⌐CAM INSTITUTE OF DESIGN⌐

TABLE OF CONTENTS

The art and design industry is constantly changing with advances in technology that make it easier to take ideas to the next level. As the first Communication and Industrial Design institute in Atlantic Canada, CAM Institute of Design aims to help create imaginative professionals who are ready to solve complex design needs locally, nationally, and globally.

For over 25 years, CAM Institute of Design's faculty has worked in several leading institutes and industries around the globe. CAM Institute of Design offers various educational options to help students reach their goals, including full-time two, three, and four year diplomas that cater to professionals and high school students alike.
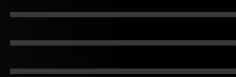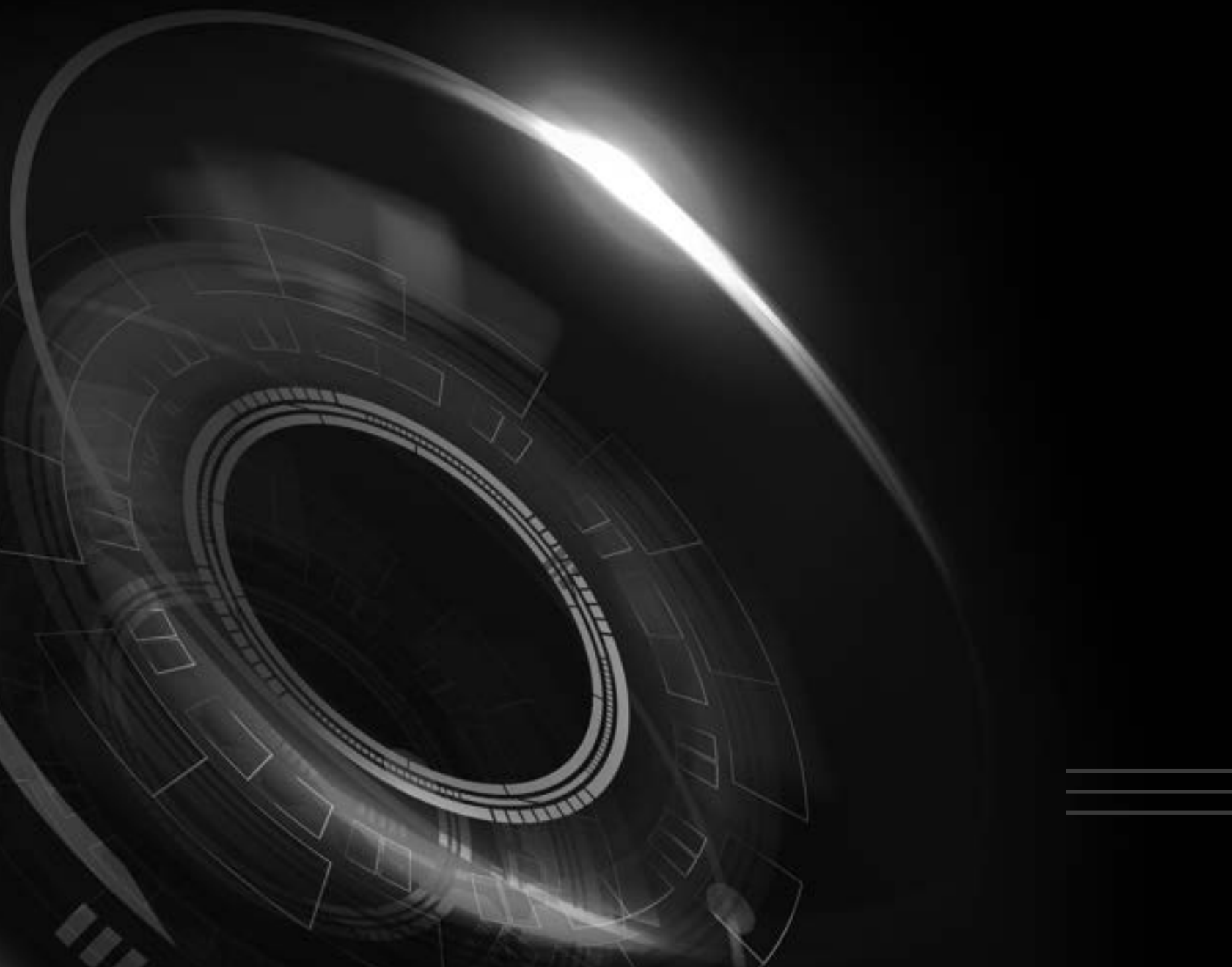
MESSAGE FROM THE FOUNDERS

