

Advisor

SECONDARY SCHOOL COUNSELLORS' LINK TO UCC

March, 1994

Kamloops, B.C.

Passport to the 21st Century

Approximately 5,000 Grade 10, 11 and 12 students, parents and interested community members participated in the two-day Career Fair held at UCC. The Campus Activity Centre, the Arts and Education Building,



the Applied Industrial Technology Division and the Science building hummed with activity as visitors checked out UCC programs and other career and training avenues represented by a host of other exhibitors.

An Occupational Interest Quiz, basic communication skills to enable students to effectively obtain information and get the most out of career planning, labour market trends, and Jobs with a Future were just a few of the topics that helped get School District #24 students started on their quest. Mini-workshops enabled students to gain insight into everything from starting a business to assessing apprenticeships.

Career Planning, which necessarily begins in secondary school, is one of the major reasons for success in the job market. As advisors and counsellors at UCC, we enjoy working with secondary school counsellors at events such as Career Fair '94 to explore educational options and prepare students for the transition to post-secondary education.



Bulletin

Students intending to pursue a Science Program at UCC must now complete Math 12, Biology 12, Physics 12 and Chemistry 12. This is a significant change which students entering Grade 11 should be aware of in order to meet the Grade 11 and Grade 12 Science prerequisites before proceeding into our Bachelor of Science degree.

Digital Art and Design

Computer Graphics is a major force that is changing the way people perceive and use computers. The Digital Art and Design Program evolved out of technological advances and the migration from commercial art and printing to electronic design and animation. Not only do students have the fascinating properties of the graphic display at their fingertips, but they also have the power of the computer itself to help with their design experiments. Students can quickly experiment with new concepts, hues or balance, fine tuning their design until they achieve the desired effect. Be-

cause computer graphics simulate situations without the constraints imposed by reality, students working with computer generated images are able to expand their creative visions.

Although the program is one year in length, a pre-requisite year of Fine Art training qualifies it as a two-year diploma program. DAAD is computer intensive: over 90% of the students' work portfolio is computer generated. Working with printed material, slides and videotapes, students learn to transfer their creative abilities from conventional art methods to electronic design and animation.

The program exposes students to state of the art graphics software and prepares graduates in the diverse field of computer graphics: graphic design, audio visual production, television graphics and desktop publishing. Students develop sound visual communication skills and are prepared for the demands of the workplace by the program's emphasis on professionalism, productivity, accuracy and meeting tight production deadlines.

Admission Requirements

- B.C. Grade 12 or equivalent.
- 30 credits of Fine Arts including 3 credits of academic English, or equivalent experience in the fine Art or Graphic Design Field.

General Requirements

- Applicants will be interviewed by department chair and faculty.
- An Art Portfolio of 10 art and/or design works must be submitted, preferably before March 31, along with a statement of intent.
- Graduates of the Digital Art and Design Program can continue their education in the following areas: graphic design, animation, film and video graphics/production, and marketing/advertising.

What Students Are Saying

Angela Brown has always had an avid interest in Fine Arts and was "looking for direction" when she decided to enrol in the Digital Art and Design Program at UCC. She considers one of the strengths of the program the "work-related environment" created by the instructors. Assignments are just as rigorous as those expected on the job, with deadline dates that give students a sense of "the reality and pace of a real working environment."

Angela cautions students to "really make sure that's what they want to do" before enrolling in the program. She feels talking to someone already in the field is a good way for students to decide if the career is for them.

Ian Guise liked art right from the day he started school. He decided on DAAD because he feels it's "easier to get a job" by combining artistic ability with technical skill. Although the program is more extensive than he thought it would be, he feels that "becoming familiar with a variety of different systems will be advantageous in the long run." Ian enjoys the exposure he's getting to animation and hopes to continue growing in that area. Eventually he'd like to work with Disney, producing film animation products like "Roger Rabbit." He is also interested in other aspects of the graphic art field and his future may take him in this direction.

If students are good at drawing and enjoy art, Ian feels that it is an especially good time to get into DAAD because the "field is new and many opportunities are being created as the technology evolves."

Career Trends

Students interested in art and design should consider the many exciting careers open to them as technicians in applied arts. Canada's printing and graphic arts industry employs thousands of skilled people in design studios, advertising agencies, printing plants, publishing companies and public relation firms to name just a few places where graduates of graphic art programs find work. Modern technology is revolutionizing the printing and graphic art industry. Sophisticated electronic equipment can reproduce photos and illustrations with astonishing fidelity. Computer typesetters can set the type for an entire newspaper in a matter of minutes. The use of lasers for many types of printing is growing rapidly, while automation, robotics and computer graphics offer faster and less expensive production.

