



**Be Remarkable.**

[mckenzie.edu](http://mckenzie.edu)

# Grad Profile



On the cover:

## Elijah Lecour

2019 Graduate &  
Visual Development/  
Game Artist

Coming from a family of talented artists, Elijah followed in his sister's footsteps and completed the Visual Arts Foundation certificate program in 2016.

He has since gone on to graduate with honours from both the Video Game Art and TV & Game Animation programs, where he amplified his design, animation and 3D skills under the expert guidance and direction of his instructors.

Elijah is currently living his dream as a freelance Visual Development Artist for Dapper Labs, a blockchain video game developer in Vancouver, British Columbia.

**"McKenzie gave me the atmosphere, the mindset and the drive to succeed. What I thought was just a dream of becoming a professional artist is now my reality."**

# Contents

04 **Overview**

05 **Message from the President**

06 **McKenzie at a glance**

08 **Academics: Certificate & Diploma**

22 **Academics: English Language**

26 **Admissions**

## Partners & Certifications





# Be Remarkable.



For most people, a career is much more than a means of supporting themselves, their families and their day-to-day living. At McKenzie, we believe that being inspired in your work is what drives you to do better, to love your work and to create an inspiring life.

We support the development of great thinkers while teaching them how to use ever-changing technical resources. We prepare students to enter the workforce, begin the career of their dreams and to be remarkable.

Since 1988, McKenzie College has been inspiring students to achieve their full potential in three main areas: Art and Design, English for Academic and Business purposes, and Social Entrepreneurship.

We are committed to students' success and are passionate about helping them achieve their goals. We constantly adapt curriculum to reflect current industry requirements and are recognized for excellence in teaching, mentoring and encouraging young minds.

The programs at McKenzie College are unique because they offer opportunities you will not find anywhere else, including optional pathway programs and the prospect of continuing your education abroad through our multiple academic agreements with local and international educational institutions.

## Our mission

**To provide programs and training that inspire students to reach their full potential.**

## Message from the president

"Making the wise choice to invest in your education is something that will pay dividends over a lifetime. At McKenzie College, we value our students and ensure that they receive the highest quality experience when they are with us.

Employers tell us that our graduates are well-prepared and bring skills that are relevant and valuable to them.

Whether you are attending McKenzie College to improve your language skills, your art, design, IT knowledge, or to make a social impact, you will learn a great deal about your field of study and about yourself. You will be working in a comfortable environment surrounded by people who will inspire you, and who care about your success.

Our faculty and staff are well qualified to help you reach your full potential. We welcome the opportunity to get to know you and to be a part of the life you imagined."

**Dale Ritchie**  
President





# at a glance

## New campus

At McKenzie College, our goal is to offer a creative, supportive learning and working environment for all students, staff and faculty. Located in the heart of Moncton, New Brunswick, our new facilities are highly-accessible and provide all of the necessary space, equipment, and resources for students to make the most of their studies.

Situated across from beautiful Centennial Park, coffee shops, walking and biking trails, playgrounds, tennis courts, and sports fields are just steps away from our front doors.

## Our city

With a population of nearly 150,000 residents, Greater Moncton is one of New Brunswick's fastest growing urban centres, bringing a perfect mixture of work and play that result in a high 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, activity-based facilities, and a zoo, Greater Moncton is a great place to live and to study.

As the only official bilingual city in Canada, Moncton is home to a diverse cultural community. Whether you want to immerse yourself in the local culture or experience some of the comforts of home, Moncton is a safe, clean and welcoming city that offers many services for newcomers, both domestic and international alike.



## Curriculum

Our programs give students the opportunity to immerse

themselves like a professional in a classroom setting, while acquiring practical skills that are highly sought after by employers. We deliver industry-relevant content and real world experience, through modular and project-based learning. Our graduates feel prepared to enter the workforce upon program completion and experience an easy transition into the next step of their careers. Program curriculum is reviewed and updated regularly to ensure it best meets the standards and requirements of industry.

## Faculty

Our faculty members have come to us from a variety of academic and

professional backgrounds. With education and experience in their respective fields, they are qualified to mentor each student to achieve their purpose, find their passion and hone their craft. All faculty members are vibrant and creative professionals who love to teach, and strive to help each student succeed. Because of the concentrated study periods and smaller class sizes, our instructors have the ability to work individually with every student to help them grow personally and professionally.