We built CAM Institute of Design with passion and for a purpose: to support a new generation of artists who will push the design industry's boundaries, and to gather an extraordinary faculty that are eager to help them realize their dreams. Our instructors were carefully selected from around the globe to reflect our core values of teaching with an international perspective.

We offer programs in Communication Design and Industrial Design, with the chance for students to specialize after their first semester. Our goal is to be pioneers in our space, training the next generation of designers in a unique learning environment that truly prepares you to take on the evolving design industry. CAM Institute of Design embraces foundational skills, emerging technologies, and current industrial tools. We are always looking to the future and reviewing our course material to ensure our students are learning the newest and most relevant skills.

Our flexible and project-based curriculum is designed to build confidence in tackling complex real-world problems and teach the skills to create the solutions. We understand the challenges that come with finding a job in an industry that is highly competitive and our main focus is to prepare CAM Institute of Design students to face these challenges.

We hope that our passionate team of instructors, modern facilities, and uniquely tailored curriculum convince you that CAM Institute of Design is the best choice for training in art and design.

**Winston Mendez**
Founder

Kamran Mohammed
Co-Founder

OUR PROGRAMS

Our curriculum is divided into two programs: Communication Design and Industrial Design. All students begin their journey at CAM Institute of Design by taking one semester to learn foundational skills in art and design–a great chance to master the basics and collaborate with fellow students in different disciplines.

· · · · · · ·
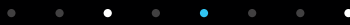
COMMUNICATION DESIGN:

CAM Institute of Design's Communication Design program includes specializations across all industries, such as marketing, gaming, and film. You are given the opportunity to learn about communication design at all stages, from concept and ideation to final product and reflection. This program's specializations include animation, visual effects, user experience, game design, automation & sculpting, and more.

· · · · · · ·
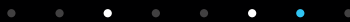
INDUSTRIAL DESIGN:

Industrial Design is the professional practice of designing automotives, products, devices, objects and services used by millions of people everyday. Industrial designers typically focus on the physical appearance, functionality, and manufacturability of a product, meaning they get to consult on every step of the design process. CAM Institute of Design's Industrial Design program taps into the potential of students by teaching them necessary theoretical skills as well as exposing students to demanding practical challenges and projects.

COMMUNICATION DESIGN

UI/UX & GRAPHIC DESIGN

Providing a broad understanding of design, while also ensuring a tailored learning experience based on interests of each individual student, CAM Institute of Design's UI/UX & Graphic Design program is an excellent choice for anyone looking to take the design world by storm.

This diploma program allows you to further specialize in UI/UX Design or Graphic Design in your final year, after completing multiple semesters of comprehensive graphic design and UI/UX training. Specializing allows you to better prepare for a career in specific industries, such as branding, corporate strategy, or advertising. Students are taught realistic, skill-based training with a focus on both visual communication standards and creating a marketable product. You will also master user interface/interaction design, information architecture, and user research for different devices and platforms.

