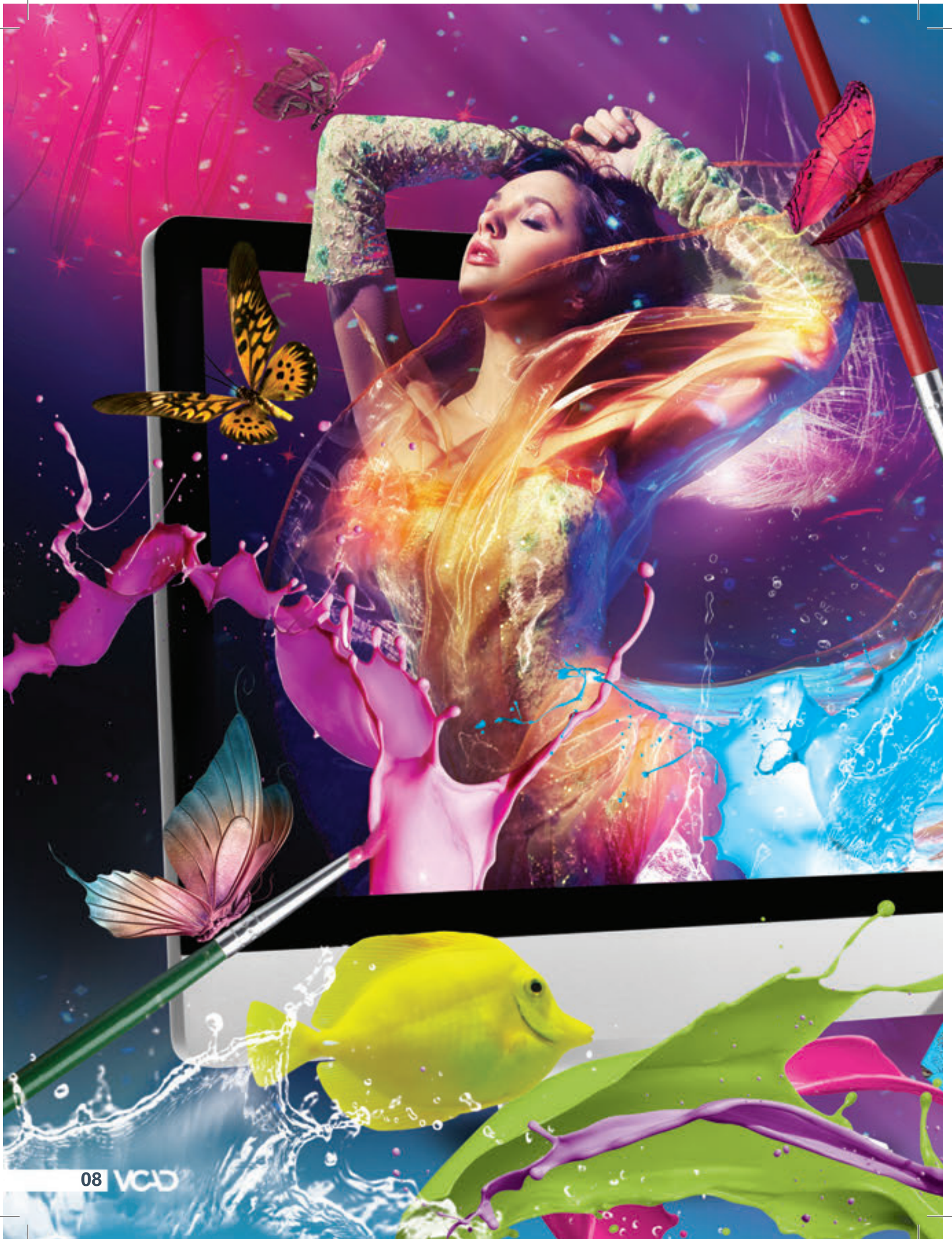
GRAPHIC DESIGN

Look around. Just about everything in our modern world, from the websites we surf, to the magazines we read, to the guide that's in your hands right now, has been touched by a professional graphic designer.

Graphic designers make a deep and significant impact on our cultural landscape. They are problem-solvers, translating complex ideas into elegant visual solutions such as logos, packaging, websites, advertisements and more.

Life as a professional graphic designer is full of exciting challenges and nearly endless inspiration from the unlikeliest of sources. Whether working within a small studio, an internal corporate design department or for yourself as a self-employed design professional, you'll discover that a career in graphic design is both creatively fulfilling and financially rewarding.

If there's one thing we can learn from recent design trends, it's that tomorrow's graphic designers are going to need to be flexible, disciplined and incredibly well-trained, with a solid foundation in the fundamentals of effective design.

The growing prominence of portable electronics like iPhones, iPads and other handheld devices is fuelling a trend away from ornate design and toward functional, scaled-down interfaces. At the same time, video screens are becoming ever larger, and innovative computer technologies are ushering in a whole new era of interactive visual experiences, giving today's graphic designers a whole new set of toys, tools and considerations.

If you're passionate about packaging, thrilled by typography and crawling with creativity, the Graphic Design program at VCAD will help you turn your passion into a successful career as a graphic designer.

The Graphic Design Diploma Program at VCAD

VCAD's 60-week Graphic Design diploma program will give you a highly focused, industry-driven education that will prepare you to excel as a professional graphic designer.

From colour theory, drawing and typography to advanced training on industry-standard software like Adobe Photoshop and Illustrator, you'll acquire the real skills to turn your creative ideas into elegant design solutions.

The assignments you'll complete in this program are specifically designed to prepare you for the real projects and challenges you'll face in your career as a graphic designer. How can we be sure? Because our instructors are industry-seasoned design veterans who in many cases still work as professional graphic designers – and because we're in constant communication with our design industry partners to ensure we're training our students in the skills most in demand in today's marketplace.

Be prepared for exciting, deadline-driven projects that will both challenge you technically and inspire you creatively, while giving you a real taste of what a career in graphic design is all about.

In addition to learning the skills and software of modern graphic design, you'll explore artistic styles throughout history and discuss their relevance within the context of current graphic design standards. Other courses will focus on the specifics of effective design for packaging, advertising, publications and dynamic media.

COURSES

TERM 1
Illustrator I
Drawing I
Photoshop I
Colour and Design
Design History

TERM 2
Typography
Life Drawing I
Conceptualization
Digital Photography
Electronic Design I

TERM 3
Corporate Design
Photoshop II
Publication Design
Electronic Design II
Packaging Design

TERM 4
Portfolio Production I
Advertising Design I
Dynamic Media I
Illustrator II
Web Design I

TERM 5
Web Design II
Portfolio Production II
Advertising Design II
Dynamic Media II

Upon successful completion of this program, you'll be able to create high-resolution graphics and illustrations, manipulate digital images, troubleshoot design problems, create functional and attractive websites, produce stunning layouts using industry-standard software, add interactivity to Flash files and much more.

