DO WHAT YOU LOVE.

mckenzie.edu

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"Creative work... is a gift to the world and every being in it. Don't cheat us of your contribution. Give us what you've got."
- Steven Pressfield

Success is rarely achieved without hard work, commitment, dedication and inspiration. It's one thing to aspire to be great and another to become it. When you enter McKenzie College School of Art & Design, your potential for success is our number one priority.

Since 1988, our community of creative experts has given our students the inspiration and skills to become great artists and designers. To make your education worth while, however, we require our students to come with the desire, the drive and the openness to become great and to accomplish their goals.

We are McKenzie College, Atlantic Canada's premiere private art & design school.

Come, give us all you've got... and DO WHAT YOU LOVE.

PRESIDENT'S MESSAGE

We live in a fast paced, constantly connected, visual world. Opportunities for people to imagine a life they want to live, and to be able to live it, have never been more real. Whether you're graduating from High School, or considering a career change, arming yourself with skills, in a field you enjoy, is always a good idea.

The choices you have are many, but choosing what's right for you is often confusing and complicated. The best way to find this out is to do your research. Visit schools and speak with the people who can answer your questions. Being there will help you make the right choice.

At McKenzie College, we want to help students reach their full potential and discover talents maybe they never knew they had.

Sincerely,

Dale Ritchie
President, McKenzie College School of Art & Design

10 reasons why you should attend McKenzie

1. We offer programs that are Art & Design-related... It is our focus.
2. All faculty have extensive experience in their respective fields.
3. Our classes emulate a studio work environment.
4. We are a collective, creative community with a comfortable atmosphere.
5. Class sizes are small and personal.
6. Curriculum is project-based and hands-on.
7. We encourage our students to experiment with various ideas, concepts, mediums and independent projects.
8. Our curriculum is reviewed and updated annually to meet industry standards.
9. You develop an extensive portfolio while you study.
10. You learn the practical skills required in the workforce.

Creativity is Everywhere.
From the culture in our communities, to the way new ideas are formed; even the design in everyday products, it's everywhere! The creativity that surrounds our daily lives would not exist without people who have the ability to tap into their creative realm and bring it to the surface.

The mission of McKenzie College School of Art & Design is to find these talented, highly-creative individuals to inspire, educate, nourish and prepare them, not merely for an artistic profession, but for a life filled with creativity.

When you walk through the doors of McKenzie College, you'll find a community of artists, designers and experienced, passionate faculty members working collectively to produce a higher level of learning. Students have plenty of room to share and collaborate; and are encouraged to let their creativity develop both inside and outside our doors.

OUR CURRICULUM

It's no secret that in today's market, individuals are hired based on their high level of creativity, the skills they possess and how they can adapt to practical work, in real companies. The fact of the matter is that creative careers are competitive - it's the nature of the business. Therefore, our approach is focused on practical, skills-based teaching.

All McKenzie College programs are hands-on and project-based. From day one, our students are learning their craft, developing their creative thinking and mastering their tools. Projects initiated by actual companies are adapted to the curriculum and are started and completed by our students, resulting in real world experience.

Our Faculty

Our instructors come from a variety of academic and professional backgrounds and have studied in their respective fields at institutions such as University of Toronto, Trent University, Nova Scotia College of Art & Design, University of British Columbia, Saint Mary's University and New Brunswick College of Craft and Design. All faculty members are vibrant and creative professionals who love to teach and strive to help each student succeed.

Members of our faculty have showcased their Art, Design or Photography work in galleries around Atlantic Canada and abroad. Their varied life experiences help them to connect with both local and international students. Because of the concentrated study periods and smaller class sizes, our instructors learn how to work with each student to help them grow as artists and individuals, and are given the freedom to adapt the curriculum to exceed industry standards.

DRIVEN BY COMMUNITY

The newest addition to our mission is to purposefully drive to become more connected with our community. Art in itself is a community and as an Art & Design school, we believe in being an integral component in the existence of art, design and culture in Greater Moncton.

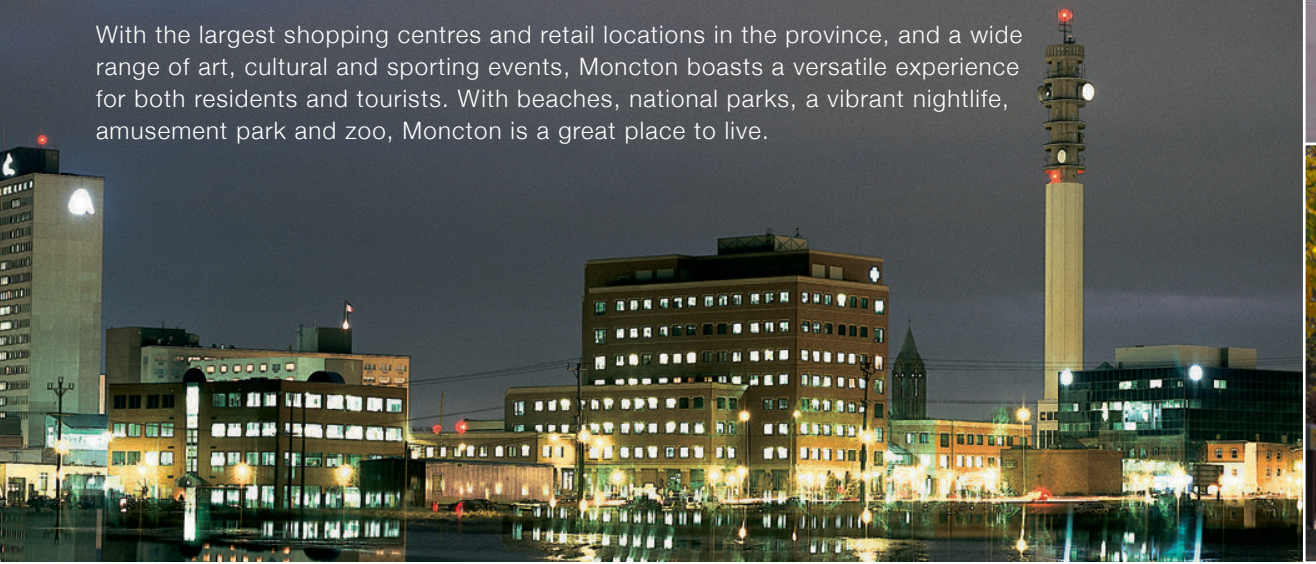
Over the past two years, we have made great efforts to create community partnerships with associations, art centres, local galleries and organizations associated with creativity, culture or our community.