COURSE DETAILS

Duration: **3 Years (6 Semesters)**
Credential: **Diploma**
Intake: **September**
Domestic Tuition: **$5,899 + Tax** (per semester)
Method of Study: **Full-time**
Available Seats: **6**

All prices are in Canadian dollars

CAREER PATHS

> **Product/Packaging Designer**
> **Creative Director**
> **Graphic Designer**
> **Creative Assistant**
> **Digital Marketing Specialist**

> **Motion Graphic Artist**
> **Web Designer**
> **Communication Designer**
> **UI/UX Designer**

YOU WILL LEARN:

> **User-Centered Design**

> **Information/Data Analysis**

> **Design Research**

> **Design Concepts**

> **Design Validation**

> **Prototyping**

> **Testing**

> **Evaluating**

> **Photoshop Digital Techniques**

> **Illustrator Digital Techniques**

> **InDesign Digital Techniques**

> **Typography**

> **Product Photography**

> **Calligraphy**

> **Branding**

> **Product Packaging**

ANIMATION & SPECIAL EFFECTS

This program aims to teach students to use animation as a creative tool to build solutions to complex problems in the communication design industry. Learn about the 3D production pipeline by exploring every fundamental step of the process, then find your niche by specializing in one of three streams: animation, modeling, or VFX.

At CAM Institute of Design, you will gain strong animation skills and techniques such as visual development for animation and games, personality and caricature, animation fundamentals, character design and storyboarding, stop motion, VFX for film and games, and CGI skills. You will also gain extensive industry standard software training.

In the first half of your final semester, you will gain practical experience working in an internship. After the internship, you will tackle independently creating an animation film from concept to screen. Our Animation & Special Effects program is an amazing opportunity for individuals looking to graduate with a portfolio that is industry ready.

COURSE DETAILS

Duration: **3 Years (6 Semesters)**
Credential: **Diploma**
Intake: **September**
Domestic Tuition: **$7,999 + Tax** (per semester)
Method of Study: **Full-time**
Available Seats: **6**

All prices are in Canadian dollars

CAREER PATHS

- **2D Animator**
- **3D Animator**
- **Environment Artist**
- **3D Generalist**
- **Rigging Artist**
- **Surface Artist**
- **3D Modeling Artist**

- **Character Artist**
- **Prop Artist**
- **FX Artist**
- **CG Texturing Artist**
- **Lighting Artist**
- **Layout Artist**

YOU WILL LEARN:

- > Space, Structure, & Form
- > Drawing for Animation
- > Kinematics
- > Digital Matte Painting
- > Stop-Motion Animation

- > Sound Design
- > Digital Sculpting
- > Rigging & Character Set-Up
- > Lighting & Rendering
- > Chroma Screen Removals

VFX & COMPOSITING

Students will build on concepts and techniques in 3D animation, motion graphics, and audio/video editing for film and television in this six-semester diploma program. VFX artists blend programming skills with imagination to translate ideas into visual representations, post-production.

You will have the opportunity to learn with industry leading software such as HOUDINI, MAYA, and NUKE. Upon graduation, all VFX students will receive a free HOUDINI and NUKE commercial licence from Side FX Software for being part of a certified HOUDINI training program.

Instead of an internship, students create a professional demo reel that they can use to impress recruiters and studios and land their dream job. This gives graduates an edge above students from less practical education when emerging into industry.

COURSE DETAILS

Duration: **3 Years (6 Semesters)**
Credential: **Diploma**
Intake: **September**
Domestic Tuition: **$10,499 + Tax** (per semester)
Method of Study: **Full-time**
Available Seats: **6**

All prices are in Canadian dollars

CAREER PATHS

- **VFX Compositor**
- **FX Artist**
- **Layout Artist**
- **CG Texturing Artist**

- **Animation Director**
- **Cinematic Lighting Artist**
- **HOUDINI FX/CG Specialist**
- **Roto Paint Artist**

🧠 YOU WILL LEARN:

> **Motion Graphics**

> **3D Modelling**

> **3D Texturing & Rigging**

> **3D Lighting**

> **Compositing**

> **Concept Development**

> **Matte Painting**

> **Maya for VFX**

> **Houdini**

> **VFX Production**

> **Python Scripting**

GAME PROGRAMMING

In 2021, the global video game market was valued at an impressive $183,360,600,000 CAD. With an exponential amount of growth projected for the gaming industry over the next few years, the Game Programming course at CAM Institute of Design is a fun, creative, and well-positioned choice for students and professionals.

