

Graphic Design for Marketing: Bachelor of Design

Chip and Shannon Wilson School of Design	kpu.ca/design
Graphic Design for Marketing	kpu.ca/gdma
Implementation Date	01-Sep-2011
Start Date(s)	September
Admission Type	Selective entry
Enrolment Type	Limited enrolment
Program Type	Undergraduate
Credential Granted	Baccalaureate Degree
Offered At	Richmond
Format	Full-time Part-time
How to Apply	www.kpu.ca/admission

DESCRIPTION

In the contemporary marketplace, graphic designers function as creative problem solvers, design planners and strategists, and skilled communicators and technologists. They are team players, team leaders, and can be employees, freelancers, or self-employed entrepreneurs. They require a solid understanding of business and marketing, high-level visual and critical thinking skills, well-developed research capabilities, as well as a broad-based understanding of diverse social and cultural groups.

Graphic designers are involved in projects ranging from the design of visual identities for corporations, retail stores, and institutions, to specialist projects involving skateboard and sports-related graphics. Today, graphic designers have more wide-ranging career opportunities than ever before. They may design websites, lifestyle and fashion magazines, hospital and shopping mall way-finding systems, fundraising campaigns for non-profit organizations, packaging for all manner of products, advertising campaigns, large-scale ads on billboards and bus shelters, and even television and film title credits.

The Graphic Design for Marketing (GDMA) program has worked closely with industry to design a curriculum that meets the needs of the marketplace. GDMA graduates graphic designers who have well-developed design skills, understand the connection between graphic design and marketing, and have a wide range of complementary and interdisciplinary knowledge and abilities.

The Graphic Design for Marketing program offers students **one option** for their studies: **Bachelor of Design, Graphic Design for Marketing**. Please note: The three-year Diploma option was discontinued for new students as of September 2013.

The Degree

Graphic Design for Marketing (GDMA) is a four-year, selective entry degree program consisting of 120 credits of coursework organized into eight semesters of study. The GDMA program provides a balanced education that encompasses skills, knowledge and abilities relating to, graphic design, marketing, business and general education.

Students in GDMA develop knowledge, skills and abilities relating to graphic design, marketing, and business; media, technology, and production; conceptual development and image development; and an understanding of the social, cultural, and historical contexts of graphic design. They will be skilled in applying design theory and processes, with an emphasis on critical thinking and creative problem solving, and will be able to originate and produce marketing and promotional concepts for a wide range of products and services, including the promotion of corporate, institutional, and social initiatives.

The program works closely with the graphic design community and its professional associations in order to ensure students develop career readiness and graduate with the best possible chance for success as employed or self-employed practitioners.

Visit the program's website at kpu.ca/gdma or attend an information session for design programs at KPU - held in mid-October.

STUDENT PROFILE

GDMA applicants come from a wide range of backgrounds and demonstrate a keen interest in visual communications. They will have explored various aspects of art and design, particularly through such things as drawing and illustration, typography, photography, computer-based projects, video production, painting and sculpture, or perhaps through different types of craft work.

Some applicants may also have communications, marketing, public relations, or business-related experience.

Applicants may come directly from high school, or may transfer from other institutions, or they may be former graduates of design, fine arts, or other related programs. They may also be mature individuals who want to make a career change, or may have experience in the graphic design industry and want to upgrade their credentials.

It is strongly recommended that applicants have solid skills in English communication, some computer and word processing experience, basic mathematics, an awareness of the graphic design profession and its significance locally and nationally, as well as an understanding of how graphic design and marketing fit together.

Credit for Previous Learning

Students may obtain credit for segments of the program for course work taken in other programs at KPU, or at another institution. All applications for transfer credits for previous learning will be assessed on an individual basis. Graduates from a two- or three-year graphic design program who wish to pursue a Graphic Design for Marketing degree will be assessed on an individual basis. For more information about transfer credit, please visit <http://www.kpu.ca/transfercredit/request>

Applicants with experience in the graphic design industry may acquire credits through Prior Learning Assessment (PLA). For further information, please visit <http://www.kpu.ca/registrar/pla>

Graduates from the former Graphic and Visual Design program (GRVD) at KPU may apply for degree completion. Applicants who completed the GRVD program from the year 2000 onwards may apply for entry to Year 3 of the degree. All applications will be assessed individually.