Of course, it takes more than just great design skills to launch a successful career in graphic design – you also need to know how to market yourself to prospective employers.

That's why the Graphic Design program at VCAD also requires that you present your portfolio and defend both its organization and its individual pieces before a panel of your peers.

Once you've honed these vital skills, you'll be ready to showcase your portfolio to local design industry leaders at a year-end Portfolio Show. This is an invaluable opportunity to rub shoulders with key employers within Vancouver's design community, who come to check out the next wave of talented design professionals. Will you be among them?

Graphic Design – An Industry on the Rise

As companies compete for brand awareness and unique visual messaging solutions, the demand for professional graphic designers in Canada, and around the world, continues to grow.

Here in British Columbia, Work Futures BC anticipates more than 1,000 new job openings for graphic designers and illustrators between 2010 and 2015. Designers with specific training in website design and animation, such as graduates of VCAD's Graphic Design program, are expected to be in particular demand as the prominence of mobile technologies and interactive media continues to grow.

A career in graphic design can be incredibly rewarding. Many designers operate as self-employed freelancers, while others open their own design firms and/or choose to specialize in one specific area of graphic design.

In addition to creative work, your days as a professional graphic designer will likely be filled with client meetings, brainstorming sessions, concept proofing, researching ideas and liaising with other creative professionals. Depending on where you work and your role within the company, you may be asked to produce designs for websites, brochures, logos, packaging, newspaper or magazine layouts, mobile applications and more.

Visual communication and design strategies are constantly evolving to meet the needs of society. Highly competent, creative graphic designers will always be in demand.

Here are a few of the job opportunities available to Graphic Design graduates:

- Digital Graphic Artist
- Product Design Specialist
- Digital Prepress Engineer
- New Media Design Specialist
- Interactive Design Specialist
- Multimedia Designer
- User Experience Designer
- User Interface Designer
- Production Artist
- Digital and Print Design Specialist
- Story Board Artist
- Digital Illustrator
- Sketch Artist
- Layout Artist
- Print Production Artist
- Branding Specialist

Graphic Designers work at:

- Design Firms
- Advertising Agencies
- Magazines & Newspapers
- Web Design Companies
- Internal Corporate Design Departments
- Printers

STUDENT PROFILE
SUEANNE AMISOLA

Sueanne Amisola is an accountant turned graphic designer. For ten years she worked in the corporate financial industry and hated every minute of it. After some soul-searching, Sueanne realized that she needed to return to the one thing that really made her happy – art.

"I wanted something artistic that still had some structure. After doing my research, I settled on graphic design because you still get to be creative but you're working within client parameters," Sueanne said. "Starting out, I hadn't touched a lot of the programs before. I'd heard of Photoshop and I thought it was just to make you pretty when you post your pictures on Facebook! Having somebody walk through these programs and show you how they work, you need that. VCAD's smaller classes mean more one on one time. I think in a larger class you wouldn't get that kind of special attention, which is really important."

3D MODELING ANIMATION
ART & DESIGN

There's little doubt 3D modeling and animation is one of the coolest career fields out there. It's also an industry that's undergoing explosive growth, especially here in Vancouver.

3D animation professionals tend to be both incredibly talented and highly creative, using both artistic skill and technical prowess to convert their innovative ideas into cutting-edge 3D imagery.

Imagine creating characters and worlds as fantastical as your own imagination, then bringing them to life using state-of-the-art design software that you'll learn right here at VCAD! Our 3D Modeling Animation program focuses primarily on helping you develop killer animations for the red-hot video game sector. The skills you'll learn, however, are easily transferrable to industries as diverse as film production, advertising, special effects and even forensics.

The hub of Canada's dynamic CGI (computer generated imagery) industry is right here in Vancouver, where high profile studios like Pixar Canada and Sony Pictures Imageworks recently joined an already robust network of independent studios. These companies, plus hundreds of other animation studios across Canada, are in continual need of skilled creative professionals trained in the latest design software and 3D rendering techniques.

The key to launching a successful career in 3D animation is professional training and a high quality demo reel that showcases your artistic talents – both of which you'll acquire right here at VCAD.

If you're ready for a career that's exciting, challenging and always on the cutting edge of visual technology, launch your future in 3D animation at VCAD!

The 3D Modeling Animation Art & Design Diploma Program at VCAD

VCAD's 72-week diploma program in 3D Modeling Animation Art & Design gives you an exciting opportunity to study the theory and techniques of professional 3D modeling in the geographic heart of Canada's dynamic animation industry.

Through challenging assignments and hands-on instruction, you'll learn cutting-edge computer animation techniques from instructors who know what it takes to excel in this competitive industry. Because we develop our curriculum based on close feedback from key partners in the local animation industry, you know you're getting a rock-solid education in the real skills you'll need to succeed as a 3D animation professional.

You'll begin with a full immersion in the fundamentals of professional animation, including texturing, visual effects and techniques for creating original, lifelike characters. As your skills develop, you'll become proficient in the industry-standard Maya 3D animation software, learn the intricacies of effective storyboarding and bring your characters to life using professional lighting, rigging and rendering techniques.

In advanced courses, you'll learn the ins and outs of creating cool digital effects that will add a whole new dimension and vibrancy to your animations. You'll study things like timing physics to ensure your effects are believable, and you'll cover special considerations for creating realistic depictions of basic elements like water and fire.

As you work on increasingly complex projects, you'll develop a professional demo reel that showcases your technical expertise and artistic abilities. You'll even get to present your reel to potential employers at a year-end Portfolio Show, which is well attended by leaders in Vancouver's burgeoning 3D industry who come to discover the next generation of talented animation professionals.

Upon successful completion of this program, you'll be able to produce computer-generated graphics and 3D models, develop a storyboard, design and animate characters and environments, create digital special effects, graphically represent movement in three dimensions, analyze and critique animated productions and much more.

You'll stride confidently into the 3D animation industry with a comprehensive suite of both cutting-edge skills and valuable industry connections that will help you launch your career in one of the most exciting industries around.

COURSES

TERM 1
Drawing I
Life Drawing I
Photoshop I
Colour and Design
2D Animation Foundations

TERM 2
Life Drawing II
Storyboarding
Maya I
Character Design

TERM 3
3D Animation I
Environmental Modeling II
Life Drawing III
Character Modeling II
Rigging

TERM 4
3D Animation II
Character Modeling III
Environmental Modeling III
Sculpture
Texture and Lighting

TERM 5
Production and Rendering
Maya Scripting
Portfolio I
Character Modeling IV
3D Animation III

TERM 6
Portfolio II
Advanced Lighting and Texturing
Effects Animation
Compositing & Editing

3D Animation – One of the Hottest Industries in Town!