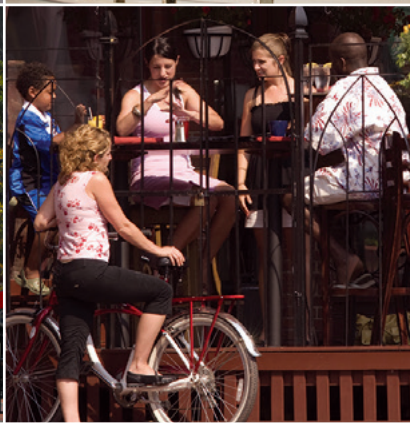
We have also initiated community art projects that allow our students to have their hand in building a better sense of community, realizing their potential in creating change and enriching their education.

MONCTON

With a population of 138,644, Greater Moncton is one of New Brunswick's fastest growing urban centres, offering a perfect mixture of work and play that result in a higher quality of life.

With the largest shopping centres and retail locations in the province, and a wide range of art, cultural and sporting events, Moncton boasts a versatile experience for both residents and tourists. With beaches, national parks, a vibrant nightlife, amusement park and zoo, Moncton is a great place to live.





Student Life

Many students enter College expecting good times, friendship and a good sense of direction. They soon find out that College comes with challenges and struggles because of the great demands and expectations that are put on the importance of education. However, it isn't just the faculty and staff that are of great support, but classmates also become important figures in each of our student's lives.

Because McKenzie College boasts a small student population and close-knit atmosphere, our students get to know each other on a first name basis. This contributes to a strong community of guidance, support and friendship between our students.

We have discovered that most of our students spend time together outside the walls of McKenzie College, whether it is working in collaboration on a class or independent project, or simply unwinding after a hard week of schoolwork.

We encourage this connection as it may lead to career opportunities, partnerships and friendships that last a lifetime.

STUDENT TESTIMONIALS

"The faculty and staff at McKenzie College are so amazing to work with. Because there is a small study body, there is a large amount of one-on-one time between the student and the instructor and that is something that has helped me develop as an artist immensely."

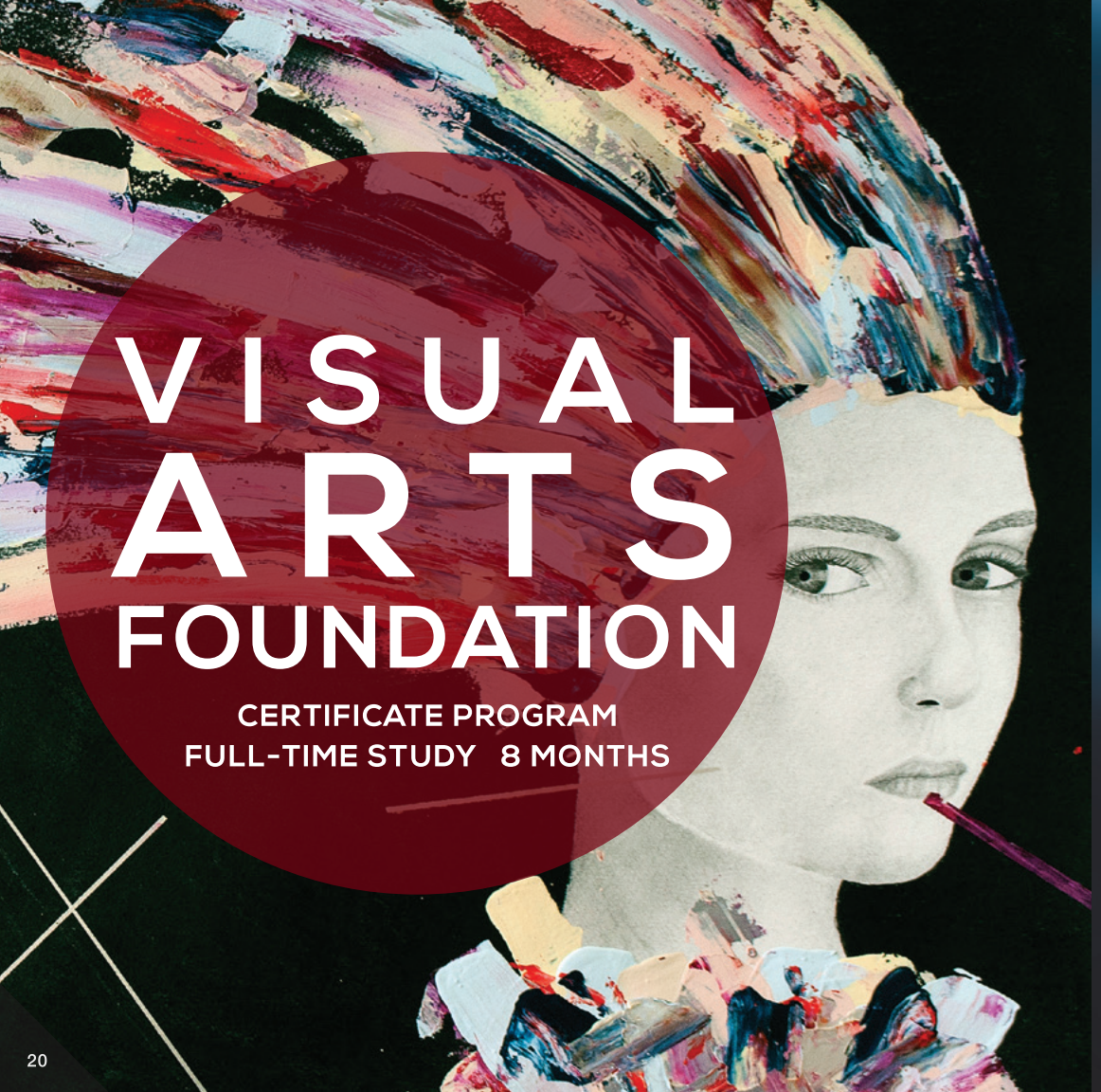
BEN GEORGE
Class of 2013

"As soon as we are taught a new technique or skill, we are set out into the field to apply it. I used to go into photo shoots and second-guess myself. Now I go into a shoot with much more confidence, knowing I have the skills to complete the project successfully."

CRAIG MCGEE
Class of 2014

"When I arrived at McKenzie College, I knew it was a great fit for me because it was everything I was looking for in a post-secondary school. The idea of having a small 'family' that you can always count on and is always there for you… I feel that here at McKenzie."

EMILY DUGAS
Class of 2014



VISUAL ARTS FOUNDATION

CERTIFICATE PROGRAM
FULL-TIME STUDY 8 MONTHS

DRAWING
FUNDAMENTALS
ADVANCED DRAWING
VISUAL LITERACY
MEDIUM EXPLORATION
COLOUR THEORY

As a required prerequisite into our design diploma programs, this eight-month certificate program is for aspiring artists, designers and game developers who want to build their visual arts skills - a fundamental element to any creative career. Applicants must have an interest in developing their creative sense in drawing, painting and design.