## Student life

The everyday life of a student at McKenzie

College is nothing short of special. The culture we have built provides a welcoming, accepting staff and a safe, comfortable atmosphere. This allows each student to shine and succeed in their own way, and establishes a mindset that is passed along from student to student.

Because our programs are delivered in a linear fashion in a workspace setting, students spend a great deal of time together, in turn, forming bonds and relationships that can last a lifetime.







## Visual Arts Foundation

Certificate

Full-time study

32 weeks

Building a dream career in any creative field requires a solid educational foundation to build upon. During the Visual Arts Foundation program, students are taught key visual literacy skills and techniques that will prepare them for further studies in Art and Design.

Our creative studio environment allows students to learn critical thinking and time management skills through a series of hands-on projects. They will also have the opportunity to explore various media and artistic styles while developing new and unique approaches to the art they will create.

### Areas of study

Drawing fundamentals  
Colour theory  
Character design & development  
Exploration with acrylic  
Life drawing  
Water colour techniques  
Storyboarding  
Pastel & charcoal studies  
Intro to classical animation  
Traditional graphic design



Learn more about this program, such as possible career paths, admission requirements, tuition and fees, and how to apply, visit online at:

[mckenzie.edu/  
visual-arts](https://mckenzie.edu/visual-arts)



# ART





## Graphic Design

Diploma

Full-time study

43 weeks

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 toward a desired objective. A designer's role is to understand and dissect a problem or challenge presented by the client, then to provide a visual solution that successfully conveys the specific message to the end user.

This diploma program provides students with a strong foundation in visual communication, design principles, as well as, professional business skills. Students are assigned a wide assortment of design projects that are common to the various industries they will work in after graduation.

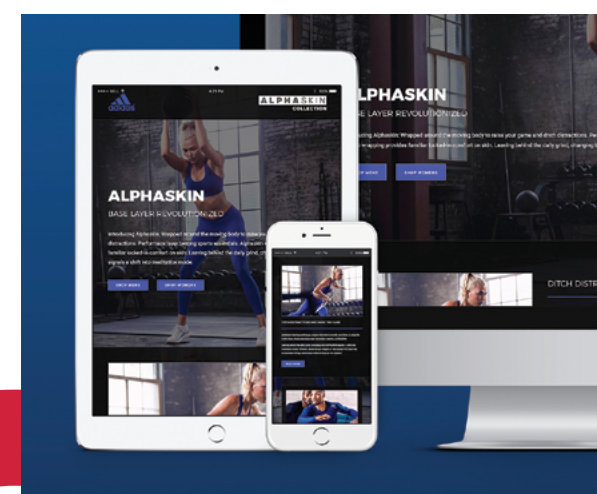
## Areas of study

Design principles & culture  
Intro to typography & grids  
Digital colour for design  
Brand & visual identity  
User Interface design  
Print design & production  
Intro to motion graphics  
The business of design  
Portfolio & exhibit development  
Internship opportunities



Learn more about this program, such as possible career paths, admission requirements, tuition and fees, and how to apply, visit online at:

**[mckenzie.edu/  
graphic-design](https://mckenzie.edu/graphic-design)**







## Photography Media Arts

Diploma

Full-time study

43 weeks

With a focus on exploring most forms of Photography, our students will learn the techniques and technical skills necessary to capture and produce professional-quality images, while developing their own style and creative eye.

The Photography Media Arts program uses a project-based curriculum that gives students the opportunity to work on real world projects, both in our studios and in the field. From fashion photography to event photography, food and product, landscape, sports/ action and then some, individuals will explore different camera techniques, shooting styles and subject matter. This builds a significant portfolio of work required to build a successful career in Photography.

