



This is  
GDMA



# Welcome to Our Program

Thank you for your interest in Kwantlen Polytechnic University's Graphic Design for Marketing (GDMA) program. We are proud of the undergraduate study that we offer. In this brochure, there are a number of unique features that this document outlines, along with the application process, and how to contact us for further details.

## Kwantlen Polytechnic University

Kwantlen Polytechnic University is a comprehensive undergraduate university with four campuses located in the South Fraser region of British Columbia's Lower Mainland. Kwantlen offers bachelor's degrees, associate degrees, diplomas, certificates and citations in over 135 programs, in which more than 17,000 students enroll annually. We also provide over 25 services to help you succeed in your studies and to enrich your student life experiences. Visit our website to find out more about learning at Kwantlen:

[www.kpu.ca](http://www.kpu.ca)

## Wilson School of Design

In addition to the GDMA program, Kwantlen's Wilson School of Design offers other programs that are recognized across Canada for quality curriculum, high calibre of faculty and staff, and preparing graduates to meet their personal and professional career goals. As well, class sizes are small (approximately 18-25 students) for a more supportive, student-focused learning environment.

The Wilson School of Design also offers the following programs:

- Fashion Design & Technology
- Fashion Marketing
- Foundations in Design
- Interior Design
- Product Design
- Technical Apparel Design



### Facilities

The GDMA program operates three large design studios complete with drafting desks and chairs, plus iMac computer labs equipped with individual workstations. Equipment includes a wide range of digital and video equipment and software that is constantly being updated. Currently, it's not necessary for students to own their own laptop computer.

### Information Sessions

There are two Information Sessions about the GDMA program each year in October and February.

The information sessions provide prospective applicants with an opportunity to view examples of student portfolios, and discuss portfolio and program-entry requirements. It is highly recommended that applicants attend one of these sessions prior to submitting their portfolios for review by faculty.

For upcoming Information Session dates and location call the Admissions Office at 604.599.2000 or visit: [www.kpu.ca/events](http://www.kpu.ca/events)

## A Challenging and Dynamic Career

Imagine yourself as a graduate of our GDMA program, in the contemporary marketplace; you could function as a creative problem solver, analyst, design planner, strategist, expert communicator or skilled technologist. You would have developed skills as a team player and entrepreneur with a broad understanding of the historical context, and recognition of the social and cultural impact of design on society.

Kwantlen's GDMA program will provide you with a balanced education that encompasses skills, knowledge and capabilities relating to graphic design, marketing, business, technology and liberal education. It offers a dynamic and relevant curriculum that's at the forefront of the expanding boundaries of graphic design. The chart on the next spread illustrates the courses and streams making up the GDMA program.

From the GDMA program you will gain a solid understanding of the graphic design industry through field studies and mentorship components, and the completion of marketing courses. You will have prepared a comprehensive portfolio that includes graphic design, marketing and promotional concepts for a wide range of products and services, including the promotion of corporate, and institutional, and social initiatives. For example: entry-level positions in graphic design firms, advertising agencies, public relations agencies, publishing houses, in-house graphic design departments, public service organizations, corporations, educational institutions, and others. Projects could include: branding, publications, advertisements, packaging, exhibitions, websites, and interactive media.

# Program Features

## Credentials

### **Bachelor of Applied Design in Graphic Design for Marketing**

The Bachelor of Applied Design in Graphic Design for Marketing is a four-year, selective-entry degree program consisting of 120 credits of coursework organized into eight semesters of study. The program is currently offered on a full-time basis; however, some opportunities may also exist for part-time studies.

## Student Profile

Graphic Design for Marketing is a selective-entry program, with once-a-year intake in September. If you are thinking of applying, we strongly recommend that you have some art or design experience as well as basic word processing and mathematical skills. Essential too, is proficiency in English communication (ability to

converse, write and orally present research, essays, reports and discuss studio work). You should also be able to demonstrate an awareness of the graphic design profession.

We welcome you and other applicants no matter what your background – so long as you can demonstrate an interest in art and graphic design, particularly through manual and computer-based activities involving drawing, painting, photography or various types of craftwork. You may also have communications, marketing, public relations or business-related experience.

Perhaps you are coming directly from high school or transferring from another institution, or are a former graduate of other design, fine arts, or related program. Alternatively, you may also be a mature student wanting to make a career change, or already have experience in the graphic design industry and want to upgrade your credentials. Whatever your diverse background we welcome your application.

All applicants to the GDMA program, such as yourself, must meet the program requirements for admission and selective entry, including transcript submissions, a portfolio review, and an interview. Details are shown later in this brochure.



# Program Model

PLEASE NOTE THAT DUE TO THE PROFESSIONAL NATURE OF THE GDMA PROGRAM, SLIGHT CHANGES TO WHAT IS SHOWN ARE POSSIBLE. THE KWANTLEN POLYTECHNIC UNIVERSITY WEBSITE SHOULD BE CONSULTED FOR AN UP-TO-DATE PROGRAM MODEL.