Our creative studio environment will allow students to develop critical thinking in the arts. The Visual Arts Foundation program is skills-based and provides an opportunity to explore artistic mediums, while learning at a College level.

After completion, students are automatically accepted into other areas of study at McKenzie College, if they choose to do so. These programs can lead to an exciting career in the animation industry, working as part of the creative team for an advertising firm, in a TV/film production company, at a digital media house, and so much more.

The Visual Arts Foundation program is intended to help students develop fundamental skills as artists and designers and expose them to a variety of opportunities using their visual arts skills. Various artistic styles and innovative designs help build confidence in each student to produce a superior portfolio for further study, scholarships and mentorship opportunities.

TUITION $7900 + SUPPLIES $300 + *SPF $79 = TOTAL $8279

Note: Tuition and other fees are subject to change.
*SPF: Student Protection Fee - 1% of tuition is deposited into a fund to insure that financial resources are available to complete your program.

APPLY NOW AT McKENZIE.EDU/APPLY

The blood volume of the lungs, as measured by indirect methods, is approximately 12 per cent. of the total blood volume of the circulatory system. In other words, in the average human being the two lungs probably contain approximately 600 ml. of blood. About 70 ml. of this is in the capillaries, and the remainder is divided about equally between the arteries and veins.
The Lungs as a Blood Reservoir. Under different physiologic and pathologic conditions, the quantity of blood in the lungs can vary from as little as 50 per cent of normal up to as high as 200 per cent of
THERMAL SENSATIONS
THERMAL RECEPTORS AND THEIR EXCITATION
The human being can perceive different gradations of cold and heat, progressing from cold to cool to indifferent to warm to hot; some persons can perceive even freezing cold and burning hot,
ORGANIZATION OF THE NERVOUS SYSTEM, AND PROCESSES
one of the major functions of the nervous system is to process information in such a way that appropriate motor responses
than 99 per cent of information is completely ignored by the brain as unimportant. For instance, one is ordinarily
of his body
clothes
sure on
wise, his
occasional
and even
roundings
background.
After the
PHOTOCHEMISTRY OF COLOR VISION BY THE CONES
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of the body.
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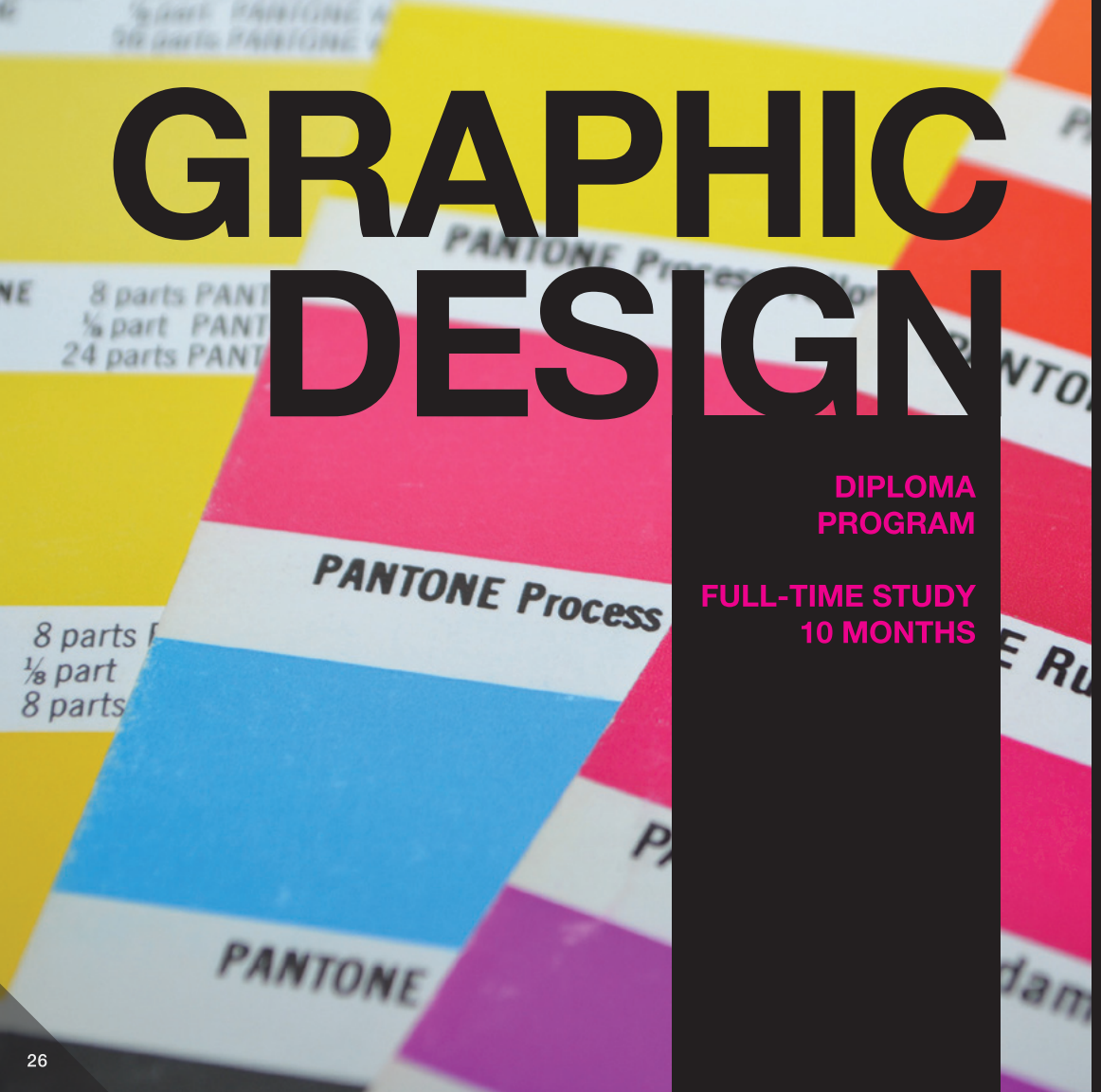


GRAPHIC DESIGN

DIPLOMA PROGRAM

FULL-TIME STUDY 10 MONTHS

DESIGN HISTORY
CREATIVE THINKING
COMMUNICATION PRINCIPLES
MARKETING & BRANDING
THE BUSINESS OF DESIGN

Our Graphic Design diploma program provides students with a strong foundation in visual communication that will help launch a career in industries that accommodate marketing, advertising, communications and public relations. As a discipline, graphic design is concerned with making ideas visually creative, interesting and persuasive.

Skilled designers are sharp and imaginative thinkers who are able to see the world from various points of view. With that, they employ creative methods and critical thinking to design a product that inspires a particular audience to accommodate a particular objective. A designer's goal is often to create a visual solution for a marketing or advertising purpose, to inform and persuade through visuals.