### Areas of study

History of photography

Principals of art & design

Studio lighting techniques

Landscape & nature shooting

Intro to multimedia

Fundamentals of  
portrait photography

Organization & business practices

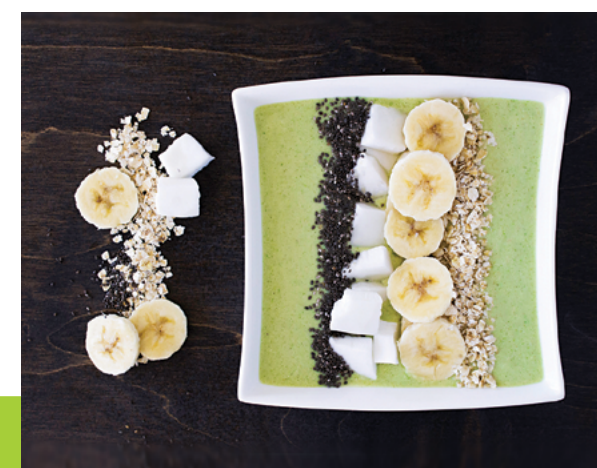
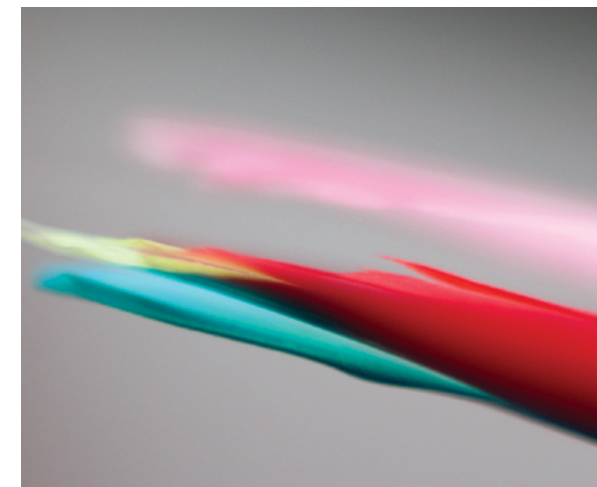
Product lighting & shooting

Adobe Photoshop & Lightroom



Learn more about this program, such as possible career paths, admission requirements, tuition and fees, and how to apply, visit online at:

**[mckenzie.edu/  
photography](https://mckenzie.edu/photography)**



# MED





## Video Game Art

Diploma

Full-time study

43 weeks

The demand for 2D interactive games has never been higher and it continues to grow exponentially each year. As a result, so has the demand for the Visual Artists responsible for the concepts, characters and animations for these games. The Video Game Art program will teach the key skills to create professional game art and animation for the games of the future.

Individuals will quickly advance their skills while building an extensive traditional and digital portfolio. This diploma program focuses on developing conceptualization and artistic skills, with a strong emphasis on creative problem solving. Through the development of 2D and 3D game art, students will explore a variety of styles that align with today's industry standards.