Part-time Studies

Graphic design professionals may also wish to take specific courses on a part-time basis to complement their job skills. Some requirements for course prerequisites may be waived based on work experience. Opportunities for part-time studies will

depend upon the number of seats that are available. Industry professionals may contact the Program Coordinator to access individual courses of interest without applying for the complete program. Access is determined by permission of the Coordinator and available seats.

CAREER OPPORTUNITIES

The graphic design marketplace is rapidly changing and fast-paced. The degree program prepares graduates with broad-based experiences as graphic designers in order to compete for entry-level graphic design positions.

Generalist Graphic Designers

GDMA degree graduates will qualify for entry-level positions as graphic designers in firms providing corporations, small businesses, non-profit organizations, and others with services which may include such things as the creation of marketing strategies, interactive media design, publication design, advertising design, direct marketing design, and display design. Understanding consumer behaviour and end-user needs will also qualify the graduate for employment in marketing, advertising, or public relations firms that offer graphic design as one of their services.

Specialist Graphic Designers

GDMA degree graduates will have been exposed to various specialty areas within the graphic design profession in order to begin to develop a specialist design career for themselves. For example, designers who choose to specialize, might focus their professional practice on web design, packaging design, or the design of integrated media.

In-House (Resident) Graphic Designers

The diverse skills acquired by graduates of the GDMA program will equip them to work as in-house graphic designers in corporations or institutions with their own graphic design departments.

Self-Employed, Freelance or Entrepreneurial Graphic Designers

The GDMA graduate will have a solid understanding of the graphic design industry and marketplace through field studies and a mentorship, as well as business and marketing courses. They will have prepared a comprehensive portfolio along with a self-promotional and marketing strategy in order to effectively market their services.

PROGRAM ADMISSION REQUIREMENTS

In addition to KPU's General university admission requirements, including the undergraduate-level English Proficiency Requirement, the following program admission requirements apply:

- English 12 with a minimum B (or equivalent)
- Portfolio Review and Interview Session*

* *Applicants who successfully satisfy the required portfolio review will be invited to an interview session.*

During the portfolio and interview process, faculty members evaluate each applicant for suitability for admission.

Admission decisions to this program are based on interim grades therefore proof of grades must be submitted in accordance with the following deadlines:

- **Applicants currently in high school** must submit interim grades no later than March 31st with proof of final grades required as soon as they become available (no later than August 15th).
- **Applicants currently taking English preparatory courses** must submit interim grades by March 31st with proof of final grades required by April 30th.
- **Applicants currently attending another post-secondary institution** must submit a final official transcript and a Request for Transfer Credit form by March 31st.
- **For all other applicants**, proof of having met the program's English proficiency requirement must be provided by March 31st.

Any applicant who has not submitted proof of grades by the specified dates will be removed from the list of eligible applicants.

Applicants who are not admitted into the program may be interested in taking courses toward degree credits via the Foundations in Design (FIND) program. Interested applicants should consult with an Educational Advisor or with the Chip and Shannon Wilson School of Design prior to applying to the FIND program.

Portfolio Review and Interview Session

The portfolio review will include a review of the following:

- Examples of a broad range of art and design work
- Transcripts from high school and any post-secondary institutions attended (Note: transcripts sent with your application for admission are not available to faculty – you must include a copy in your portfolio)
- One to two pages, typewritten statement of your personal educational and career goals, including why you wish to pursue an education in Graphic Design for Marketing.
- Résumé outlining your education and/or work experience (including dates)
- Two letters of reference from teachers and/or employers supporting your application for admission to the Graphic Design for Marketing program.

For further more information about the portfolio review process, including submission details, visit the department's website at: kpu.ca/design/gdma/portfolios.

Upon successful completion of the portfolio review, applicants will be invited to attend an interview with faculty. The Office of Admissions will notify students of the results of the portfolio review and/or interview process.

The Chip and Shannon Wilson School of Design holds information sessions twice yearly in mid-October and mid-February. These information sessions will provide prospective applicants with an opportunity to view examples of student portfolios, and discuss portfolio and program admission requirements. It is highly recommended that applicants attend one of these sessions prior to submitting their portfolios for review by faculty.

CONTINUANCE REQUIREMENTS

Students must successfully complete ENGL 1100 and MRKT 1199 prior to commencing their second year in GDMA. Note that a minimum grade of C is required to meet course prerequisites.

A cumulative GPA of 2.67 (B-) is required by the end of Year 3 to progress into Year 4. Students with a GPA below 2.67 (B-) but who wish to continue to Year 4 should contact the Program Coordinator to discuss the next course of action.