At McKenzie College, we support the development of great thinkers while teaching them how to use ever-changing technical resources to create impressive, thought provoking and responsively communicative designs that will be used to strike a chord with the public.

Graphic Designers often find themselves in the most diversified range of industries. The ability to communicate with the public is a service that all commercial, governmental and non-profit entities seek. Some benefits of honing graphic design as a profession is the wide assortment of subject matter the designer is asked to explore on a regular basis. With determination, experience and notoriety, a good designer will always be in demand.

Students are provided a wide assortment of design projects that are common to the various industries that they will work for once they have graduated. All good design is user centric, which means that legibility, both visual and literal, is of critical importance. Therefore, the program concentrates on rigorous evaluation of how effective design is created. This involves learning the fundamentals of graphic design.

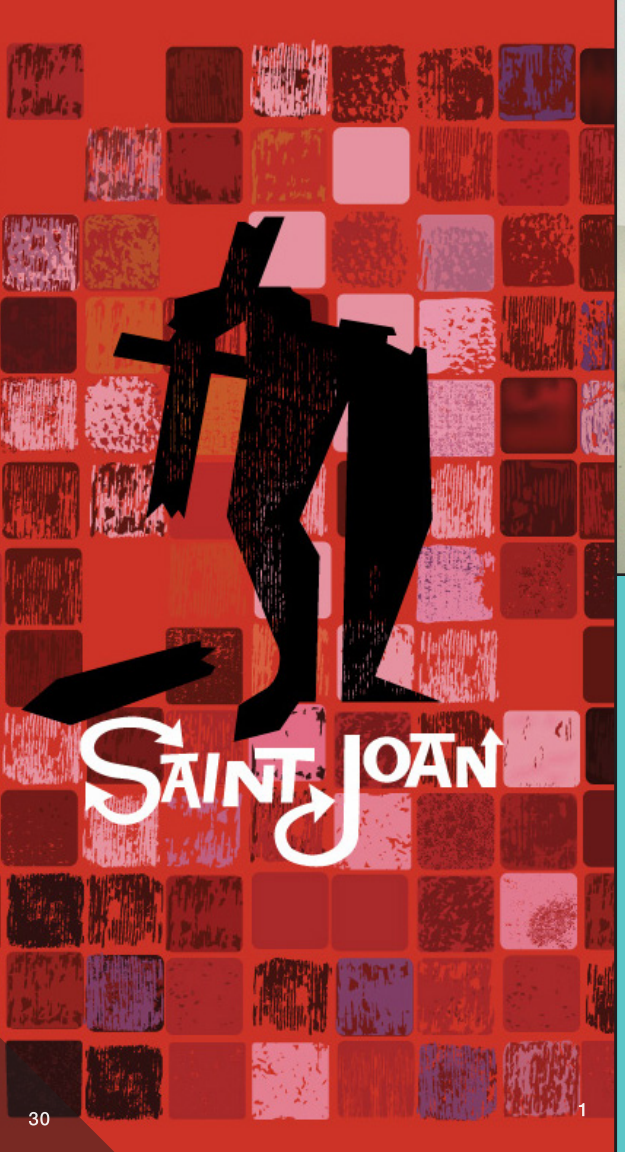
TUITION $16,300 + TECHNOLOGY FEE $500 + *SPF $163 = TOTAL $16,953

(Includes Apple Macbook Pro & one year of Adobe Creative Cloud)

Note: Tuition and other fees are subject to change.

*SPF: Student Protection Fee - 1% of tuition is deposited into a fund to insure that financial resources are available to complete your program.

APPLY NOW AT McKENZIE.EDU/APPLY


SAINT JOAN

clari-Tea n.
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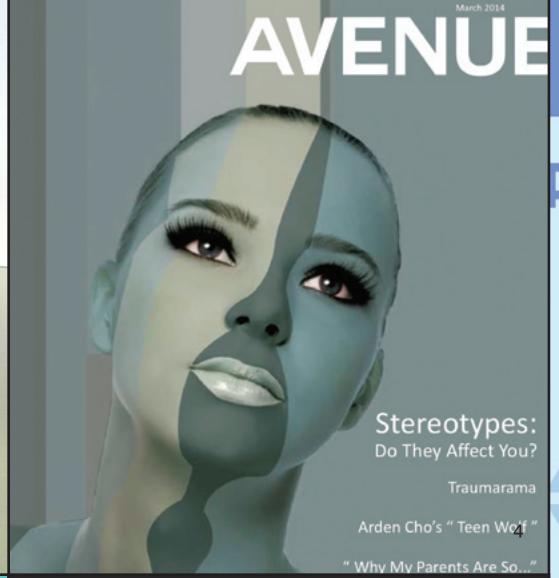
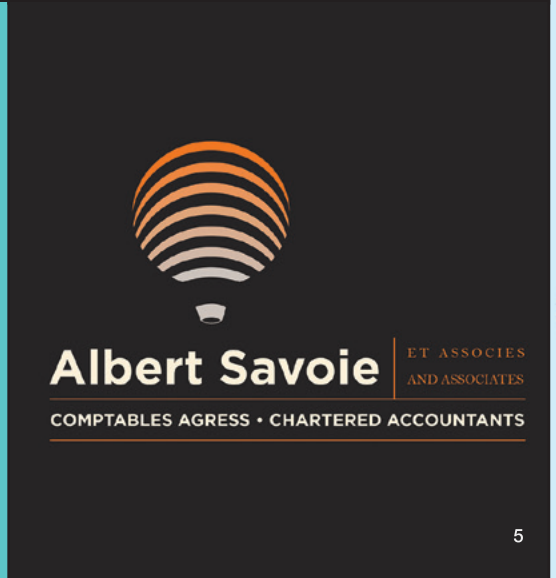
2