3D animation is appearing everywhere, from websites and advertisements to forensic science and military hardware.

In fact, there's virtually no sector of our modern economy that doesn't employ 3D animation professionals in some capacity. While those entering this dynamic field can expect some truly great perks, such as working within a fun and casual work culture and collaborating with some incredibly talented and inspiring individuals, it's not all fun and games. Producing the next studio blockbuster, or working on a private project for a corporate client, is serious business.

Your career in 3D animation will likely involve tight deadlines, caffeine-fuelled creative sessions and meetings with writers, programmers and other members of your production team. Depending on where you work, you may begin each day with a quick review of the projects each team member is working on, after which you'll return to your own project. That's when the fun really begins, as you dive into research, planning, sketching and – eventually – production.

There are few careers more rewarding than one in 3D animation. But to get there, you'll need a focused, hands-on education in the real skills most in demand in this creative industry. The road to your exciting new career starts at VCAD.

Here are a few of the job opportunities available to 3D Modeling Animation Art & Design graduates:

- 3D Environment Artist
- 3D Concept Artist
- 3D Character Modeler
- 3D Character Animator
- 3D Lighting Specialist
- 3D Texture Artist
- 3D Rigging Artist
- 3D Prop Designer
- 3D Motion Designer
- 3D Architectural Renderer
- 3D Story Artist
- Visual Effects Artist

3D Modeling Animation Art & Design graduates work at:

- Game Development Studios
- Digital Animation Studios
- Architectural Companies
- Broadcasting and Advertising Agencies
- Manufacturing Companies
- Entertainment Industries
- Training and Marketing Sectors
- Government and Educational Agencies

STUDENT PROFILE
RUSS DEDUL

With a dream of breaking into the 3D animation industry, Russ Dedul knew he needed more than just an interest in video games and movies to be successful. Looking for a school that would provide him with the hands-on training employers want, Russ turned to VCAD. With its downtown location and close proximity to respected animation and video game studios, VCAD was a perfect fit.

"3D Modeling and Animation is a good program and I really enjoyed it. I learned a lot from all my teachers and got to know them quite well. Before, I went to university and you didn't really get to know your teachers because you're in classes of like 200 people. But with the small classes at VCAD, the teachers know who you are and they stay in contact with you and really encourage you. I really enjoyed that."

Fashion Design

You've got trend-setting style and a keen eye for great design. You're the go-to style doctor when friends need fashion advice.

But how cool would it be to turn your personal style and fashion know-how into a full-time career?

Opportunities in the fashion and costume design industries are increasing rapidly, a trend that's expected to continue over the next several years. Here in Vancouver, an eclectic mix of established and emerging fashion houses is quickly gaining prominence within the fashion world.

In order to make a name for yourself in this ultra-competitive industry, you're going to need more than just great style. You'll need a solid foundation in fundamental design principles and a thorough understanding of the tools, equipment and techniques used in the fashion industry. You'll need a wild imagination tempered by pragmatic problem-solving skills, and fierce creativity backed up by solid drawing abilities and laser-sharp attention to detail.

As a new designer, you'll also need to know how to distinguish your line from other labels on the market. In VCAD's Fashion Design program, you'll learn how to choose your fabrics by considering such aspects as durability, comfort and sustainability, and how to establish your market position by analyzing variables such as price point, style and fashion trends.

Are you ready for an exciting career in the dynamic and highly innovative fashion industry? Take your first step with a hands-on education in Fashion Design from VCAD.

The Fashion Design Diploma Program at VCAD

Got a passion for fashion? The guile for style? If so, VCAD's 72-week Fashion Design diploma program will help you turn your creative talent into an exciting career in the fashion industry.

This comprehensive program covers everything you'll need to launch your career in fashion, from basic design principles and garment construction to hands-on instruction in drafting patterns, draping and advanced sewing techniques.

VCAD's hands-on learning model will allow you to experience firsthand how a little hard work and creative ingenuity can help you thrive in the competitive world of fashion design. You'll study the science and the art of fashion forecasting so you can stay one step ahead of the next big trend, and you'll learn how to market and promote yourself as a professional designer.

You'll learn how to use design theory to solve fashion problems and how to effectively communicate ideas between various manufacturing, marketing and merchandising components of the fashion industry. By examining past trends, you'll also gain an understanding and appreciation of the role of fashion history on modern styling and design.

COURSES

TERM 1
- Colour & Design
- Drawing I
- Garment Construction I
- Photoshop I
- The Fashion Industry

TERM 2
- Fashion History
- Fashion Illustration
- Fashion Marketing
- Garment Construction II
- Illustrator I

TERM 3
- Collection Design & Development
- Fashion Forecasting
- Garment Construction III
- Pattern Drafting I
- Textiles

TERM 4
- Digital Pattern Making I
- Draping
- Fashion Design Studio I
- Pattern Drafting II
- Product Development

TERM 5
- Digital Pattern Making II
- Fashion Design Studio II
- Fashion Styling
- Garment Construction IV
- Pattern Drafting III

TERM 6
- Apparel Production
- Digital Pattern Making III
- Final Collection Capstone
- Promotional Portfolio & PR Kit
- Visual Display and Merchandising

Because a successful career in fashion design also requires that you master the latest technologies used in the industry, you'll train on industry-standard software that modern designers use to create intricate and trend-setting designs.

As you progress, you'll design, develop and produce a themed collection of at least four original garments and create a professional portfolio that showcases your designs.

Upon successful completion of the program, you'll be able to create garments that exceed industry standards for quality and design, understand the relationships between fashion illustration, apparel design and product development, analyze garment construction for quality, price point and efficacy of design and much more.

As a send-off into your future in fashion, you'll showcase your private collection at a year-end Portfolio Show, where Vancouver's fashion elite come to check out the next wave of hot new fashion designers. These shows serve as a springboard for many VCAD grads, helping them get noticed and even earn coveted internships with prominent local designers.

Get Dressed for Success in the World of Fashion

The rapid growth of the Canadian fashion industry is creating diverse opportunities for talented fashion professionals.

As a professional fashion designer, the type of work you do will depend largely on the company with which you choose to launch your career. Large design firms often have lead designers to create the designs, technical designers to turn the designs into actual garments and a stable of pattern-makers, tailors and sewers.

If you work for yourself or with a small design house, however, you'll likely take a more active role in all aspects of the design/production process. Your tasks will likely include attending fashion shows, researching and predicting fashion trends, sketching new designs, marketing your fashions and even performing administrative functions.

According to Work Futures BC, designers who are skilled in computer-assisted design, like those who graduate from VCAD's Fashion Design program, will be in particular demand over the next several years.