PROGRAM REQUIREMENTS

The Bachelor of Design, Graphic Design for Marketing (GDMA) program consists of 120 credits, organized into eight semesters, over a four-year period.

Successful applicants may take their general education and non-discipline specific courses prior to entering the program and/or during the summer semester in order to lighten their workload during the term. Courses such as ENGL 1100, MRKT 1199 and others are usually offered during the summer semester.

Note: Senate has approved implementation of these program requirements retroactive to Fall 2013. For assistance with program planning, students admitted to GDMA prior to Fall 2014 should contact the department.

Year 1

SEMESTER 1

All of:

ENGL 1100	Introduction to University Writing	3 credits
GDMA 1100	Typographic Design I	3 credits
GDMA 1110	Image Development I	3 credits
GDMA 1121	Print Production Software Applications 1	3 credits
GDMA 1140	Graphic Design and Society I	3 credits

SEMESTER 2

All of:

GDMA 1200	Typographic Design 2	3 credits
GDMA 1210	Image Development 2	3 credits
GDMA 1220	Print Production Software Applications 2	3 credits
GDMA 1240	Graphic Design and Society II	3 credits
MRKT 1199	Introduction to Marketing	3 credits

Year 2

SEMESTER 3

All of:

CMNS 2140	Communications for Design Professionals	3 credits
GDMA 2100	Publication Design 1	3 credits
GDMA 2110	Introduction to Advertising Design	3 credits
GDMA 2120	Print Technologies	3 credits
GDMA 2140	Communication Design, Consumerism and Popular Culture	3 credits

SEMESTER 4

All of:

GDMA 2200	Publication Design 2	3 credits
GDMA 2210	Interactive & Integrated Media Design	3 credits
GDMA 2222	Integrated Media Software Applications	3 credits
GDMA 2230	Introduction to Marketing Communications	3 credits
GDMA 2240	Social Contexts for Interactive Media	3 credits

Year 3

SEMESTER 5

All of:

GDMA 3100	Information Design	3 credits
GDMA 3110	Interactive and Web Design 1	3 credits
GDMA 3122	Interactive Software Applications 1	3 credits
GDMA 3130	Marketing Communications Design 1	3 credits

And one GDMA Liberal Education Elective.

SEMESTER 6

All of:

GDMA 3200	Corporate Communications Design 1	3 credits
GDMA 3210	Packaging Design	3 credits
GDMA 3220	Interactive and Web Design 2	3 credits
GDMA 3222	Interactive Software Applications 2	3 credits
GDMA 3230	Marketing Communications Design 2	3 credits

Year 4

SEMESTER 7

All of:

GDMA 4100	Corporate Communications Design 2	3 credits
GDMA 4120	Major Project 1	3 credits
GDMA 4130	Small Business Essentials	3 credits
MRKT 4177	Contemporary Issues in Marketing	3 credits

And one Liberal Education Elective.

SEMESTER 8

All of:

GDMA 4200	Advertising Design	3 credits
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GDMA 4215	Display Design	3 credits
GDMA 4220	Major Project 2	3 credits
GDMA 4230	Mentorship for Professional Practice	3 credits
GDMA 4240	Contemporary Issues in Graphic Design	3 credits

Participation Required in the GDMA Degree Show

Graduating students are required to exhibit their work in the annual GDMA Degree Show, which normally takes place during May, prior to their Convocation Ceremony. They are expected to participate in the development of content, fundraising activities, planning, and implementation of this annual event.

The GDMA program reserves the right to approve the public exhibition of graduate work in the Degree Show.

Electives

The Graphic Design for Marketing (GDMA) program requires students to take two electives chosen from the approved GDMA Liberal Education Electives in order to fulfill the liberal education requirements for degree completion.

OTHER INFORMATION

Costs

Students should be prepared to spend approximately \$600 to \$1000 per year on books and materials.

Laptop program

Currently, the GDMA program provides classrooms equipped with desktop Macintosh computers. Applicants are advised GDMA plans to move to a student-leased laptop program in 2015-2016. This move is to ensure all students have access to required equipment and up-to-date, industry-standard software that will be serviced and maintained through KPU. Future students should budget approximately \$600 per semester as “fee for service” costs, and will have the option to purchase the laptop at the end of their lease.

CREDENTIAL AWARDED

Upon successful completion of the program, students are eligible to receive a **Bachelor of Design, Graphic Design for Marketing**.