### Areas of study

Design process

Concept art

Character design

Digital painting & colouring

Character modeling/sculpting

Background design

Shape language in design

Intro to animation

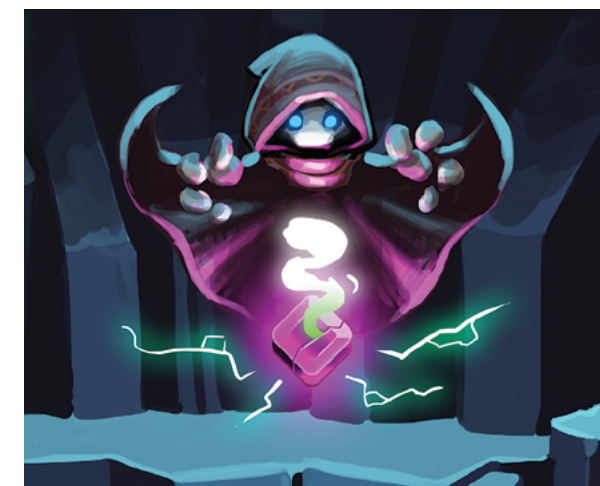
Prop & vehicle design

User interface



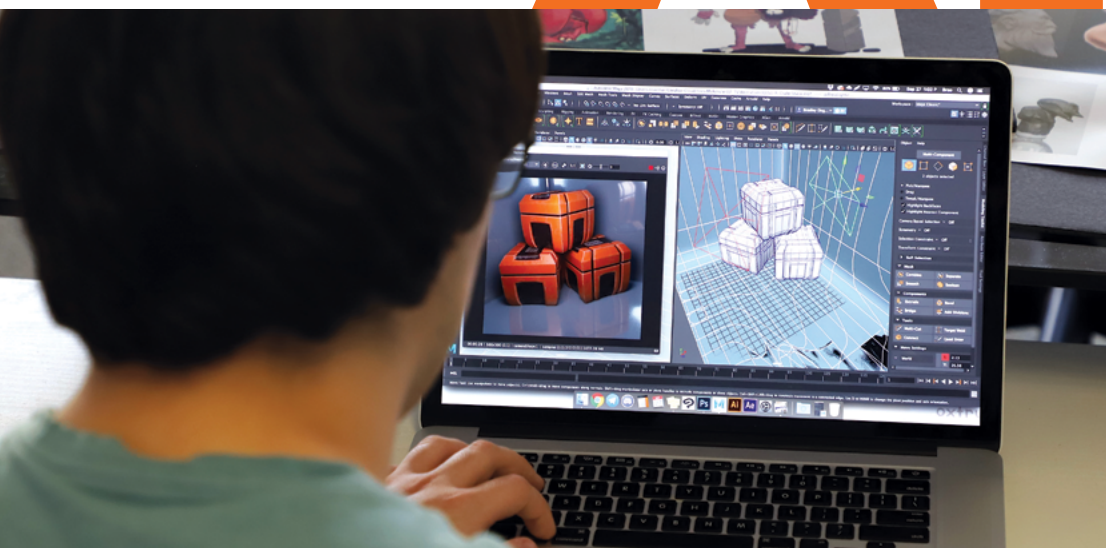
Learn more about this program, such as possible career paths, admission requirements, tuition and fees, and how to apply, visit online at:

**[mckenzie.edu/  
video-game-art](https://mckenzie.edu/video-game-art)**



# GAM





## TV & Game Animation

Diploma

Full-time study

43 weeks

This 10-month diploma program provides students with the skills necessary for a career as a 2D and 3D animator, modeller, texture artist, in a typical animation/ art department within the fields of television animation and mobile/ interactive video games.

Within a professional collaborative team environment, the students will learn to use the principles of animation to create convincing character movement and acting. Also, they will create all the visual assets, (backgrounds, models, textures and animation) needed for the demands of today's TV and Game animation markets.

## Areas of study

Life drawing

Principles of animation

2D & 3D animation

Character animation

Storyboarding

Advanced character design

Advanced background design

3D modelling

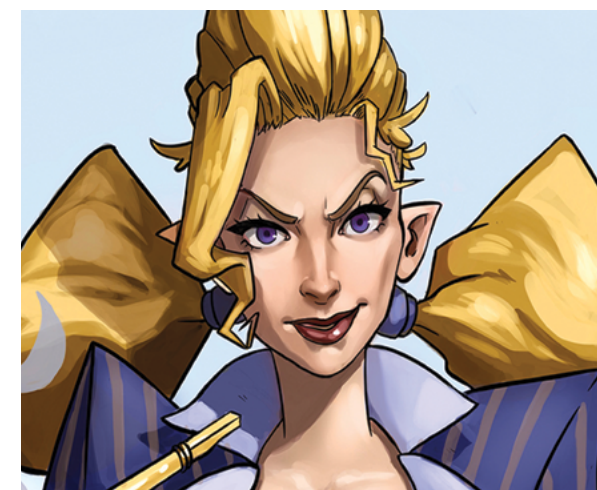
Texturing

3D camera, lighting & rendering



Learn more about this program, such as possible career paths, admission requirements, tuition and fees, and how to apply, visit online at:

**[mckenzie.edu/  
animation](https://mckenzie.edu/animation)**







## Social Entrepreneurship

Post-graduate diploma

Full-time study

43 weeks

Entrepreneurship is an increasingly popular career choice and business model. Social Entrepreneurship tackles issues that can make a positive societal or environmental impact in our community. Through the creative use of technology and innovation, individuals can make a difference in the lives of others while still operating a profitable business.

Those enrolled in the Social Entrepreneurship program gain practical business skills and tools fundamental to operating a successful social enterprise. While establishing a business, students are learning about the latest technologies in digital marketing, appropriate use of design, web-based tools, effective communication, social media marketing strategies, web design, Customer Relationship Management systems and financial control tools.