Most fashion insiders recommend breaking into the industry by landing an internship with an established designer or creative team. VCAD Fashion Design grads have landed coveted internships with companies such as The Bay and Holt Renfrew, and one student even scored an opportunity to work on a new clothing line with noted children's designer Hugette Khumalo!

Are you ready to be Canada's next top designer? Your future in fashion starts at VCAD.

Here are a few of the job opportunities available to Fashion Design graduates:

- Apparel Designer
- Pattern Maker
- Product Developer
- Costume Designer
- Stylist
- Purchaser

Fashion Designers work at:

- Design Houses
- Fashion Retailers
- Film Studios
- Magazines and Television Shows

STUDENT PROFILE
PETRUS DRENTERS

After years at a traditional art school, Petrus Drenters made the switch to VCAD to get the practical education he needed to make a splash in the world of fashion. And it paid off! Before graduation, Petrus landed a coveted internship with Vancouver designer Jason Matlo.

"Jason Matlo is a part of a judging panel where people will come in and evaluate our final collections and tell us how we're doing. He helped me through the beginning stages of my work; through muslins, getting everything finished, telling me to try this and that. And near the end, that's actually when he offered me the job because I showed him my final stuff and I guess he was impressed enough to hire me," Petrus said. "The internship is something that I am really lucky to get and will really help me out in my career and future."

NEW ARRIVALS

MARKETING & MERCHANDISING FOR FASHION

Ever wonder how the latest fashion trend actually became the latest fashion trend?

Sometimes it happens by accident, for sure. But more often than not, hot new trends are the result of carefully planned and executed marketing efforts conducted by professional fashion marketers.

While supermodels and designers are the celebrities of the fashion world, it's marketers and merchandisers who really turn the gears of this multi-billion dollar industry. They're the connection between the latest styles and an increasingly fashion-conscious public, and they help ensure the vitality and prestige of the designer brands they represent.

Merchandisers decide how fashions will be presented to consumers, how they'll be promoted at the retail level and perhaps even which lines a retailer will carry. They require a deep understanding of fashion history, trend forecasting and consumer psychology in order to anticipate the styles that will be in hottest demand.

Fashion marketers, on the other hand, rely on their expertise in consumer behaviour and industry trends to develop marketing strategies that not only increase the sales of their brands, but also set new trends in motion.

Marketers and merchandisers are the true trendsetters of the fashion world. But to thrive in this competitive industry, you'll need strong analytical skills and sharp business savvy in addition to your razor-sharp sense of style.

A diploma in Marketing & Merchandising for Fashion from VCAD will not only give you credibility within fashion circles, but will show potential employers you possess the specialized skills required in this dynamic industry.

The Marketing & Merchandising for Fashion Diploma Program at VCAD

If you have an eye for style and a brain for business, you've already got the key building blocks for a successful career in the fashion industry. Our 60-week Marketing & Merchandising for Fashion diploma program will take you the rest of the way.

The program begins with a thorough overview of the fashion industry, including design principles, fashion history and standard software used in the industry today. You'll become familiar with the Canadian fashion retail landscape and cover topics such as fashion writing, event promotion and consumer behaviour.

You'll explore traditional and non-traditional marketing initiatives such as pop-up stores, e-commerce and product placement, effective point-of-sale displays and the various considerations that go into fashion buying decisions.

All the while, you'll study under highly knowledgeable fashion veterans whose vast experience and valuable insider connections will give you a marked advantage over other aspiring fashion professionals.

As you develop your expertise as a fashion marketer/merchandiser, you'll learn how to identify a successful brand development strategy, and you'll understand how global marketing campaigns are developed and executed.

For your final term, you'll choose to specialize in either marketing or merchandising, or you can take an additional term and build your expertise in both areas. Whichever option you choose, you'll develop a professional fashion portfolio and will conclude your program with an enviable six-week fashion internship.

Since most fashion insiders agree the best way to break into the industry is through an internship with an established designer or retailer, you'll already be on the inside track to a career in fashion.

Upon successful completion of this program, you'll be able to articulate sales and advertising plans, illustrate fashion designs, write marketing plans and proposals, classify types of apparel and target markets, explain the influence of fashion history on modern designers, demonstrate the role of branding in generating sales and much more.

Plus, you'll have vital hands-on experience and a developing network of insider connections to help you launch a successful career in the fashion industry.

COURSES

TERM 1
Canadian Retailing
Colour and Design
Fashion Marketing
Photoshop I

TERM 2
Fashion History
Fashion Illustration
Fashion Writing
Illustrator
Textiles

TERM 3
Consumer Buying
Fashion Forecasting
Fashion Public Relations
Mathematics for Retail
Visual Display and Merchandising

TERM 4
Brand Development & Management
Business Communication
Fashion Buying
Fashion Promotion

TERM 5A
Apparel Production
E-Business
Fashion Styling
Global Marketing
Practicum and Portfolio

TERM 5B
Fashion Retail Management
Fashion Styling
Practicum and Portfolio
Store Planning and Layout
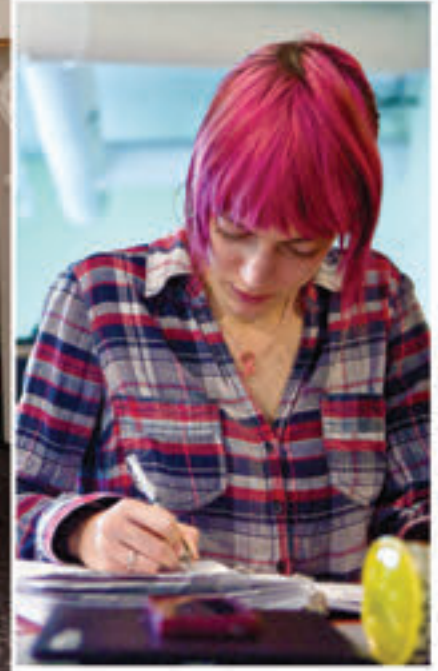
Your inside track to a career in fashion

Opportunities for fashion marketers and merchandisers are both diverse and plentiful. Retailers need merchandisers to drive sales and enhance customer experience, and the entire fashion industry requires savvy marketing professionals who also understand the fashion world.

As a fashion merchandising professional, your tasks may include attending fashion shows, purchasing garments, managing retail outlets and even coordinating advertising initiatives. If you opt for a career in fashion marketing, you'll likely find yourself spearheading marketing campaigns, brainstorming innovative advertising ideas, liaising with designers and working behind the scenes to initiate new trends. VCAD grads are particularly well-trained to take on these important roles.

According to Work Futures BC, fashion professionals with experience in market research and the development of marketing collateral are increasingly in demand, while knowledge of the software used in the fashion industry is practically a prerequisite for employment.

