Interactive Design - Graphic Design Major

SCHOOL FOR ADVANCED DIGITAL TECHNOLOGY

Overview

The Interactive Design program with a Graphic Design major is your gateway to a tech-focused career in design. This comprehensive program equips you with the skills needed to bring your creative ideas to life while meeting business needs and solving complex challenges.

In this program, you will:

- develop expertise in graphic design, illustration, and visual storytelling using master foundational design principles and tools
- cultivate creativity and critical thinking to tackle design challenges
- harness data to inform your designs while staying current with industry, media trends and user preferences
- become proficient in project management and how to optimize your workflow for efficient design execution
- learn to collaborate effectively, emphasizing user-centric design for impactful products
- tailor designs to specific audiences, driven by user experience and behaviour, interactivity and preferences
- develop a portfolio that showcases your skills with client-ready projects that demonstrate applied design concepts
- create print and graphic design master layouts, with composition and visual hierarchy for diverse print media
- create captivating designs with effective use of typography, colour theory, and visual elements that will help you develop your unique design philosophy
- carry out hands-on packaging projects and learn digital press and bindery equipment skills.

Our program will help you to realize your goals as a graphic designer in an innovative and tech-driven field. Prepare for success in this ever-evolving design industry as you bring your career vision to life.

Traits, skills and aptitudes

Graphic designers tend to be innovative, methodical and social.

You need:

- discretion in dealing with client information and industry secrets
- creativity
- self-discipline
- drawing ability and visual sense
- attention to detail
- analytical thinking
- communication skills
- time-management and organizational skills
- marketing skills
- resilience
- to be very comfortable using computers.

You should enjoy synthesizing information and finding innovative ways to present ideas, taking a methodical approach to your work, consulting with people, learning from constructive criticism and navigating multiple deadlines.

Practicum, Co-op and Work Integrated Learning

You'll complete a capstone project in your second year, where you'll investigate issues across many different subject areas or domains of knowledge, connect with community issues or problems, and create a solution.

You can participate in an optional work term between your first and second year of the program.

Please note: International students are not eligible to register in or participate in optional work-integrated learning opportunities, as optional placements do not meet current IRCC requirements for student work placements.

Credentials

Upon successful completion of this program, you'll be awarded a SAIT Interactive Design diploma with a major in Graphic Design.

Admission requirements

Applicants educated in Canada

Applicants must demonstrate English language proficiency and completion of the following courses or equivalents:

- at least 50% in Math 30-1 or at least 60% in Math 30-2, and
- at least 55% in English Language Arts 30-1 or at least 60% in English Language Arts 30-2.

SAIT accepts high school course equivalents for admission for applicants educated outside of Alberta.

Applicants educated outside of Canada

All applicants who were educated outside of Canada must demonstrate English language proficiency and provide proof they meet the program admission requirements with an international document assessment. Find accepted educational documents and assessment options.

SAIT may also accept courses completed at certain international post-secondary institutions.

Costs

2026/27 tuition and fees

The following costs are effective as of July 1, 2026.

The estimated total cost of tuition and fees is based on the suggested schedule of study. Following a modified schedule will impact the fees you pay per semester and may alter final costs.

Domestic Students

Year	Number of semesters	Tuition fees	Additional fees	Total per year
1	2	$9,810	$1,764.50	$11,574.50
2	2	$9,810	$1,764.50	$11,574.50
			Total cost:	**$23,149**

The estimated total cost of tuition and fees for domestic students is based on the recommended course load per year.

International Students

The program total is based on the estimated amount you will pay if you enter this program during the 2026/27 academic year. The program total amount listed on your letter of admission may appear higher. This amount is your maximum tuition guarantee for the program. SAIT will not exceed this maximum, regardless of changes in tuition and fees between academic years.

Year	Number of semesters	Tuition fees	Additional fees	Total per year
1	2	$24,060	$1,764.50	$25,824.50
2	2	$24,060	$1,764.50	$25,824.50

Year	Number of semesters	Tuition fees	Additional fees	Total per year
			Total cost:	**$51,649**

The estimated total cost of tuition and fees for international students is based on the recommended course load per year.

Books and Supplies

Books and supplies are approximately $2,000 per full-time year.

Find your booklist on the SAIT Bookstore's website. The booklist will be available closer to the program start date. Can't find your program or course? The bookstore didn't receive a textbook list. Contact your program directly to determine if they're still refining course details or if you're in luck; no textbook purchase is required this term.

This is a bring-your-own-device program with a custom computer hardware and software requirement.

You require a laptop with an integrated webcam, a smartphone with the ability to record audio and video and headphones with an integrated microphone.

All laptops must meet the following minimum specifications:

- MacBook Air with M2 chip
- 8-Core CPU, 10-core GPU
- 8GB Unified Memory
- 512GB SSD Storage

The recommended laptop is the 14"Apple MacBook Pro with M2 Pro chip.

Should you wish to use a PC laptop, it must meet minimum power user hardware and software requirements. Some UX designers use software that is only for Mac.

Required software

- Adobe CC Student Subscription
- Figma (free for education)
- FileZilla Client
- Chrome
- Visual Studio Code
- MS Office (included in your program)