We Are The Universe

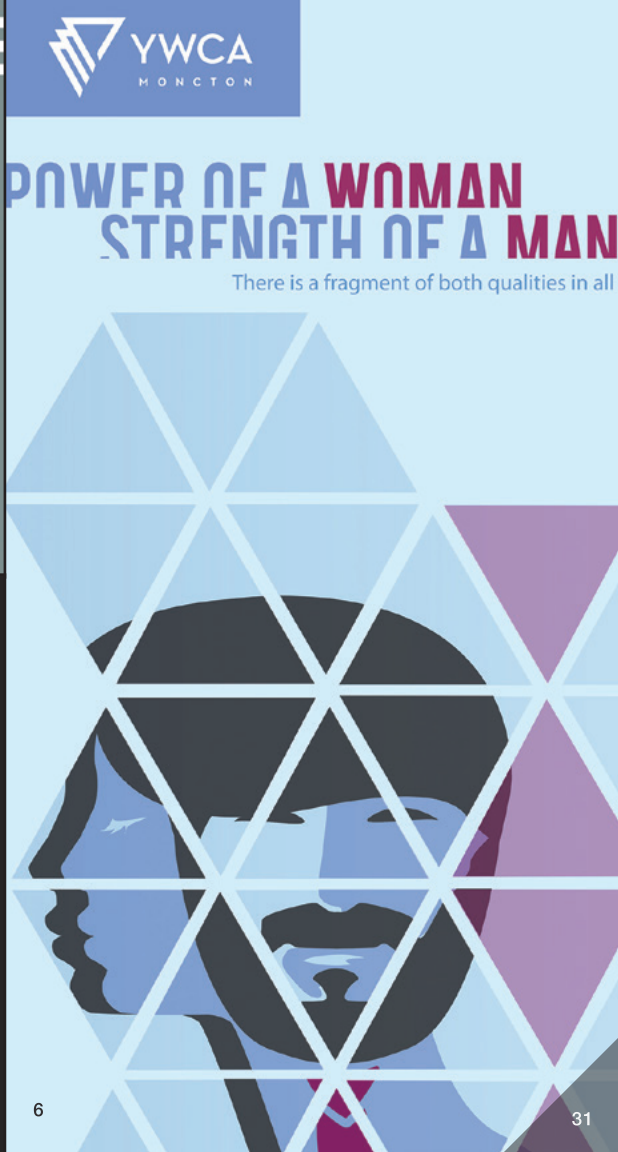
3

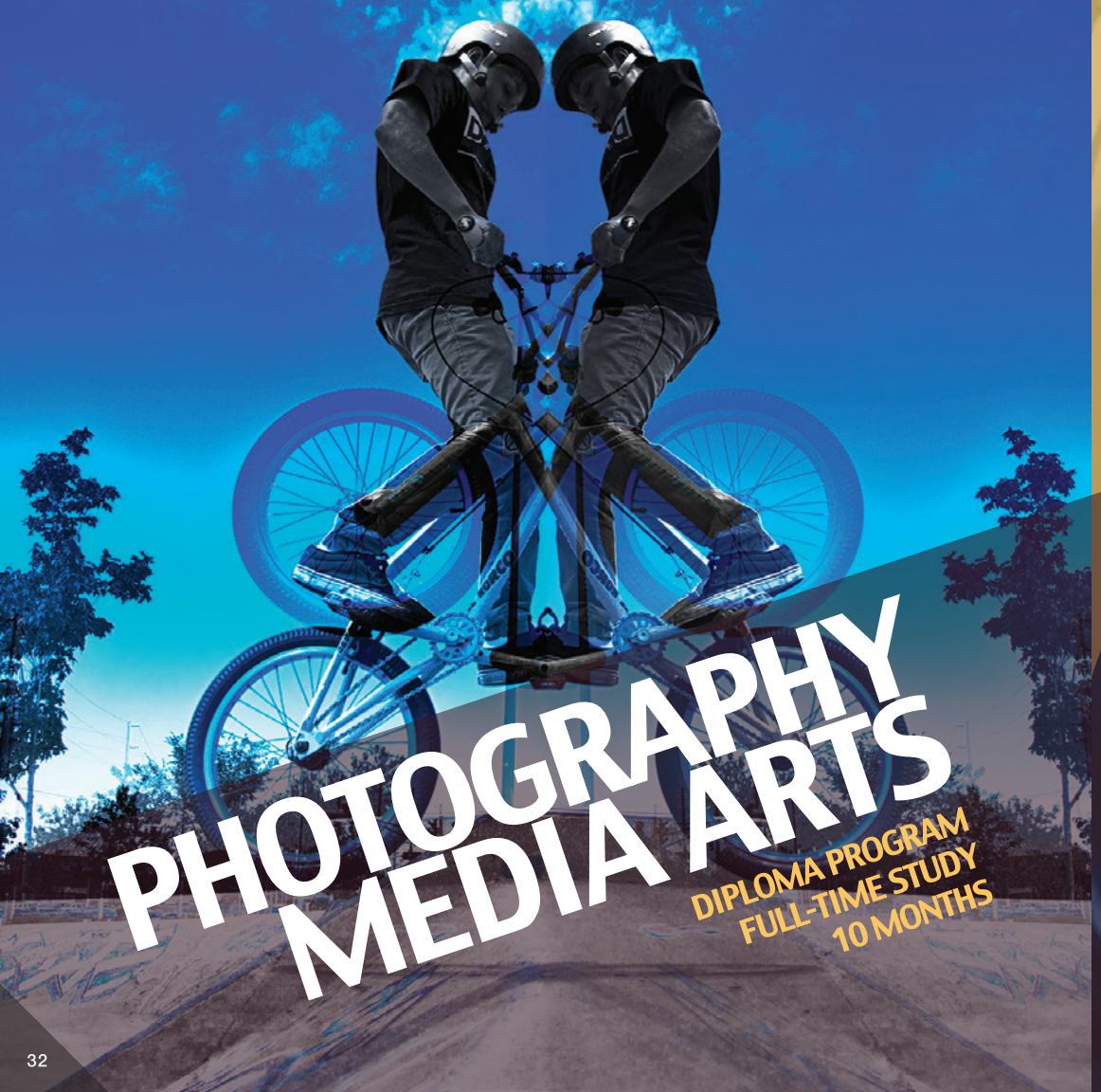

March 2014
AVENUE
Stereotypes:
Do They Affect You?
Traumarama
Arden Cho's " Teen Wolf "
" Why My Parents Are So..."

4


Albert Savoie
ET ASSOCIES
AND ASSOCIATES
COMPTABLES AGRESS • CHARTERED ACCOUNTANTS

5


YWCA
MONCTON
POWER OF A WOMAN
STRENGTH OF A MAN
There is a fragment of both qualities in all



PHOTOGRAPHY MEDIA ARTS

DIPLOMA PROGRAM
FULL-TIME STUDY
10 MONTHS

EVOLUTION OF PHOTOGRAPHY

CAMERA TECHNIQUES

STUDIO & LIGHTING

COMMON FIELD PRACTICES

PHOTO EDITING SKILLS

The life of a photographer is not exactly what people think it is. When portrayed in films, it is all glamour; however, it can be far more interesting than that. A professional photographer does much more than just take pictures. Professional photographs are often able to elicit certain feelings. Simply looking at professional photographs can surface feelings of happiness, dismay, fear, awe, nostalgia, or even hunger.

As a professional photographer, our students have many avenues to explore for employment. Whether it's in photojournalism, commercial (for advertising) photography, freelance photography, or a combination, there are growing opportunities for those who choose to apply themselves.