This program will teach you object-oriented programming focused on developing proficiency in "the language of gaming" (C and C++), JavaScript, Python, Java, I Word, AI, and more. Topics will include program structure, functions, console input, variables, branching, looping, and programming statements.

Throughout the semesters, you will develop games independently and within teams. Assignments will be completed with the most relevant technology, legislation, ethics, and industry standards. In the final semester, you will complete an internship and capstone project, with the full support of your professors and the CAM Institute of Design team.

COURSE DETAILS

Duration: **3 Years (6 Semesters)**
Credential: **Diploma**
Intake: **September**
Domestic Tuition: **$7,499 + Tax** (per semester)
Method of Study: **Full-time**
Available Seats: **6**

All prices are in Canadian dollars

CAREER PATHS

> **Software or Hardware Developer**
> **Publisher**
> **ISP and Game Portal Developer**
> **Website Developer**
> **Distribution Middleware and Tool Provider**
> **Production Servicer**
> **Content/IP Owner**
> **AI Programmer**

🧠 YOU WILL LEARN:

- Game Fundamentals
- Artificial Intelligence
- Game Production
- Data Structures and Algorithms
- Game Physics

- Game Engines
- Programming Languages
- Mobile Game Development
- Console Game Development

GAME ART & DESIGN

Digital games have become one of the most popular mediums of artistic expression in the twenty-first century. Game development requires a blend of skills, dedication, and enthusiasm. Our Game Art & Design diploma program is a three-year curriculum that focuses on video game art, design development ideas, and skills needed to launch yourself into the industry.

Students will learn concept art, sprite and pixel art, modeling, texturing, animation, and level design, which will build both 2D and 3D artistic abilities. You will create games that are both educational and commercial, while learning from game industry experts.

In the second year of the program, you will choose to specialize in game modeling or animation, allowing you to tailor your final year internship and capstone project to your interests and talents.

COURSE DETAILS

Duration: **3 Years (6 Semesters)**
Credential: **Diploma**
Intake: **September**
Domestic Tuition: **$6,499 + Tax** (per semester)
Method of Study: **Full-time**
Available Seats: **6**

All prices are in Canadian dollars

CAREER PATHS

> **Character Designer**
> **2D Environment Artist**
> **3D Environment Artist**
> **3D Animator**
> **Level Designer**
> **Texture Designer**

YOU WILL LEARN:

- Drawing for Animation
- Kinematics
- 2D Digital Art
- Modelling
- Interactive Prototyping

- Game Art & Architecture
- Level Design
- Texturing & Shading
- Game Portfolio Design
- Environment Modelling

AUTOMATION & SCULPTING

In the Automation and Sculpting program, we aim to inspire young artists to push the limits of character design and development. Early on, you will learn foundational skills in design, human anatomy, history, and drawing to prepare you to take on building big-budget or DIY characters for films, commercials, television, and games. You will apply the latest techniques, materials, and professional tips in your projects.

By the end of this program, you will be able to conceptualize believable characters, build facial rigs, model heads with clean topology, mould stop-motion puppets and construct mechanical robots. The final semester is dedicated to a capstone project where you can put your skills to the test and build a strong portfolio. This program is an amazing choice for students and professionals who are hands-on artists and love bringing their imagination to life.

COURSE DETAILS

Duration: **2 Years (4 Semesters)**
Credential: **Diploma**
Intake: **September**
Domestic Tuition: **$4,860 + Tax** (per semester)
Method of Study: **Full-time**
Available Seats: **6**

All prices are in Canadian dollars

CAREER PATHS

> **Filmmaker**
> **Character Creator**
> **Character Hair Artist**
> **Makeup Artist**
> **Effects Artist**
> **Creature Effects Designer**
> **Sculptor**

🧠 YOU WILL LEARN:

> **Materials & Processes**

> **Creature Design Drawing**

> **Human Anatomy & Figure Sculpture for Characters**

> **Sculpting Techniques**

> **Sculpting with a Live Model**

> **Hybrid Character Design**

> **Creature Mask Painting**

> **Character Makeup**

> **Character Features**

> **Gore Effects**

INDUSTRIAL DESIGN

PRODUCT DESIGN

This program provides a balanced learning experience in technology and aesthetics, with a human-centred approach, to create innovative products that range from simple household items to lifestyle accessories to technically complex products.

