

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-2015
Start Date(s)	September
Intake Type	Limited intake
Instructional Cycle	Semester-based
Program Type	Undergraduate
Credential Granted	Baccalaureate Degree
Offered At	Richmond
Format	Full-time
How to Apply	www.kpu.ca/admission

DESCRIPTION

The program is a four-year, selective-entry degree program consisting of 120 credits of coursework organized into eight semesters, leading to a Bachelor of Design, Graphic Design for Marketing.

The Graphic Design for Marketing (GDMA) program provides students with a well-balanced education in graphic design, marketing, business, technology and liberal education. The dynamic curriculum provides our graduates with comprehensive, relevant skills and abilities.

Students gain experience using Adobe Creative Suite software, develop skills in such things as packaging design, print design, typography, and website design. Project work includes the creation of integrated marketing campaigns, advertising and branding, corporate communications, event promotion and planning, display design, and social media.

GDMA graduates develop innovative, socially responsible, and measurably effective marketing communications to meet the changing needs of business and society.

The GDMA 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. GDMA graduates are technologically savvy, skilled in applying design theory and processes, highly-capable critical thinkers and creative problem solvers, and are 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.

Visit the program's website at kpu.ca/gdma or attend one of the Open House Information Sessions for design programs at KPU, held several times per year.

STUDENT PROFILE

GDMA applicants come from diverse backgrounds and demonstrate a keen interest in design, particularly visual communications. They will have explored various aspects of art and design through such things as drawing and illustration,

typography, photography, computer-based projects, video production, painting and sculpture, or perhaps through different types of crafts. Some applicants may also have communications, marketing, public relations, or business-related experience.

Applicants may come directly from high school, or transfer from other post-secondary institutions, or they may already hold a degree from a non-design field. They may also be mature individuals who want to make a career change, or they may have experience in the graphic design industry and want to upgrade their credentials.

It is strongly recommended that applicants have solid English language communication skills, 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 transfer credit for course work taken in other programs at KPU, or at other institutions. All applications for transfer credits are assessed on an individual basis. For information about transfer credit applications, 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>.

Part-time Studies

Graphic design professionals may 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 available seats in courses. Industry professionals may contact the Program Coordinator to discuss access to individual courses of interest without applying for the complete four-year degree program.

CAREER OPPORTUNITIES

The field of visual communications design is fast-paced, exciting, continually changing and expanding, and today, it is broader-based than ever before. The GDMA degree program prepares graduates for a wide range of 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 that 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

Throughout the curriculum, GDMA students are exposed to a range of specialty areas within the graphic design industry.

Professional graphic designers might choose to specialize in such things as marketing communications strategies, interactive design, packaging design, advertising design, display 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 large corporations or institutions with their own marketing communications 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 self-promotional materials and marketing that will help them to effectively market their services to various types of clients.

ADMISSION REQUIREMENTS

In addition to the Faculty's Admission Requirements, which consist of KPU's undergraduate English Proficiency Requirement, the following program admission requirements apply:

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

* The Chip and Shannon Wilson School of Design holds Open House/Information Sessions twice per year, usually in October and February. These information sessions provide prospective applicants with an opportunity to learn about the GDMA program, meet faculty and students, 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 applying for admission. **For more information visit the department's website at: kpu.ca/gdma For further information about portfolio submission and the review process, visit GDMA's website at: kpu.ca/design/gdma/portfolios** Applicants who successfully satisfy the required portfolio review will be invited to an interview session.

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.

CURRICULAR 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 some non-GDMA 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 many Liberal Education Elective courses 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

* Note: Students must successfully complete ENGL 1100 and MRKT 1199 prior to commencing their second year in GDMA. Note that a minimum grade of C (60%) is required to fulfill course prerequisites.

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 GDMA Liberal Education Elective.

SEMESTER 8

All of:

GDMA 4200	Advertising Design	3 credits
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

Electives

The Graphic Design for Marketing (GDMA) program requires students to take two, three-credit elective courses that are chosen from the list of approved GDMA Liberal Education Electives in order to fulfill the liberal education requirements for degree completion.

GDMA Degree Show

Graduating students are required to exhibit their work in the annual GDMA Degree Show, which normally takes place during April or May, prior to their Convocation Ceremony. They are expected to participate in the development of Degree Show planning, content, fundraising activities, and implementation of the event. The GDMA program reserves the right to approve or deny the public exhibition of graduate work in the Degree Show.

OTHER INFORMATION

Costs

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

Laptop Program

Applicants are advised that a student-leased laptop program is under consideration.

CREDENTIAL AWARDED

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