### Areas of study

- Socially responsible entrepreneurship
- Business plans
- Communication skills
- Digital marketing fundamentals
- Technology development
- Visual presentation skills
- Social media marketing
- Branding & design
- Finance & accounting
- Funding sources



Learn more about this program, such as possible career paths, admission requirements, tuition and fees, and how to apply, visit online at:

**[mckenzie.edu/  
social-entrepreneurship](https://mckenzie.edu/social-entrepreneurship)**







## English Language Training

The Language Centre at McKenzie College is New Brunswick's leading private English school - the only one currently recognized as a Designated Learning Institution and accredited by Languages Canada.

We specialize in top quality, customizable English courses delivered in small groups. Our students get personal attention from our friendly, highly trained instructors using the most up-to-date materials.

We are trusted by world-renowned schools and organizations around the globe. As a result, being a McKenzie student is your pathway to higher studies and life-changing opportunities.

Students who successfully complete the highest academic levels of McKenzie's English language courses acquire a "Certificate of Proficiency in English" or a "Certificate of Competency in English". These language Certificates are valid for life and can be provided to employers as proof of a strong command in English or as evidence of meeting the language requirements for admission into other colleges or universities (valid for 2 years for pathway programs) in New Brunswick and Ontario linking out of McKenzie College.

# LISH

## Programs & Courses

### English for Academic Purposes (EAP)

If you want to learn essay and report writing, public speaking, and essential note-taking skills to help you function in English at a high level, then this is the course for you. The McKenzie language scale is entirely aligned via concordance to the IELTS Academic scale, and course levels and programs are build on this scale. EAP levels 4 and 5 are aligned on the IELTS Academic scale via this concordance. The EAP program is a recognized pathway stream for admission into many affiliated and partner colleges and universities in New Brunswick and Ontario. The EAP includes courses that will help intermediate and advanced students polish their command of the English language and help them be well prepared for academic life in Canadian institutions, and business life, at large.

### English Skills Study (ESSP)

Our English Skills Study Program will cover all primary skills: listening, reading, writing and speaking, grammar, and pronunciation. And because how you act is as important as what you say, we include culture and customs training as well, including situation-specific lessons such as restaurants, job interviews, and meeting people. ESSP level 3 can be one of the entry level prerequisites for EAP 4, and ESSP level 4 can be one of the entry level prerequisites for EAP 5.

### Business English (BEP)

Business English is the program for those who want to improve their professional English. We will guide you through all the skills, culture and etiquette when conducting business in English. Business writing, professional vocabulary, and public speaking are just some of the skills included in the course. We can also cover tips on how to be successful in the IELTS, TOEFL, or TOEIC. Course content offers flexibility to include some industry-specific lessons. Contact McKenzie Language Learning Centre for intake schedule.



## Programs & Courses *(cont'd)*

### IELTS Preparation

These courses are for serious academic students who need to certify their English skill on one of these high-stake tests, which many universities and employers require for admission.

These courses are full-time intensive study courses that will teach you effective strategies for successfully obtaining test results required by your target institution. These are courses for those who are serious about their study, seek high-test scores, and are prepared for lots of hard work.

### VIP Private Lessons

The most flexible English lessons available: schedule, intensity, duration, and skills focus are tailored to your specific needs. You study one-on-one with your instructor, focusing on exactly what you need to learn. VIP Lessons are perfect for busy people, or those with very specific English language goals. VIP Lessons are available as stand-alone bundles, or in combination with other programs. At home or web-based lessons are available.



Learn more about this program, such as pathway programs, admission requirements, tuition and fees, and how to apply, visit online at:

**[mckenzie.edu/esl](https://mckenzie.edu/esl)**

## Pathways

McKenzie College has many pathway agreements with colleges and universities in New Brunswick, Nova Scotia and Ontario, which enables students to study English, acquire a certificate that proves their command of their language, meets the language requirements, and links their studies seamlessly into their school of choice.

Currently, you can link your studies from McKenzie College into New Brunswick Community College (NBCC), Crandall University, Mt. Allison University, Oulton College, Eastern College and TriOS College, to name a few, provided you meet the other admissions requirements specific to these schools. We are constantly negotiating new agreements with colleges and universities to give students more education options and to enable academic mobility.

