



RED FIVE ACADEMY

We create working designers.

The 80% Grant Kit

Employer Funding Kit · The B.C. Employer Training Grant (Canada Job Grant)

How your business can recover 80% of the cost of training an employee at Red Five Academy

Apply Now for the ETG Grant → skillstraininggrants.gov.bc.ca

The Program in 30 Seconds

The B.C. Employer Training Grant (ETG) is the Province of British Columbia's delivery of the federal Canada Job Grant. It reimburses B.C. employers — including self-employed individuals — 80% of the cost of eligible skills training, up to \$10,000 per participant per fiscal year. You choose the training, you apply online, you pay the training provider, and the Province reimburses you.

Tuition (per participant)	\$3,950 CAD — The Red Five Academy Graphic Design Accelerator
Government reimburses (80%)	\$3,160 CAD
Your net training cost	\$790 CAD
Who applies	You (the employer). Applications take roughly 30–60 minutes online.
Who can participate	Your current employees, new hires, unemployed people you plan to hire, and self-employed individuals (you may claim training for yourself)
Deadline logic	Apply before training starts — applications cannot be submitted after the start date. The ETG has a 60-day service standard and assesses in priority order (first-time applicants and small businesses rank higher), so apply as early as possible; you may begin training before a decision, but if the application is denied or returned unassessed, you pay the full cost. Cohort One begins September 15, 2026.

Self-Employed? You're the Employer

Freelancers and sole proprietors are eligible employers under this program — you apply as the employer and name yourself as the participant. The math is the same: pay \$3,950 tuition and, if approved, claim back \$3,160 for a net cost of \$790. You'll need a business that has been fully operational for at least one year, a free Business BCeID, and an application submitted before

training starts. Eligibility and approval are always the Province's decision — but yes, you really can claim the grant for your own training.

How the Grant Works — Five Steps

1. **Confirm you're eligible.** You must be operating in B.C., fully operational for at least one year, and in good standing with the Province. Non-profits, municipalities, Indigenous governments and self-employed individuals all qualify.
2. **Get a Business BCeID. This free account is how you access the online Skills Training Grants System. If you don't have one, register at bceid.ca — allow up to two weeks for verification.**
3. **Have each participant complete a Participant Information Form (PIF).** Participants fill this out themselves online before you can submit. They'll declare employment status and job title (NOC code).
4. **Apply online before training starts.** Log in to the Skills Training Grants System at skillstraininggrants.gov.bc.ca, complete one application for the course, and attach the supporting documents — Sections A through E of this kit contain everything you need about the training and the provider.
5. **Pay, claim, report. Once approved, pay Red Five Academy in full and submit your reimbursement claim with receipts through the Skills Training Grants System within 30 days of the training start date. When training ends, file the short online Employer Completion Report.**

Employer Eligibility Checklist

- ☐ **Operating in British Columbia** with a Canada Revenue Agency business number
- ☐ **Registered / fully operational for at least one year** at time of application (Notice of Assessment, financial statements, or bank statements can evidence this)
- ☐ **Current municipal business licence** if your municipality requires one (upload a copy)
- ☐ **Business BCeID account** (register early — verification takes time)
- ☐ **In good standing** with the Province and any previous grant agreements
- ☐ **No conflict of interest** with the participant or provider (if training a family member, email ETG@gov.bc.ca with your rationale when you apply)

One rule to know: you must pay all training costs yourself and be reimbursed. Participants cannot pay for any portion of the training.

Making Your Case in the Application

Your application must show the training is relevant to your business's immediate needs and leads to one of: increased job security, a better job (promotion, part-time to full-time, temporary to permanent, or increased pay) for a current employee — or a job for an unemployed person you plan to hire. In practice, employers describe the design, brand, marketing and content-production skills their business needs, and how the participant will apply them in their role after training. The learning objectives in Section C map directly onto this requirement.

Supporting Documentation

Sections A–E are formatted for direct use in your ETG application.

Section A — Training Provider Profile

Provider	Red Five Academy
Location	British Columbia, Canada (B.C.-based provider)
Main business activity	Career-focused design education and skills training
Independence	Independent third-party training provider, unaffiliated with applicant employers
Instructor	Michael Marsland-Root — Owner + Creative Director, Red Five Creative; university design instructor; over 20 years of professional industry experience
Contact	info@redfiveacademy.com · 604.338.4218 · www.redfiveacademy.com

Section B — Course Outline

This outline follows the ETG's required format for training providers exempt from Private Training Institutions Regulatory Unit certification.