While most aspiring fashion professionals get stuck simply trying to break into the industry, our grads are already ahead of the game, having completed a six-week fashion internship as part of their program.

Many of these internships turn into ongoing employment. All of them help our grads launch their careers with hands-on experience, practical expertise and valuable insider connections.

Here are a few of the job opportunities available to Marketing & Merchandising for Fashion graduates

- Purchaser
- Retail Management
- Fashion Marketer
- Event Promoter/Coordinator
- Visual Display Coordinator
- Fashion Writer

Fashion Marketers & Merchandisers work at:

- Design Houses
- Fashion Retailers
- Department Stores
- Magazines and Television Shows
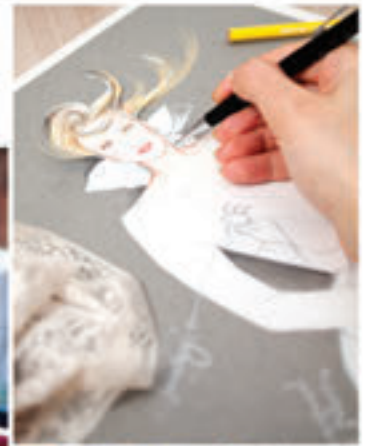
STUDENT PROFILE
ALEXANDRA HALL

No one was surprised when Alex Hall decided to pursue Marketing and Merchandising for Fashion. With a background in business and marketing, and a love for all things fashion, Alex was encouraged by friends and family to train for a career she'd love. At VCAD, Alex received the hands-on attention she needed to fully realize her potential and step out into the fashion world prepared.

"The teachers at VCAD are amazing. They have amazing background experience and schooling and they give you time out of their day. Not just the in-class time but outside - emailing, texting, calling if you need that extra help; giving you internship opportunities, even interning with them. The instructors give you so many opportunities, it's really appreciated."

INTERIOR DESIGN

Have you ever walked into a room and immediately redesigned it in your mind? Do you find yourself continually renovating your apartment or rearranging your furniture? If so, there's probably an interior designer inside you just waiting to be set free.

Interior design is much more than just aesthetics. A well-designed space incorporates an element of style and beauty to be sure, but it also must take into account the purpose, or function, of the space itself.

If you're considering a career in interior design, you're going to need a broad array of professional skills in addition to your sharp sense of style and keen eye for great design. You'll need to understand the intricacies of how texture, colour and light interact within a space, and you'll need to know the technical and structural requirements that can affect design, including building codes and health and safety concerns.

In order to create designs that fit the requirements and limitations of the space as well as the dreams of your clients, you'll need to be an effective communicator and, more importantly, a great listener. Because you'll often work in tandem with other professionals, such as engineers, architects and contractors, you'll also need excellent interpersonal skills and the ability to mediate disputes when necessary.

A career in interior design can be both creatively stimulating and intellectually challenging. If that sounds like what you're after, take your first step toward a rewarding career in interior design right here at VCAD.

The Interior Design Diploma Program at VCAD

Interior design is a highly rewarding profession that allows you to bring beauty, style and function into the lives of others. The 72-week Interior Design diploma program at VCAD will give you the focused, hands-on training to make your mark as a professional interior designer.

From the moment you start this comprehensive, career-focused program, you'll be rolling up your sleeves and working on practical assignments that will prepare you for the tasks you'll face in your new career. You'll create orthographic and paraline drawings (and find out exactly what those are!), become adept at industry-standard software like Photoshop, Illustrator and AutoCAD and learn about the structural and environmental factors that affect space design.

Your inherent style and creativity will be fortified by specific courses on lighting techniques, furniture design and building codes, and you'll take an in-depth look at the principles of eco-design, architectural rendering and design for commercial spaces.

No matter the subject, you'll learn from inspiring and knowledgeable instructors who are highly experienced and immersed in the interior design industry themselves. These instructor-practitioners are your keys to the exciting world of professional interior design and your bridge between design theory and real-life application.

As you hone your skills on progressively more challenging projects, you'll develop a professional design portfolio that you'll showcase at a year-end Portfolio Show. This show is well attended by employers within the local interior design industry and has been the springboard to a successful creative career for many VCAD students.

We continually assess and update our curriculum based on feedback from our key industry partners. This ensures that, when you graduate, you possess the real skills you'll need to launch your own career as an interior designer.

Upon successful completion of this program, you'll be able to draw objects and spaces to scale, produce drawings using industry-standard drafting software, understand and apply the principles of colour theory, create lighting concepts that complement the style and function of a space and even promote your own services as a professional interior designer.

Your dream career is out there - this program will help you develop the skills, expertise and confidence to go get it!

COURSES

Make Your Mark in BC's Interior Design Industry

A career in interior design is as diverse as it is creatively and intellectually stimulating. One day you're designing a solarium for a client's dream home; the next you're helping a company increase sales by incorporating elements of effective design.

Your daily tasks will be just as varied and could include conducting client interviews to assess their needs and tastes, creating and presenting design concepts and incorporating any changes that are requested. Once your designs and working drawings are approved, you may be tasked with sourcing furniture and other materials, coordinating construction schedules and even ensuring your client's move-in goes smoothly and seamlessly.

Employment of interior designers is expected to grow faster than average over the next several years, driven in part by rising awareness of the benefits of professional design and increased demand for ergonomic and eco-friendly design solutions.

Here in British Columbia, Work Futures BC gives the future prospects for employment in the interior design industry five stars out of five, predicting 32 per cent growth between 2010 and 2015.

With keen competition expected for these coveted positions, prospective interior designers will need a focused, formal education and hands-on design experience. Get a jump on the competition with the Interior Design program at VCAD.

Here are a few of the job opportunities available to Interior Design graduates:

- Interior Designer
- Decorator
- Planner
- Furniture Designer
- Project Manager
- Aircraft Interior Designer

Interior Designers work at:

- Design Studios
- Architectural Firms
- Home Furnishings Retailers
- Development Companies
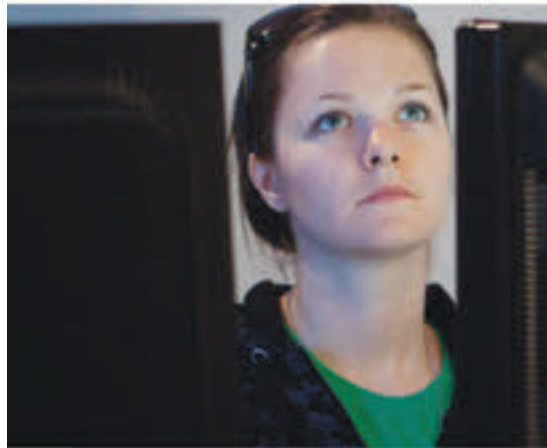
STUDENT PROFILE
NARGES MOWLAEE

Working in car sales for five years, Narges dreamt of a career that would allow her to show off her creativity. One day, she stumbled across an ad for VCAD and the rest, she says, is history.