## International Summer Camps

McKenzie College organizes a three-week summer camp in July (or August, subject to demand) every year for International students in Grade 9 to Grade 12 to celebrate the summer, and explore our beautiful province and city, and the wider region. Accommodation is in the dormitory of a college or university affiliated with McKenzie, and language classes take place in mornings at the Language Centre of McKenzie College. The Summer camp is loaded with activities, which may include kayaking, canoeing, swimming, Tree-Go, horse-back riding, playing sports, and exploring the local nature parks and natural wonders, as well as visiting museums and local historical sites, a singing competition, treasure hunts and visits to many colleges and universities in the region. Students also acquire a Certificate of Participation, and their training (subject to entry level) counts toward their language studies if they wish to continue. It is an excellent way to transition into College studies starting in September.



## Art & Animation Camps

Our Art camp is designed for young children, ages 6-13 to fall in love with the world of art, and enjoy a week full of fun activities and creativity. Children engage in drawing, painting, animation and basic motion video, as well as song and dance, watch movies and make friends. It can serve as a great daycare alternative during the summer months that inspires students and helps them express themselves through a variety of creative activities.



## How to Apply

For admission requirements and instructions to apply for a McKenzie College program, visit

**[mckenzie.edu/admissions](https://mckenzie.edu/admissions)**

## Application Deadline

Our regular application deadline is 30 days prior to program start date, if program seats are available. We also offer incentives for early applicants and may be able to accommodate those who have missed the regular application deadline. For more about our deadlines and other important dates, visit

**[mckenzie.edu/dates-deadlines](https://mckenzie.edu/dates-deadlines)**

## Tuition & Fees

We understand the investment our students are making into their future. We boast exceptional value of the education we provide and our program costs reflect that. Tuition and fees vary from program to program and are subject to change at any time.

For further details on tuition and fees for each program, for both local and international students can be found online at

**[mckenzie.edu/tuition-fees](https://mckenzie.edu/tuition-fees)**

## Financial Aid

For residents of Canada, each province offers student loan programs that provide financial assistance to attend McKenzie College. These programs includes loans, grants and bursaries for the student with excellent repayment plans and programs. Learn more about your province's student loan programs by visiting them online or contacting them directly.

## International Students

Among other application requirements specific to international applicants, a Canada Study Permit may be required to study in Canada. Applicants must include an official McKenzie College Letter of Acceptance in their country's Study Permit application. McKenzie has partnerships with professional recruitment agents around the world who can help you with your application and immigration needs. You can contact an admissions advisor about agents in your region and to learn more about our requirements for international applicants.

**[mckenzie.edu/international](https://mckenzie.edu/international)**

## Scholarships & Bursaries

Helping our students fund their education is important to us. McKenzie College offers several scholarships and bursaries annually to students who have been accepted into one of our programs. Students may apply for any of our scholarships each year they attend McKenzie College, even if they were awarded a scholarship in the previous year. Learn more at

**[mckenzie.edu/scholarships](https://mckenzie.edu/scholarships)**

## Book a Campus Tour

One of the best ways to see if McKenzie College is the right school for you is to take a private tour of our impressive campus. Conducted by one of our admissions members, it will give you a sense of a regular day at McKenzie. While exploring our classrooms and studio spaces, you will have the opportunity to chat with our experienced instructors, peek over the shoulders of students hard at work and feel the exciting energy that looms McKenzie College.

### Student for a Day

To further the tour experience, our Student for a Day program allows individuals to sit in on one or multiple programs that interest them for an entire day. Participants will take part in regular class lectures, studio projects and activities alongside our students.

Tours and Student for a Day is offered Monday to Friday, between 9am-3pm. To request a free, private tour or to participate in our Student for a Day program, send a request by visiting:

**[mckenzie.edu/tour](https://mckenzie.edu/tour)**





# Be Remarkable.



770 St. George Blvd.  
Moncton, New Brunswick Canada E1E 2C6

**Tel** 506-384-6460 | **Toll Free** 855-888-6053  
**Fax** 506-384-6224 | [info@mckenzie.edu](mailto:info@mckenzie.edu)

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