Course name	The Red Five Academy Graphic Design Accelerator
Instructor name	Michael Marsland-Root
Capacity	Maximum 15 participants per cohort, selected by application and interview
Delivery method	Live online instruction (Zoom). All classes are live and instructor-led — not recorded, self-paced content.
Total training duration	40 hours of live instruction: 16 classes × 2.5 hours, twice weekly over 8 weeks (Tuesdays and Thursdays, 6:00–8:30pm Pacific), plus approximately 4–5 hours per week (roughly 35–40 hours across the program) of structured assignments and simulated-agency studio work, plus 4 weeks of live group Office Hours following the program
Cohort One dates	September 15 – November 5, 2026 (Office Hours to December 4, 2026)
Total cost	\$3,950 CAD per participant (tuition, all-inclusive). Participants work in the professional design platform of their choice (desktop or online); those choosing Adobe Creative Cloud pay Adobe's subscription directly (approx. \$80/month), and free tiers of online platforms may require a paid upgrade for course work. No software cost is charged by Red Five Academy or included in tuition.
Evaluation method	Participants are evaluated on: (1) weekly assignments and studio jobs,

	each receiving live instructor critique; (2) live presentations in which participants explain and defend their creative decisions; (3) a final professional project presented to a live review panel. Completion requires attending at least 14 of 16 classes, completing all assignments, and presenting the final project. Graduates receive the Red Five Academy Certificate of Completion.
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Course Description

The Graphic Design Accelerator is an eight-week, live, mentor-led program that trains participants to work the way professional designers actually work. Built on The Red Five Method™, the program covers strategic thinking, creative briefs, research and creative direction, design fundamentals, typography, professional software workflows (demonstrated in the Adobe suite — InDesign, Illustrator, Photoshop, Acrobat — with participants free to work in the professional platform of their choice), logo and brand systems, AI-assisted design workflow, campaign rollout across five formats, client presentation skills, print and digital production, and the business practices of managing creative work. For the second half of the program, participants work inside The Red Five Studio™ — a simulated agency in which assignments arrive as client emails with briefs, budgets, timelines, revision requests and difficult feedback. The program concludes with a complete professional project presented to a live review panel, delivered as a portfolio-ready case study.

Section C — Program Learning Outcomes

Upon completion, the successful participant will have reliably demonstrated the ability to:

1. **Apply a professional design methodology** (The Red Five Method™) — think strategically, find the story, communicate clearly, collaborate professionally — to every project.
2. **Run a client discovery session** and rewrite a weak client request into a strong creative brief.
3. **Turn research, moodboards and competitive analysis** into distinct, defensible creative directions.
4. **Apply the fundamentals** of colour, hierarchy, spacing, composition and typography as deliberate communication decisions.
5. **Work in professional design software with agency-grade file habits — in the Adobe stack (InDesign, Illustrator, Photoshop, Acrobat) or the professional platform of their choice.**
6. **Develop logo concepts from strategy** and build them into complete brand systems with a standards guide.
7. **Build and defend a professional AI-assisted workflow** — research, concepting and production — including its ethical and copyright boundaries.
8. **Roll one campaign concept across five formats:** brochure, social media, advertising, digital banners and presentation decks.
9. **Present creative work to clients:** rationale, storytelling, handling objections, and responding professionally to difficult feedback.
10. **Prepare production-ready files** for print and digital: bleed, CMYK/RGB/spot colour, vector vs. bitmap, proofing and clean handoff.
11. **Manage creative work like an agency:** job dockets, file structure, archiving, time tracking and payment tracking.
12. **Complete and present a portfolio-ready final project case study.**

Roles this training supports: Graphic Designer, Brand Designer, Marketing & Communications Designer, In-House Designer, Production Designer, Social & Digital Content Designer, Freelance Designer.

Section D — Regulatory Status (PTIRU)

Under the B.C. Private Training Act, a private training provider requires certification from the Private Training Institutions Regulatory Unit (PTIRU) only if it offers at least one career-related program with both 40 or more hours of instructional time and tuition of \$4,000 or more. The Red Five Academy Graphic Design Accelerator has tuition of \$3,950 CAD, below the \$4,000 threshold; Red Five Academy is therefore exempt from PTIRU certification requirements. Per the ETG Eligibility Criteria, training from PTIRU-exempt providers is eligible where costs are reasonable, a detailed course outline is provided (Section B), and a qualified instructor delivers the training (Section A).

Section E — Cost Summary for Your Application

Tuition fee	\$3,950.00 CAD
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Mandatory student fees	\$0.00 — none
Examination fees	\$0.00 — none
Required textbooks / materials	\$0.00 — included in tuition. Several reference books are suggested, but are not mandatory for the completion of this course. Students work in whichever design platform they prefer, online or desktop. If using Adobe Creative Cloud (InDesign, Illustrator, Photoshop), the monthly subscription is billed by Adobe — never by Red Five Academy. Free accounts on online design platforms may not be sufficient for course work and may require a paid tier, billed by the respective platform, not by Red Five Academy.
Total eligible training cost	\$3,950.00 CAD
ETG reimbursement (80%)	\$3,160.00 CAD
Net employer cost	\$790.00 CAD

Questions?

About the program, enrolment, invoicing or documentation: Michael Marsland-Root, info@redfiveacademy.com or 604.338.4218. About the grant program itself: ETG@gov.bc.ca, 1-877-952-6914, or workbc.ca (search "Employer Training Grant"). Red Five Academy cannot submit the application for you — the Province requires employers to apply directly — but we're glad to walk you through it.

This kit summarizes the B.C. Employer Training Grant Eligibility Criteria effective March 23, 2026. Program rules may change; the Province's current criteria govern. Approval of any application is at the Ministry's sole discretion.