This ten-month program takes the passion for photography within each student and instills the knowledge and proper techniques to become professional photographers in all areas of photography. We help our students develop their creative eye and show them how to capture their environment in different ways, through their lens.

The McKenzie College Photography Media Arts program is developed around a project-based curriculum, where students work on real projects to hone their camera techniques and shooting styles; and in-turn, build a portfolio to be used to gain employment and build a career once they have completed the program.

TUITION $16,300 + TECHNOLOGY FEE $500 + *SPF $163 = TOTAL $16,953

(Includes Apple Macbook Pro & one year of Adobe Creative Cloud)

Note: Tuition and other fees are subject to change.

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APPLY NOW AT McKENZIE.EDU/APPLY

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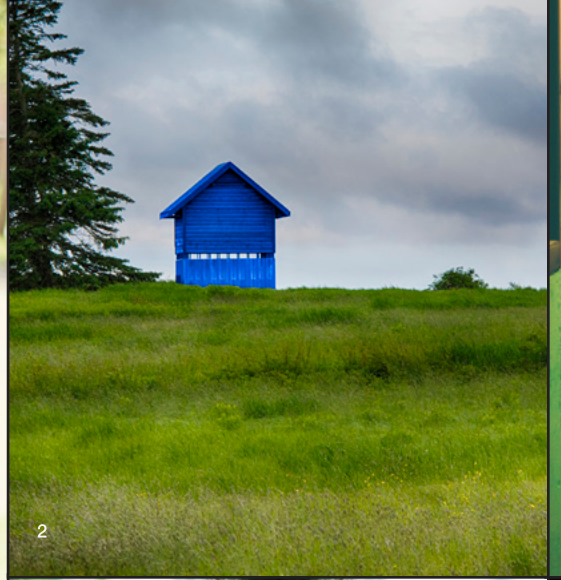

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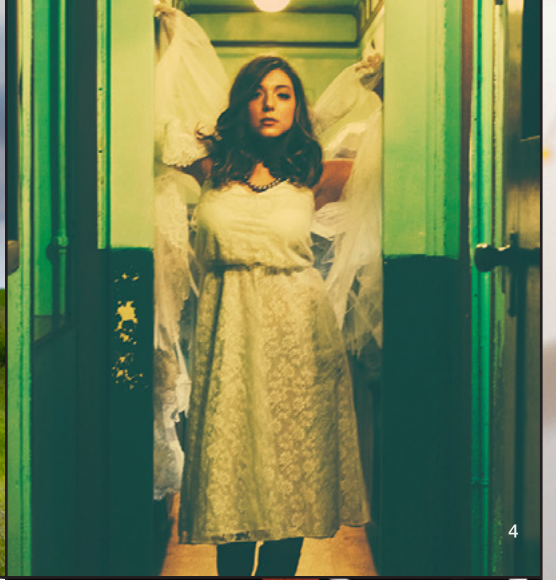

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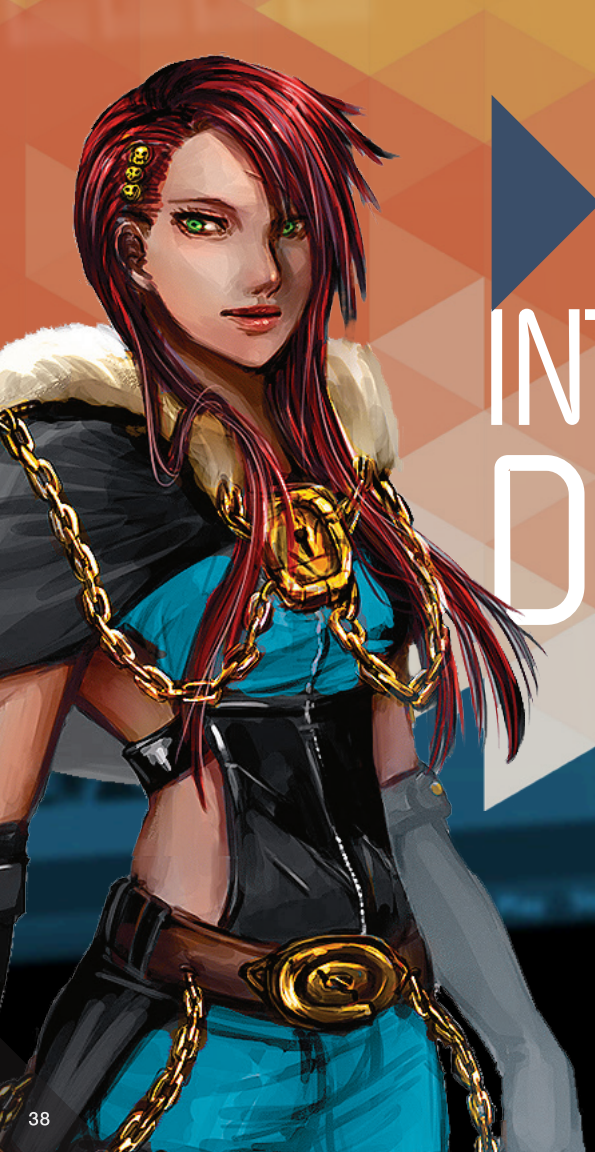


GAME INTERFACE DESIGN

DIPLOMA PROGRAM
FULL-TIME STUDY
10 MONTHS

GAME DESIGN THEORY

SCENE & CHARACTER DEVELOPMENT

WORK FLOW & NAVIGATION

UNITY ENGINE FUNDAMENTALS

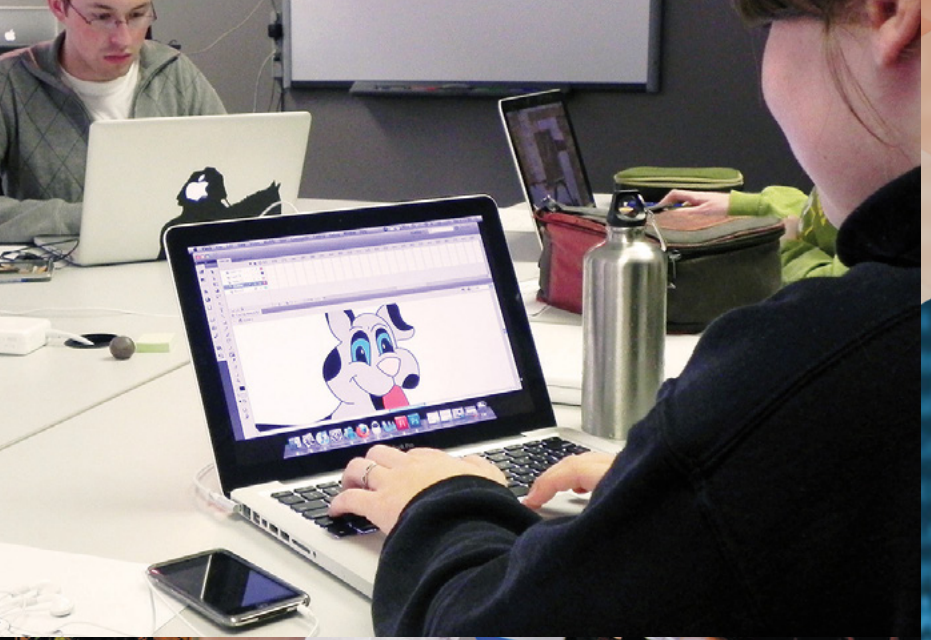
TEAM WORK ETHICS

Career opportunities in the field of gaming have exploded over the last 5 years with the access to gaming on mobile platforms. Canada especially has become a ‘hot-spot’ for game design and development as a result of this.