"I really liked how friendly and open the staff at VCAD was. They made me feel comfortable and at home. I was nervous because I didn't have an artistic background. I didn't have a portfolio or anything to show, but they made me feel comfortable and they said, 'You're passionate about it and that's all we need.'"

Her bold career change has already led her to a freelancing gig that will allow her to show off her newly acquired design skills.

"I have a freelance job for a month which will be my first experience. I actually got the job through school, which is really cool."

GAME
DEVELOPMENT
&DESIGN

Remember when you used to marvel at how cool it would be to actually create the video games you loved to play? Well guess what - it's still pretty cool, and with VCAD's new Game Development & Design program you can finally make your childhood dream come true!

Video game production is a multi-billion dollar industry and one of the fastest growing segments of the entertainment market. Every year, top companies release hundreds of new titles, and talented game development professionals are continually needed to keep up with increasing demand.

Canada's hottest market for video game developers is right here in Vancouver, but competition is fierce. If you want to compete, you'll need a wide range of highly developed skills, from basic drawing to advanced game theory and 3D animation - skills you'll acquire right here at VCAD.

If you dream of achieving success in this industry, it should go without saying that you should love to play video games. You'll also need a vivid imagination and more than a bit of patience for the inevitable bugs and challenges that arise in any game development project.

Creating the next Halo or Gears of War takes a lot of hard work and incredible dedication. The rewards, however, are immeasurable. Playing a game that you helped develop and knowing you've created something so many people will enjoy is a feeling that's hard to beat.

If you love gaming, why not make it your career? Get the hands-on training you'll need at VCAD.

The Game Development & Design Diploma Program at VCAD

Let's face it - what gaming enthusiast wouldn't jump at the chance to make a living in the video game industry? VCAD's 72-week Game Development & Design diploma program will give you the training you'll need to do just that, and to turn your leisure-time hobby into a lifelong career.

You'll receive hands-on training in effective storyboarding, game design, modeling and life drawing, and you'll apply this knowledge to the production of the characters and environments you create. You'll also discuss trends within the gaming industry, such as the growing prominence of multi-player virtual environments and open world design concepts.

As you develop your skills and become familiar with industry-standard software like Photoshop and Maya, you'll go on to tackle advanced techniques like level design, 3D scripting, digital animation and interface design.

The curriculum for our Game Development & Design program is built based on input from key gaming industry advisors, so it's always up-to-date and consistent with workplace needs. This will help ensure you leave VCAD with everything you need to break into the game development industry.

Upon successful completion of this program, you'll be able to design game environments and characters, develop game storyboards, produce and animate 3D models, create stunning digital effects and much more.

VCAD

COURSES

TERM 1
Colour & Design
Life Drawing I
Photoshop I
2D Animation Foundations
Game Theory

TERM 2
Maya I
Life Drawing II
Character Design
Storyboarding

TERM 3
Character Modeling II
Game Conceptualization
Environment Modeling II
Animation II
Texturing and Lighting

TERM 4
Character Modeling III
Level Design I
Environment Modeling III
Animation III
Rigging

TERM 5
Interface Design
Level Design II
Maya Scripting
Game Animation
Portfolio I

TERM 6
Compositing & Editing
Effects Animation
Advanced Texturing & Lighting
Portfolio II

During your time at VCAD you'll create a professional demo reel and portfolio of your best work, which you'll develop in class and showcase to potential employers at a year-end Portfolio Show. Before you even graduate, your demo reel will put you well ahead of many aspiring game development professionals!

Other factors that affect employability in this industry include your proximity to game development employers - many of which are right here in Vancouver - and your network within the industry. Because you'll have spent the last 72 weeks at VCAD among industry-experienced instructors who have their fingers on the pulse of the local game development scene, you'll once again be well-positioned to take advantage of career opportunities.

Video games, however they evolve, are going to be popular for quite some time. Someone has to create the next blockbuster - why not you?

The Line Between Work and Play Just Got Fuzzier

Vancouver's quickly becoming one of North America's hottest centres for video game developers. Top companies like EA, Microsoft and Nintendo have offices in the city, and a host of independent studios round out the list of potential employers.

Today's biggest games have dozens of professionals working on them, from programmers and artists to testers and production managers. If you'd rather be involved in all aspects of a game's development, the growing cult popularity of "indie" games is fuelling unique opportunities for young developers to achieve success on their own.

Regardless of where you work, or the role you play within your production team, most game development professionals enjoy an enviable work culture that celebrates individuality and makes casual Friday look like black tie Tuesday.

The growth of the gaming industry isn't expected to slow down any time soon. Here in British Columbia, Work Futures BC predicts more than 4,100 jobs for computer programmers and interactive media developers to become available between 2010 and 2015. Game developers tend to be on the cutting edge of technology, and technology never stops advancing.

If you're ready to blur the line between work and play, and launch a career that will be the envy of your friends, start training today at VCAD.

Here are a few of the job opportunities available to Game Development & Design graduates:

- Game Developer
- Lead Programmer
- Level Designer
- Concept Artist
- Information Architect
- Quality Assurance Tester

Game Developers & Designers work at:

- Game Development Companies
- Software Production Firms
- 3D Animation Studios
- Production and Special Effects Studios

Mobile Game
DESIGN & DEVELOPMENT

If game development is one of the hottest sectors of the entertainment industry, then mobile game development is a five-alarm fire at a habanero farm in the dead of summer.

According to international market research firm Mintel, the mobile and tablet gaming market more than doubled between 2005 and 2010; and it's projected to nearly double again, to $1.6 billion, by 2015.

Careers in this red-hot sector require a specific skill set that's increasingly in demand by top game developers, several of which maintain offices and hire employees right here in Vancouver. Mobile game professionals need to be quick on their feet, with a solid technical background and a thorough understanding of the mobile app development process.

Our Mobile Game Design & Development curriculum is built based on feedback from key advisors within the industry. This ensures that VCAD students master the industry-standard software and equipment professional game developers use, and graduate with the skills that are actually in demand in today's marketplace.

The mobile game industry has come a long way since Tetris became the first game ever played on a mobile phone back in 1994 and Nokia's Snake became the industry's first runaway hit a few years later. Today's mobile games incorporate GPS functionality, multi-player capabilities and high-resolution 3D graphics; we can only guess what tomorrow's innovations will bring.

If you're a gaming enthusiast, you'll be hard-pressed to find a more exciting field, or one more full of opportunity, in which to launch your gaming career.