Technicians in applied arts are skilled in the techniques of a craft or production process. They must have some artistic ability yet be able to master basic production techniques, translating ideas into designs that are reproduced in print or broadcast on television or in film. Consequently, they are concerned with creating images that appeal to a wide public.

Although they may be responsible for every step in the design process, it is more likely for

technicians to cooperate on a project with members of a team who work with different stages of the design and production process. Technicians are often able to gain experience by moving from one stage to another within their field. Once they have gained a variety of experience, technicians may move into supervisory positions. They would then be in charge of projects to their final production, dealing with clients and discussing each stage with the technicians.

After several years of experience, many technicians in applied arts open their own studios or do free-lance work. Although there is some financial investment and risk associated with running your own business, there is also independence and satisfaction.

The fastest way to become a technician in applied arts is to take a two or three year program, usually offered at a community college or art school. Programs are available in advertising, communications and audio-visual techniques, design and drawing, fashion, photographic and film arts, graphic arts, interior decorating and design, radio and television and theatre.

Secondary School graduation or mature student status is normally required for entry into college programs. Since these careers require creativity as well as

technical skill, secondary school courses in visual arts, graphic arts, electronics, drafting and mathematics are helpful. For those interested in photographic arts, chemistry courses are recommended. Entrance into an art program generally requires submission of a portfolio. At UCC the prerequisite year of Fine Art training gives students an opportunity to compile a portfolio for admission to the Digital Art and Design Program. Employers also like to see a good portfolio of work that demonstrates technical and creative skills.

According to *Job Futures, British Columbia, An Occupational Outlook to 1995*, the employment prospects for technicians in applied arts calls for average growth to 1995. The number of employees in B.C. by 1995 is expected to be over 3,000.

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Postscripts from the Edge

Q What should students who have just applied to UCC for September '94 be told when they ask how soon they will find out if they've been accepted, and when they can register for courses?

A Students who have applied for admittance to UCC by submitting an application form, together with Grade 11 final and Grade 12 interim transcripts, and a \$15.00 application fee will be notified in May with a letter of acceptance.

Meanwhile, they should make arrangements based on their program requirements to complete any testing (L.P.I., C.A.T. or medical examination) visit to facilities, participate in an orientation or interview, and submit appropriate documentation to the Admissions Department.

- Academic students will receive a schedule of Fall/Winter Semester Courses and be given a registration date (sometime in July) in the letter of acceptance sent to them in May.

- Prior to registration, students should ensure that they see an Academic Advisor for course planning. They should also plan to attend a mandatory Registration Workshop offered to secondary schools in the Kamloops region, or twice daily during the registration period in July.

Students in Career Technology Programs, with the exception of the Accounting Technician program, the Business Diploma program and the Tourism and Fine Arts Diploma programs are not required to register for individual courses. Once they apply and are accepted into a program they are automatically enrolled in a set program of courses. This is also true for students who have been accepted for Applied Industrial Technology Programs as well.

The Fee Payment Guide enclosed provides information on the billing procedures for tuition fees which vary from program to program, and depending on whether students are funded through a student loan.

Updates

- UCC's Summer Session will begin on May 2nd. Registration will take place April 6th, 7th and 8th. For information contact the Admissions Department at 828-5071.
- Academic Advisors will be visiting Secondary Schools between February 25th and April 6th for individual program planning appointments with interested Grade 12 students.
- The 1994-95 Calendar is now available. All in-region Secondary Schools are routinely sent copies for their Counselling Centres. Schools outside the

region can request copies with a call to Mathilda Charbonneau at 828-5009. Students may purchase a Calendar either at the Main Campus Cashier (\$3.00) or by mail (\$5.00). Calendars can also be ordered by phone (604) 828-5646 using VISA or MasterCard.

- Students should look for the 1994-1995 Financial Aid & Awards Guide which will be available in early April from UCC. It is free of charge, and offers a complete listing of all scholarship, bursary and other financial aid programs.

- A new brochure called "Fee Payment Information: How to Avoid Long and Annoying Lineups" will be available in the beginning of April. It outlines the various options available to students to pay fees, and the requirements for fee deferrals if students are applying for student loans. Any student interested in UCC this year should make sure they are familiar with this information.