Game designers take the creative lead in imagining and bringing to life video game stories, characters, game play, rules, interfaces, dialogue and environments.

Video game designers get to design the interface of games, and also test them to make sure that the work has been efficiently performed. Playing dozens of games is fun, and it is the ideal job for gamers. On the other hand, it takes more than merely loving video games. Putting together such great products requires long hours and lots of dedication to the work that is being created.

The life of a game designer is an arduous journey, but greatly satisfying, full of surprises, and filled with great people at every corner. The idea that people from all over the world could be enjoying a product that you helped build is a tremendous satisfaction to a game designer.



This Diploma program prepares students for a career as a game designer, a profession of high demand in industries such as Educational Training and Development, Gaming, Film and Animation, Government and Consumer Products. While a large emphasis is placed on creating art work and design of characters, scenes and other elements of a game's interface, a basic understanding of game programming and user functionality is also acquired.

Our Game Interface Design students advance at a rapid pace because of our project-based curriculum, as well as an "on the job" environment, allowing them to develop real working 2D games in a team setting as they learn. Upon finishing the program, the student will have completed an internship, independent project or academic exchange, and have compiled an extensive portfolio that will help gain employment in the workforce.

TUITION $16,300 + TECHNOLOGY FEE $500 + *SPF $163 = TOTAL $16,953

(Includes Apple Macbook Pro & one year of Adobe Creative Cloud)

Note: Tuition and other fees are subject to change.

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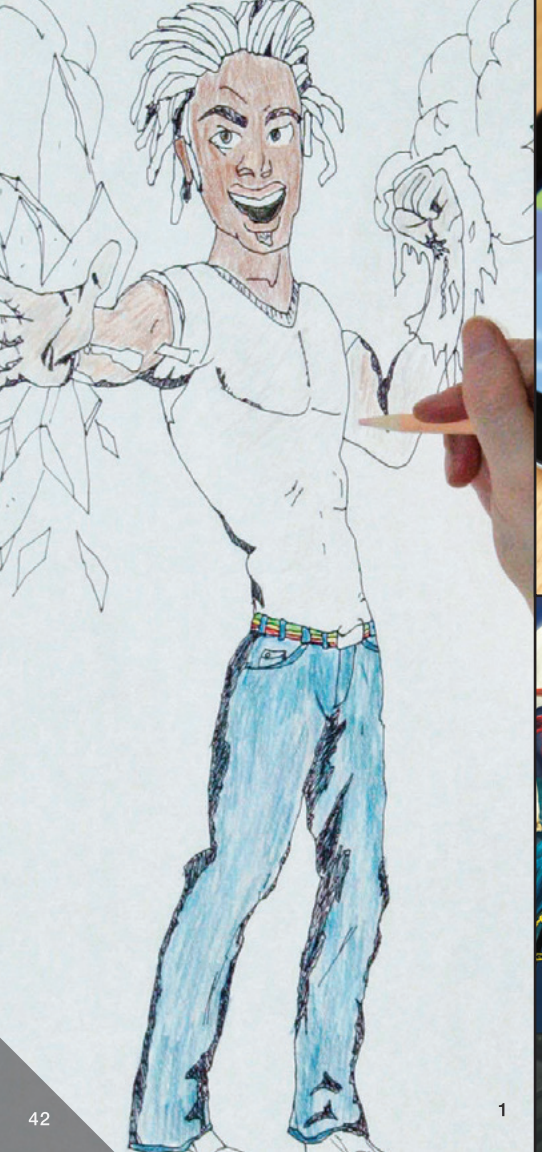