The Mobile Game Design & Development Program at VCAD

With VCAD's 48-week Mobile Game Design & Development diploma program, landing a coveted career in mobile game development is finally within reach.

Jobs in this fast-paced and, let's face it, totally cool industry are incredibly competitive. But the focused, hands-on training you'll receive at VCAD will give you the skills, knowledge and confidence to beat out the competition and hit the ground running.

You'll begin with an overview of effective design for mobile platforms. You'll learn how to craft a persuasive pitch for a basic mobile game concept, discuss current trends within the mobile gaming sector and look at some of the key production models, studios and developers that are shaping the industry.

That's when the fun really starts. The best way to learn how to create killer mobile games is to actually start creating killer mobile games - and you'll do just that. As you develop your first playable level, you'll learn advanced scripting techniques for developing dynamic apps and mobile tools. You'll also create customized characters and environments using cutting-edge techniques in 3D modeling and animation. In the process, you'll become proficient in C++ coding and feature-rich software like Maya, Unity 3D and Adobe Flash.

COURSES

TERM 1
Mobile Game Design I
Scripting & Coding I
Mobile Design Foundation
Photoshop I
Drawing I

TERM 2
Mobile Game Design II
Digital Drawing
Illustrator I
Photoshop II
Scripting & Coding II

TERM 3
Mobile Game Design III
Fundamentals of 3D
Dynamic Media Tools & Technologies I
Video for Mobile Applications
Scripting & Coding III

TERM 4
Mobile Game Design IV
Advanced 3D
Mobile Net Technology
Dynamic Media Tools & Technologies II
Business Fundamentals & Trends

Upon successful completion of this program, you'll have developed a multi-level game that can be deployed across multiple platforms. You'll be able to propose creative solutions to mobile design problems, create digital graphics and illustrations for mobile applications, code efficiently to meet design, delivery and technology constraints and much more.

Of course, even the most talented game developer won't go far without learning the art of self-promotion. That's why this program also focuses strongly on the skills you'll need to establish your career and thrive as a mobile game development professional.

To this end, you'll examine the viability of various business models for developing and marketing mobile apps, and you'll develop a professional portfolio of your best work.

A year-end Portfolio Show will then give you a valuable opportunity to impress key employers within the industry and kick-start your career in mobile game development.

Get paid to do what most gamers only dream about. Enroll in Mobile Game Development & Design at VCAD today.

Strike Gold in Vancouver's Mobile Gold Rush

The market for mobile games is growing exponentially. Top game developers are scrambling to hire talented professionals trained in the latest mobile design skills.

There's no better way to prepare yourself for success in this dynamic industry than a hands-on education from VCAD – and no better place to launch your career than right here in BC.

At least three of the world's top 10 mobile game developers maintain offices in Vancouver, and dozens of other developers call the city home. As far back as 2007, Vancouver's gaming industry was worth $1.4 billion and employed more than 5,000 people. Those numbers just continue to grow.

If you start your career with one of the larger developers, like EA, Capcom or Radical, you'll likely fill a specific role within the development process, such as developing code libraries or testing new games. You might even specialize in a particular handset or operating system. Creating games independently, or with a small studio, can get you more actively involved in all aspects of game development.

Either way, you're sure to encounter long days, tight deadlines and plenty of creative challenges. On the other hand, there are few industries in which the work culture is so fun and the work itself so rewarding.

But don't take our word for it. See for yourself by enrolling at VCAD today.

Here are a few of the job opportunities available to Mobile Game Design & Development graduates:

- Mobile Game Designer
- Game and App Developers
- Application Testers
- Interaction Designer

Mobile Game Designers & Developers work at:

- Game Development Companies
- Mobile Technology Firms
- Software Production Studios

VCAD Faculty
Our Instructors are Driven by *Your* Success

Each and every member of our world-class faculty is a leader in his or her industry, with years of experience doing exactly what you dream of doing. These instructors have their fingers on the pulse of the design industries, and their vast experience and unique insights are a vital component of every course they teach.

Many VCAD instructors continue to work in the local design industry, often bringing real-life examples of their work into the classroom and allowing students to sharpen their skills on actual project scenarios. Your VCAD instructors know what it takes to succeed in your chosen field because they've done it.

Let's face it – in today's world, having the right skills is important, but it doesn't hurt to know the right people either. Because your VCAD instructors are so closely connected with the local design community, they can provide you with a vital inside track to the exciting world of professional design.

VCAD instructors aren't just teachers - they're the keys to success for every student they teach.

You'll learn in an atmosphere that nurtures your creativity and helps you to develop your design skills. VCAD believes that learning in smaller classes enhances the learning process and allows for more one-on-one interaction with your instructors.

It's not every day you meet experienced, personable and highly talented individuals committed to helping you achieve professional success. Unless, of course, you study at VCAD.

STUDENT PORTFOLIO
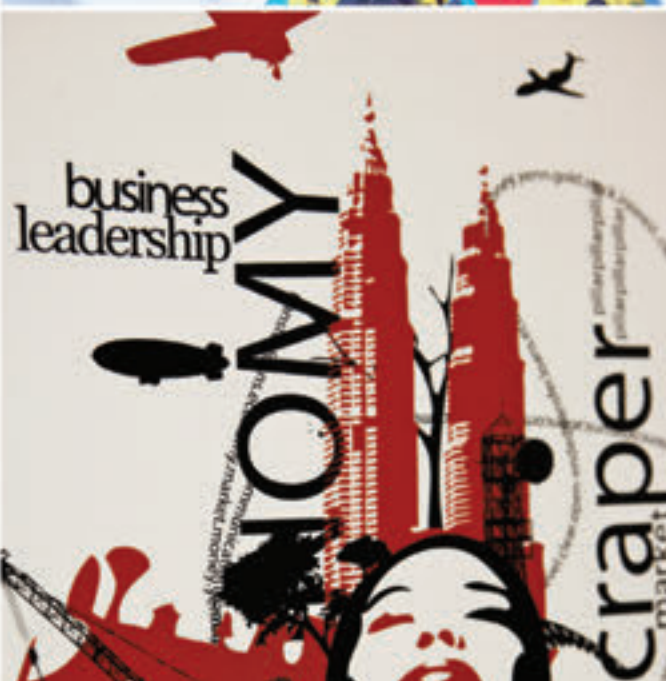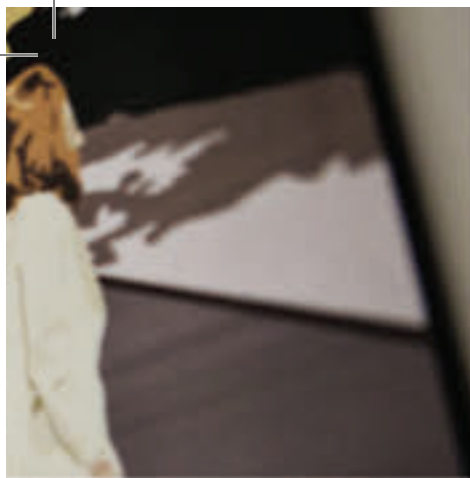
VCAD

**VISUAL
COLLEGE
OF ART AND
DESIGN**

OF VANCOUVER

FINANCING YOUR EDUCATION

Your education is an investment in your future

At VCAD, we're proud to offer you the personalized support of a Student Financial Planner, who will provide you with information on financing options and help you work out a payment plan that meets your educational needs.