In this year program, you will have the opportunity to work on multiple projects, create a comprehensive portfolio, and take part in an internship and capstone project in your final semester.

COURSE DETAILS

Duration: **4 Years (8 Semesters)**
Credential: **Diploma**
Intake: **September**
Domestic Tuition: **$6,199 + Tax** (per semester)
Method of Study: **Full-time**
Available Seats: **6**

All prices are in Canadian dollars

CAREER PATHS

Students who graduate from the Product Design diploma program at CAM Institute of Design will have the opportunity to work in a variety of industries and environments such as manufacturing, construction, engineering, marketing, automotive design, and freelance.

C2C: CONSUMER TO CONSUMER

> **Consumer Durables**
> **Consumer Electronics**
> **Automotive**
> **Personal Products Organizations**

B2C: BUSINESS TO CONSUMER

> **Infrastructure and facility organizations such as water treatment, waste treatment, thermal control, construction technology and more.**

DESIGN STUDIOS

SME - Small to Medium scale enterprises

YOU WILL LEARN:

- Prototyping Techniques
- Digital Studies (CAD)
- Ergonomics
- Advanced Manufacturing Processes
- Aesthetic Detailing
- Designing for Special Needs
- Colour, Material, Finish and Trend Studies
- Prototyping Electrical / Digital Technology

- Project Semantics
- Packaging Design
- Nature-Inspired Design
- Design Ethnography
- Green Design
- Story-Telling in Product Design
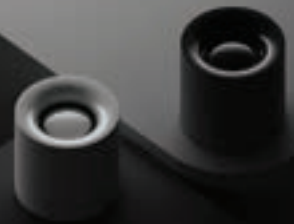
TRANSPORTATION DESIGN

Did you know that the **Government of Canada has set a mandatory target for all new light-duty cars and passenger trucks to be zero-emission by 2035?** The Transportation Design diploma program at CAM Institute of Design aims to guide students into becoming the leaders in achieving this eco-friendly goal through a fresh approach to transportation design education.

Students will learn design methodology, systems thinking, customer-driven research, and strategic innovation for transportation solutions across land, air, water and space from professionals in the industry. Covering every aspect of transportation design, you will prepare to build detailed models of automobiles using high-quality clay sculpting techniques.

In the final semester, students will complete an internship and capstone project preparing you to launch into building innovative solutions to make the world a better place.

COURSE DETAILS

Duration: **4 Years (8 Semesters)**
Credential: **Diploma**
Intake: **September**
Domestic Tuition: **$7,199 + Tax** (per semester)
Method of Study: **Full-time**
Available Seats: **6**
All prices are in Canadian dollars

C A R E E R   P A T H S

> **Autonomous Vehicle Designer**
> **Clay Modeler/Sculptor**
> **Design Engineer**
> **Mass Transit Designer**
> **Market Researcher**
> **Industrial Designer**
> **Concept Hardware Artist**
> **Creative Designer**

🧠 YOU WILL LEARN:

- History of Automobile Design
- Digital Modelling (Autodesk Alias)
- Vehicle Architecture
- Vehicle Technology
- Automotive Engineering
- Nature & Form

- Speed Form Clay Lab
- Vehicle Packaging
- Psychology / Anthropometry
- Sustainable Design
- System Design

INTERIOR, FURNITURE, & SPATIAL DESIGN

This program provides skills in creating interior design solutions based on the understanding of human habitation patterns.