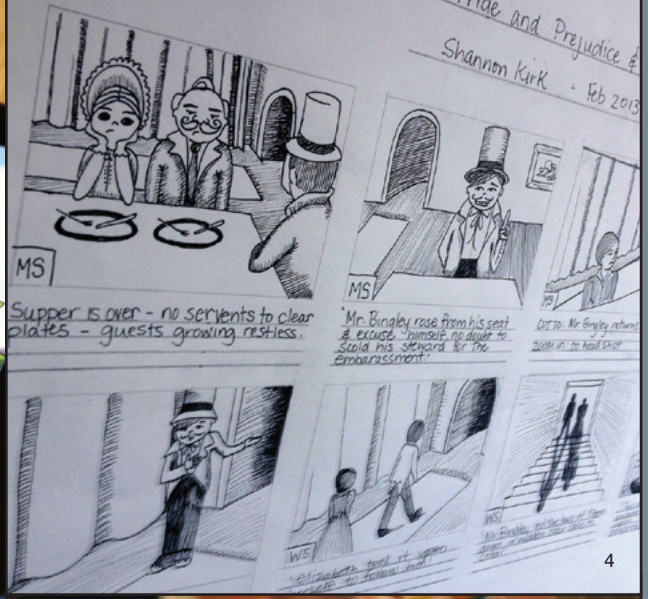
1

POPSICLE
PIRATES
Start New Game

2

OREA
UNEARTHED
PLAY
PROFILE
CREDITS
OPTION
EXIT

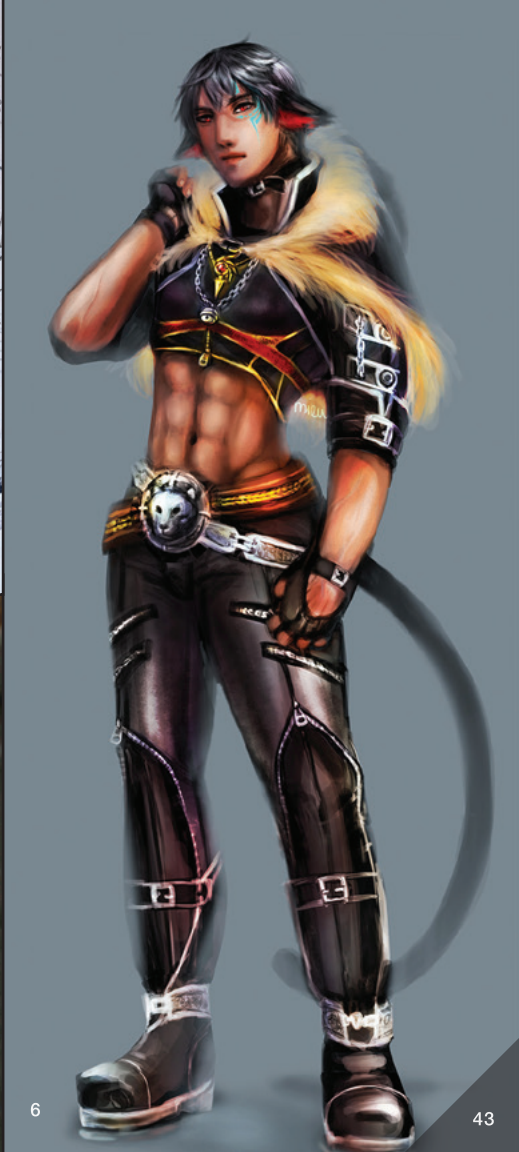
3


Shannon Kirk
MS
Supper is over - no servients to clear plates - guests growing restless.
MS
'Mr. Bingley rose from his seat & excused himself no doubt to scold his steward for the embarrassment'

4

SHIELD
DEFENSE

5



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APPLICATION REQUIREMENTS

In order to be considered for acceptance into a McKenzie College program, a complete application containing all of the following items are required:

- ◯ **APPLICATION FORM**
  To be completed and submitted on-line at **mckenzie.edu/apply**
- ◯ **$100 APPLICATION FEE**
  Non-refundable; we accept Interact, credit card, cash or cheque
- ◯ ***COPY OF ACADEMIC CERTIFICATE OR DIPLOMA**
  Minimum requirement: High School Grade 12, GED or equivalent experience
- ◯ ***COPY OF HIGH SCHOOL ACADEMIC TRANSCRIPTS**
  Must be final grade 12 transcripts
- ◯ **A PERSONAL PROFILE LETTER**
  One page letter describing you, your ambitions/goals/career objectives and reasons you feel McKenzie College is the right school for you
- ◯ **AN IN-PERSON OR ON-LINE INTERVIEW**
  To be conducted at our campus or on-line via Skype
- ◯ **A PORTFOLIO**

****Not required by current high school students in order to complete application process - conditional acceptance can be granted if all other items are complete.***

PORTFOLIO CRITERIA

FOR VISUAL ARTS FOUNDATION, GRAPHIC OR GAME INTERFACE DESIGN

- ◯ An art/design-based portfolio with 12-15 pieces created within the last 3 years
- ◯ At least 6 pieces should display observation (self-portrait, still life, landscape, architecture... etc)
- ◯ Display as many mediums as possible (pencil, charcoal, pastel, digital, etc)
- ◯ Work that represents your own interests and strengths
- ◯ Work with use of color is strongly encouraged
- ◯ Display 3D art in photographic form, if any

FOR PHOTOGRAPHY MEDIA ARTS

- ◯ A photo-based portfolio of 12-15 photos taken within the last 3 years
- ◯ Depict as many different subjects and styles as possible, such as portraits, landscapes/architecture, artistic style, events... etc

HOW TO APPLY

To start the application process, complete our on-line application form at

McKENZIE.edu/APPLY

ADMISSIONS

SCHOLARSHIPS

We know that getting a quality education is a significant financial investment. At McKenzie College, we are continually finding new and creative ways for our students to get help and assistance in financing their future.

We offer multiple scholarships annually to students who have been accepted into one of our programs and have shown exceptional potential in their chosen fields of study or have demonstrated a financial need. These scholarships are available for all of our programs and any McKenzie College student can apply for them.

Visit **www.mckenzie.edu/scholarships** for further details on each of the scholarships we offer at McKenzie College, including eligibility, our selection process and how to apply.

McKENZIE LANGUAGE LEARNING CENTRE

Conveniently located in the centre of the Maritimes in downtown Moncton, McKenzie Language Learning Centre offers quality English courses delivered by highly trained instructors. Our instructors have experience teaching in countries all over the world and are qualified to offer you some of the best language training in the area.

Learn general English for everyday life, or focus your studies into Academic, Business, IELTS/TOIEC/TOEFL test preparation, or one-on-one custom lessons.

For more information, visit
www.mckenzie.edu/esl

McKENZIE ACCELERATOR

DRIVEN BY KNOWLEDGE... ACCELERATED BY SUCCESS.

The McKenzie Accelerator runs a 14-week program for founders of business start-ups in Moncton, New Brunswick, Canada. We are looking for innovative companies that want to accelerate their growth in a mentor-driven environment.

If your company focus meets a real need in the ICT, New Media, Design or Game/App Development arena, we want to meet you!

For more information, visit
www.mckenzie.edu/accelerator

FAQs

Do I have to wait to graduate High School before applying?
A copy of your final High School diploma and transcripts are required before you can attend McKenzie College, however, we encourage early application submissions to ensure your seat is reserved in your desired program. If completed applications are submitted before graduation, conditional acceptance may be granted contingent on successful graduation.

Does McKenzie College have a refund policy?
Yes, McKenzie College has a 30-day money back guarantee from program start date. If you decide that McKenzie College is not the right school for you or other circumstances arise, you can submit a written request to withdraw within 30 days of program start.

Is there a deadline to apply for a program at McKenzie College?
Yes, providing there are seats available, our regular application deadline is 7 days prior to program start date. Late registrations may be accepted up to 30 days after program start date. Please note that you may be charged a late application fee.

Do I need a portfolio before I am accepted into a McKenzie College program?
Yes, as part of the application process, we require a portfolio of past artwork in order to help establish your current skill set; and to determine your potential for our programs.

Am I available to work part-time while attending McKenzie College?
Yes. We have a class schedule of 9am-3pm, Monday to Friday. In some cases, you may have to work on class projects after school hours but most work is done in class, freeing up most of your evenings and weekends.

Do I need a computer for the 1st year Visual Arts Foundation program?
No, the Visual Arts Foundation program is hands-on, practicing the fundamentals of traditional art techniques. A computer doesn't come into the picture until your 2nd year of concentration, which is provided to you and is included in your tuition.

Am I required to complete the Visual Arts Foundation certificate program before entering other McKenzie College programs?
With exception to the Photography Media Arts program, you are required to successfully complete the 1st year Visual Arts Foundation program before entering your 2nd year of concentration. If you have obtained a diploma or degree in visual or fine arts from another institution, or you submit an exceptional portfolio, you may be eligible to forgo the Visual Arts Foundation program.

For more FAQs, visit
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