Every student comes from a unique financial background. That's why we offer a full range of financial solutions that will ensure you have the means to finance your education in art & design. Options available to you may include:

Government Assistance (Loans & Grants)

The provincial and federal governments try to ensure all Canadians have the opportunity to earn a post-secondary education and obtain the skills and knowledge to achieve professional success. You can apply for several types of loans and grants, depending on your eligibility and need, through your respective provincial government. Your VCAD Student Financial Planner is available to guide you through your options and help you submit your application.

Bank Lines of Credit

We've partnered with major financial institutions to provide preferred lending arrangements for VCAD students that are flexible, affordable and easy to obtain.

- Available to Canadian citizens and permanent residents enrolled in full-time or part-time post-secondary studies

- Interest rate is variable, and the loan amount is based on an individual credit assessment

- Pay monthly, interest-only payments on the funds you use, not on the total line of credit

- Enjoy a six-month grace period of interest-only payments after graduation.

Registered Retirement Savings Plans (RRSPs)

You're able to withdraw money tax-free from your RRSPs for full-time education, either for yourself or for your spouse/common-law partner.

Registered Education Savings Plans (RESPs)

RESPs permit savings to grow tax-free until the student beneficiary is ready to enroll full-time in a qualified post-secondary institution such as VCAD. An RESP also allows the student to apply for the Canadian Education Savings Grant.

Other Sources of Assistance

- **HRSDC & WorkSafe BC Funding**
Eligible students can be sponsored by government agencies such as WorkSafe BC (Workers' Compensation Board) and Human Resources and Skills Development Canada.

- **Corporate Reimbursement Programs**
If you're currently employed, you may be eligible for tuition reimbursement through your employer's benefits program.

- **MADD Canada Bursary Fund**
The MADD Canada Bursary Fund is for Canadian students who have had a parent or guardian killed in an impaired driving related accident and are pursuing an eligible full-time educational program. Bursaries of up to $2,000 can be awarded to qualifying students across Canada.

Scholarships

From time to time, VCAD offers scholarships for specific programs to eligible students; ask your Student Financial Planner if you qualify for one or more of these programs. It's important to note that there may be additional sources of third-party funding available to you. Many private businesses and community groups offer grants and scholarships to eligible students. Inquire with organizations in your area for more information.

Tuition

You'll be informed of all fees related to your program of study during the admission process. Program costs may include fees for tuition, registration, learning guides, kits and course materials. Tuition may be paid through student loan disbursements or by cash, cheque, VISA, MasterCard or Interac.

Contact your Student Financial Planner to set up an interest-free payment schedule that fits your needs and budget.

ADMISSIONS

The best way to learn about the admission requirements for VCAD programs is to meet an Admissions Representative.

Our knowledgeable team will give you the opportunity to discuss your career goals and aspirations – and then recommend the art and design diploma program that's aligned with your career objectives.

Your Admissions Representative will be able to answer all of your questions about VCAD, our staff and our instructors, and will even make arrangements to take you on a personal tour of the VCAD campus.

General Admissions Guidelines:

The minimum requirement for admission to VCAD is a high school diploma, unless otherwise specified in the program outline.

Applicants who have not achieved a high school diploma can apply as a mature student if they are 19 years or older.

If an applicant's first language is something other than English, and they have not completed their secondary (or higher) education in English, the applicant will be required to pass the College's admission test.

All applicants must provide proof of age and pass an entrance exam.

Each VCAD program has its own admission requirements, which you can learn about from your personal Admissions Representative. You can also take advantage of free information sessions and open houses to learn more about enrolling.

Set up an appointment with a VCAD Admissions Representative today by visiting www.vcad.ca or calling 1.800.370.5019.

CAREER SERVICES

If you've ever tried changing careers, you're familiar with the "experience paradox": without experience, you can't get hired; but if you can't get hired, you'll never get experience.

At VCAD, we're committed to helping you achieve professional success, and that includes giving you the tools, training and support to beat the experience paradox.

First of all, your VCAD assignments will prepare you for the actual projects you'll face in your new career, giving you the experience employers demand and a professional portfolio that shows you have the skills they're looking for.

But that's not all. As a VCAD student, you also have at your disposal Career Services Professionals dedicated to helping you land that crucial first job that will kick-start your new career. They'll help you identify employment opportunities, connect you with the most up-to-date job postings and help you fine-tune your portfolio, resumé and interview skills.

Our Career Services department is a key reason why, as of October 2011, more than 93 percent of VCAD grads were working in their field of choice.

With a VCAD education and the full support of our Career Services Professionals, you'll be well on your way to landing the design career that will change your life.

ABOUT VANCOUVER

Where mountains meet ocean, glass towers meet towering cedars and your artistic potential meets boundless inspiration

A cosmopolitan metropolis nestled between the majestic Coast Mountains and the shimmering Pacific Ocean, Vancouver consistently ranks among the world's most livable cities. As a base for your higher education in art & design, it could hardly be more desirable.

While urban trendsetters will surely find their groove in Vancouver's eclectic cafes, galleries and nightspots, the city also offers a wealth of options for outdoor recreation and adventure. A quick walk from campus, for example, is Stanley Park, a 1,000-acre urban oasis of beaches and forested trails and your gateway to Vancouver's spectacular, 22-kilometre Sea Wall.

Vancouver is especially attractive to aspiring design professionals. The "City of Glass" is home to a rich community of independent design studios and fashion houses and is quickly becoming a North American hub for video game, software and visual effects production.

VCAD's state-of-the-art campus is located in the heart of Vancouver's bustling downtown peninsula. It's easily accessible by major bus routes, a network of designated bike lanes and SkyTrain stations.

With its thriving arts community, inspiring geography and legendary laid-back culture, Vancouver offers a uniquely West Coast setting in which to pursue your education in art & design.

SOCIAL MEDIA

Wherever you are online, VCAD is there to support you in your studies and help you follow your dreams. Find VCAD on Facebook, Twitter and YouTube – they're great platforms to share your successes, keep up to date with events on campus and meet others that are just as passionate about art and design as you are.

CONNECT WITH US

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VCAD