

DIGITAL PRODUCT DESIGN

Graduate Certificate
Trafalgar Road Campus

Program Code: PDIGP

IMPORTANT

The following is for information purposes only and serves to inform applicants of the possible components to be included in a portfolio submission. Portfolio requirements are subject to change from year to year. Do not submit any portfolio materials unless specifically instructed to do so, after applying to the program. Once you have applied to this program, specific portfolio instructions and submission details will be provided to you in your Sheridan Student Account.

Program Eligibility and Selection Process

Eligible applicants are selected on the combination of the following:

- Postsecondary diploma or degree in design, visual, fine arts, communications, commerce, engineering, health sciences or social sciences, and/or
- Demonstrated competence through related work and/or educational experience

and

- Portfolio assessment and response to a questionnaire

Ideal applicants are competent in Sketch, Adobe Photoshop and Illustrator or equivalent software. Applicants are encouraged, but not required, to have these competencies prior to the start of the first course.

Postsecondary transcripts, indicating courses completed to date, must be submitted at the time of application.

Applicants selected for the program will be notified by mail and their Sheridan email account. Classes for the fall term begin Tuesday, September 8, 2020.

Instructions for Applicants

After applying to the program, applicants will be required to submit a résumé, questionnaire responses and a portfolio online and will receive submission instructions.

a. RESUMÉ:

Please submit a résumé that clearly outlines your educational achievement, professional experience and community involvement. The range of experience in the résumé should be apparent in your portfolio submission.

- b. **QUESTIONNAIRE** that answers the following:
- i. Describe why you want to study Digital Product Design and outline your expectations of the program. *(one to two paragraphs)*
 - ii. Identify a digital product (*web site, application for smartphone or tablet, computer application, an internet-connected "smart" device or appliance*) you feel is well designed. Discuss why you think the design works, taking into consideration the audience, content and purpose of the product. Use research and evidence to support your rationale. *(two to three paragraphs)*
 - iii. Describe your computer and software skills knowledge by assessing your software skills on a scale of 0 to 10, where 0 indicates no experience, and 10 indicates professional production expertise. Address the following software applications and areas specifically: Photoshop, Illustrator, Sketch, and a digital prototyping application such as InVision.
- c. **PORTFOLIO:** Please submit a minimum of three examples (maximum of 10) that include your best, original, and relevant work from the past five years where you had an active role in the creative or strategic development of a project.
- i. The work can be from a professional and/or academic setting.
 - ii. Showcase an in-depth understanding of your discipline through either visual work, analytic reports, journal articles, presentation decks, case studies, and/or proposal documents. You are encouraged to share process work (sketches, frameworks) where appropriate.
 - iii. If you have an online portfolio, additional supporting work online can also be submitted. In the online submission form, provide the full URL in corresponding text field. (This is optional).