In the first year of Interior, Furniture & Spatial Design, you will master design fundamentals, prototyping techniques, art history, and digital tools that will set you up for success in the following project based semesters. Students will be completing a series of design projects throughout their four years, culminating in an internship and research thesis in their final year.

CAM Institute of Design believes in the success of practical education and designed our courses to ensure alumni have a portfolio and industry ready skills following graduation. You will also have the opportunity to take field trips, visit manufacturing facilities, attend guest lecturers, and meet industry professionals.

COURSE DETAILS

Duration: **4 Years (8 Semesters)**
Credential: **Diploma**
Intake: **September**
Domestic Tuition: **$5,799 + Tax** (per semester)
Method of Study: **Full-time**
Available Seats: **6**

All prices are in Canadian dollars

CAREER PATHS

Students will have the opportunity to work across industries, including design firms, international corporations, or freelance.

> **Principle Interior Designer**
> **Senior Interior Designer**
> **Furniture Designer**
> **Construction Manager**
> **Retail Designer**
> **Renderer**
> **Model Designer**
> **Designer (CID)**

YOU WILL LEARN:

- Prototyping Techniques
- Design Processes
- Representation and Technical Drawing
- Building Construction
- Furniture Design
- Digital Methods (SketchUp)

- Space Design
- Furniture Technology
- Experimental Design
- History of Design and Furniture
- Designing for Social Needs
- Sustainable Design

MEET THE TEAM

Our instructors are award-winning artists, technicians, and designers with over 25 years of combined experience in the entertainment and industrial design industries. Through their courses at CAM Institute of Design, they encourage and cultivate imagination in students and teach new designers how to create a legacy as an artist.

Each instructor brings a current and innovative perspective directly from their work to the classroom. Students will gain practical experience working alongside the faculty and build an international network across disciplines.

Gayatri Patil
HOD - Communication Design

Shaziya Naseem
Senior VR & AR Architect/Instructor

Brandon Webb
Game Developer/Instructor

Sathya Narayanan
3D Artist/VR & AR Developer/Instructor

Rup Roy Choudhury
Senior FX TD Artist/Instructor

Rahul Dilip Bholane
VFX Producer/Instructor

R Donshong Koren

HOD - Transportation Design

Ajaykumar Patil

Professor - Design and Sculpting

Sahil Karlekar

Transportation Designer/Instructor

Nishant Khamar

Transportation Designer/Instructor

Mridul Dubey

Interior Design Instructor

Harshwardhan Deshmukh

Automotive Clay Sculptor/Instructor

Pallavi

Interior Design Instructor - Visiting Faculty

Vinod More

Concept Artist

CAMPUS LIFE

CAM Institute of Design offers students a unique urban campus experience. Located on the central Rothesay Avenue in Saint John, New Brunswick, our campus' convenience, easy access to malls, bus routes, residential areas, and the city centre is second to none.

Fusing cutting-edge technology, heritage architecture, and the creative arts, students benefit from an environment that inspires and equips them to bring their imagination to life. Students will join a vibrant community of artists and designers on-campus and in the city itself. Attracted by the Bay of Fundy, creatives flock to Saint John to live and work stimulated by the powerful and ever-changing tides.

Come study with us in the city by the Bay.

Primary Site of Instruction

"The Maritime Singer Building"
604 Rothesay Avenue, Saint John

DESIGN YOUR FUTURE
with
PASSION AND PURPOSE

—

"UNIQUELY TAILORED PROGRAMS
FOR YOUR NEW PROFESSION"

CAM Institute of Design's Admissions Advisors are professionals who can help guide you through the application process and are committed to helping you find the right education path to meet your career and life goals.

To meet our Admission Advisors or to book a tour of our campus, contact **info@thecam.ca**

Address: **604 Rothesay Ave,**
Saint John, NB E2H 2H1, Canada

Phone: **+1 (506) 635 3000**
Email: **info@thecam.ca**

Visit Us: **www.thecam.ca**

@CAMInstituteSJ