

Digital Product Design

Ontario College Graduate Certificate Program
Trafalgar Road Campus

Program Code: **PDIGP**

If you require this information in an accessible format, please contact: registrar@sheridancollege.ca

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Selection Process for Applicants

Ideal applicants are competent in a design prototyping application (Figma or Adobe XD), or equivalent software. Applicants are encouraged, but not required, to have these competencies prior to the start of the first course.

Postsecondary transcripts, indicating courses completed to date, must be submitted at the time of application.

Applicants selected for the program will be notified through their Sheridan email account. Decisions will not be released over the phone. Fee, registration and timetable information will follow. Classes for the fall term begin Tuesday, September 2, 2025.

Applicants are required to submit a [portfolio](#), [résumé](#) and design exercise online. See [page 4](#) for online submission instructions. The deadline to submit portfolios for the first round of assessment is Monday, February 24, 2025, 1:00 p.m. EST. After this date, assessments will be made on a first-come, first serve basis for the remaining available seats. It's in your best interest to submit your documentation as soon as possible.

Academic Integrity

By submitting your Admission Requirements, you are agreeing to comply with Sheridan's Academic Integrity Policy. The Academic Integrity Policy states:

Sheridan College is committed to upholding the highest standards of academic integrity. The International Centre for Academic Integrity (ICAI) defines academic integrity as "a commitment, even in the face of adversity, to six fundamental values: honesty, trust, fairness, respect, responsibility, and courage. From these values flow principles of behavior that enable academic communities to translate ideals into action".

Applicants who are found to have falsified transcripts, cheated on admission tests, or submitted fraudulent documents or in any other way attempted to circumvent the admissions process in a manner inconsistent with the principles of academic integrity, will not be granted admission to the College. Those applicants will be ineligible for admission to any Sheridan program or course for a period of not less than 5 years, after which admission to the College will be reviewed on a case-by-case basis.

For programs where a portfolio submission is required as part of the admission process, portfolio work should represent an applicant's own ideas, writing, projects and creations. Where others have contributed, or non-original ideas have been included, applicants will give proper recognition and reference. Applicants are not allowed to use advanced automated tools (artificial intelligence or machine learning tools such as ChatGPT) for written or visual components of portfolio submissions.

Additional Admission Requirements

As a design communications program, the portfolio and written components should indicate communication skills, visual skills, conceptual thinking and ideation along with disciplinary knowledge. Please review the [rubric on page 6](#) for more details on how your submission is evaluated.

The following **three** additional admission requirements must be submitted in three separate sections (Portfolio, Résumé, and Exercise), forming one PDF file. Please note there is a maximum file size of 50MB for PDF uploads.

PORTFOLIO

Please submit a minimum of three examples (maximum of 10) that include your best, original, and relevant work from the past five years where you had an active role in the creative or strategic development of a project.

- The work can be from a professional and/or academic setting.
- Showcase an in-depth understanding of your discipline through either visual work, analytic reports, journal articles, presentation decks, case studies, and/or proposal documents. You are encouraged to share process work (sketches, frameworks) where appropriate.

You have the option to include your portfolio work in PDF file or provide a link to your online portfolio in the online submission form (provide the full URL in the corresponding text field).

RÉSUMÉ

Please submit a résumé that clearly outlines your educational achievement, professional experience and community involvement. The range of experience in the résumé should be apparent in your portfolio submission. On your résumé, please note any technical experience you have (professional experience or training) with software applications, such as Adobe Creative Cloud (Photoshop, Illustrator), and digital prototyping applications such as Figma.

DESIGN EXERCISE

- Consider an everyday object that is part of your daily routine or commute that has a limitation, flaw or other issue in design and function.
- In two or three sentences, identify the object, the problem at hand, and the resulting impact.
- Create a sketch that details your improvement indicating the adjustments you would make to enhance the object's efficiency.

We ask that you avoid primarily digital devices (such as computers, smartphones, tablet computers, smartwatches, or digital apps). Consider objects containing some form of physical user interaction (switches, buttons, knobs).

Please note: Your submission will not evaluate the quality of the illustration – only the utility and articulation of the object's improvement.

Instructions for Online Submission of Additional Admission Requirements

The deadline for submission of these additional admission requirements for the first round of assessment is Monday, February 24, 2025, at 1:00pm EST. After this date, assessments will be made on a first-come, first-served basis for the remaining available spots. It is in your best interest to submit your documentation as soon as possible as the program can fill at any time.

Please follow the steps below in order to submit your additional admission requirements:

1. **LOGIN:** Use your Sheridan username and password to log in to the online submission system at <https://cerebro.ddi.sheridanc.on.ca/submit>
2. **READ THE INSTRUCTIONS:** Once you log in you must acknowledge that you have read the instructions.
3. **PAYMENT:** You are required to make a non-refundable payment of \$50.00 Canadian with a debit or credit card for your portfolio to be assessed. If you have already paid a portfolio fee for a program in the fall term, you are not required to pay the fee again for another program in the same term.
4. **UPLOAD:** Select "Upload File" to remit your [portfolio](#), [résumé](#), and design exercise in **ONE PDF file**.

Important Note

Candidates submitting digital support material that does not correspond to the guidelines may result in incomplete application status. It is your responsibility to ensure that material is delivered in a readable format and that all three required components are submitted.

File Submission Format

ONE multi-page PDF that is less than 50 MB. If the file is larger, the upload will be denied.

Please DO NOT:

- Don't submit any type of presentation (for example, PowerPoint)
 - Don't submit "zipped" or other compressed files
 - Don't submit material that requires software, plug-ins, extensions or other executables to be downloaded or installed
 - Don't submit any files by email
5. **READ THE SPECIFICATIONS** for each category and verify that your file is suitable. When you are ready to upload, drag your file into the appropriate drop zone. When the upload is complete, you will either see the file you have submitted added to your list, or a message describing the problem with the submitted file.

6. **SUBMIT FOR EVALUATION:** Once you are finished selecting and uploading the file, you may now click “Submit for Evaluation” to notify Sheridan that your portfolio is complete and ready for grading. During the grading process, your files will be locked and unable to be changed.

Additional Information

- **Check your Sheridan email account frequently**

Many of the communications you receive from Sheridan come to you exclusively via your Sheridan email account.

- If you require assistance regarding this document, please call 905-845-9430 and select option 4 to speak with an Information Specialist in our Contact Centre.

Rubric

PDIGP – Digital Product Design Ontario College Graduate Certificate Program

Conceptual Thinking	
<ul style="list-style-type: none"> • Ability to conceptualize ideas (ideation) in a variety of contexts/areas of interest (diverse disciplines, industries including, but not exclusively, design, art, media, science, business) • Ability to refine ideas through process work (iteration) • Demonstrates synthesis of ideas, in-depth analysis <p><i>Form of the portfolio may include written components but can also use mind-mapping, process diagrams, and examples of process from sketchbooks</i></p>	/40
Visual Skills	
<ul style="list-style-type: none"> • Demonstrated use of layout, hierarchy, typography that aligns with and enhances the information communicated 	/20
Design Exercise	
<ul style="list-style-type: none"> • utility of the object's improvement • articulation of problem identification and rationale 	/40

TOTAL /100