|            |        |   |  |  |   |  |
|------------|--------|---|--|--|---|--|
| YEAR ONE   | FALL   | <b>CD</b><br>Typographic Design 1<br>GDMA 1100              | <b>ID</b><br>Image Development 1<br>GDMA 1110                          | <b>MT</b><br>Print Production Software Applications 1<br>GDMA 1121 | <b>MB</b><br>Writing, Reading and Thinking: An Introduction<br>ENGL 1100 (LIB ED) | <b>SC</b><br>Graphic Design and Society 1<br>GDMA 1140 (LIB ED)                          |
|            | SPRING | <b>CD</b><br>Typographic Design 2<br>GDMA 1200              | <b>ID</b><br>Image Development 2<br>GDMA 1210                          | <b>MT</b><br>Print Production Software Applications 2<br>GDMA 1221 | <b>MB</b><br>Introduction to Marketing<br>MRKT 1199                               | <b>SC</b><br>Graphic Design and Society 2<br>GDMA 1240 (LIB ED)                          |
| YEAR TWO   | FALL   | <b>CD</b><br>Publication Design 1<br>GDMA 2100              | <b>ID</b><br>Introduction to Advertising Design<br>GDMA 2110           | <b>MT</b><br>Print Technologies<br>GDMA 2120                       | <b>MB</b><br>Communication for Design Professionals<br>CMNS 2140 (LIB ED)         | <b>SC</b><br>Communication Design, Consumerism and Popular Culture<br>GDMA 2140 (LIB ED) |
|            | SPRING | <b>CD</b><br>Publication Design 2<br>GDMA 2200              | <b>MT</b><br>Interactive and Integrated Image Development<br>GDMA 2210 | <b>MT</b><br>Integrated Media Software Applications<br>GDMA 2222   | <b>SP</b><br>Introduction to Marketing Communications<br>GDMA 2230                | <b>SC</b><br>Social Contexts for Interactive Communications<br>GDMA 2240 (LIB ED)        |
| YEAR THREE | FALL   | <b>SP</b><br>Information Design<br>GDMA 3100                | <b>SP</b><br>Interactive and Web Design 1<br>GDMA 3110                 | <b>MT</b><br>Interactive Software Applications 1<br>GDMA 3122      | <b>SP</b><br>Marketing Communications Design 1<br>GDMA 3130                       | <b>SC</b><br>Liberal Education Elective<br>XXXX XXXX (LIB ED)                            |
|            | SPRING | <b>SP</b><br>Corporate Communications Design 1<br>GDMA 3200 | <b>SP</b><br>Interactive and Web Design 2<br>GDMA 3220                 | <b>MT</b><br>Interactive Software Applications 2<br>GDMA 3222      | <b>SP</b><br>Marketing Communications Design 2<br>GDMA 3230                       | <b>SP</b><br>Packaging Design<br>GDMA 3210   |
| YEAR FOUR  | FALL   | <b>SP</b><br>Corporate Communications Design 2<br>GDMA 4100 | <b>MT</b><br>Integrated Media Design<br>GDMA 4115                      | <b>SP</b><br>Major Project 1<br>GDMA 4120                          | <b>SP</b><br>Advertising Design<br>GDMA 4200                                      | <b>SC</b><br>Contemporary Issues in Marketing<br>MRKT 4177 (LIB ED)                      |
|            | SPRING | <b>MB</b><br>Small Business Essentials<br>GDMA 4130         | <b>SP</b><br>Display Design<br>GDMA 4215                               | <b>SP</b><br>Major Project 2<br>GDMA 4220                          | <b>MB</b><br>Mentorship for Professional Practice<br>GDMA 4230                    | <b>SC</b><br>Contemporary Issues in Graphic Design<br>GDMA 4240 (LIB ED)                 |

|     |  |                                |  |                                     |                              |
|-----|--|--------------------------------|--|-------------------------------------|------------------------------|
| KEY | COLOUR CODES: COURSE LEARNING AREA EMPHASIS  |                                |  |                                     |                              |
|     | <b>CD</b><br>CONCEPT DEVELOPMENT   | <b>ID</b><br>IMAGE DEVELOPMENT | <b>MT</b><br>MEDIA, TECHNOLOGY AND PRODUCTION  | <b>MB</b><br>MARKETING AND BUSINESS | <b>SC</b><br>SOCIAL CONTEXTS |
|     | OTHER CODES  |                                |  |                                     |                              |
|     | <b>SP</b><br>LEARNING AREAS SYNTHESIZED IN CONTEXT TO SPECIALIST AREAS OF EMPLOYMENT |                                | GDMA 1100 = COURSE NUMBER (XXXX = TO BE DETERMINED)<br>(LIB ED) = LIBERAL EDUCATION COURSE |                                     |                              |



# Applying to the Program

## Three Steps to Apply

Because GDMA is a selective-entry program, successful applicants will have met Kwantlen's general admission requirements as well as requirements specific to the GDMA program. Refer to the General Information > Admission Requirements in the Calendar and online at: [www.kpu.ca/calendar](http://www.kpu.ca/calendar)

### 1. Application

To be accepted into the GDMA program, you must first apply to the university by filling out an "Application for Admissions" form. Visit [www.kpu.ca/apply](http://www.kpu.ca/apply) to download an Application for Admission or call Admissions at 604.599.2000. International students apply to [www.kpu.ca/inted](http://www.kpu.ca/inted) or call 1.604.599.2566.

Applications may be received from November 1 each year. You are encouraged to apply as soon as possible, as the seats in this selective-entry program fill up quickly. The closing date for applications (which is under review) can be found on the website.

- A.** All applicants to the GDMA program must submit *one* of the following:
- English 12 with a final grade of 'B' or,
  - LPI with a score of 30 on the essay or,
  - Kwantlen English Placement Test, with a recommendation to ENGL 1100 or,
  - Equivalent English courses transferred from another post-secondary institution.

Proof of an English assessment must be presented with the application form. Please contact Admissions for further information.

- B.** All applicants must submit official transcripts of secondary and/or post-secondary courses.
- C.** Submit all required documents to the Admissions Office on any Kwantlen campus.

A non-refundable application fee must also be submitted with the application form.

### 2. Confirmation

As the second step you will receive confirmation of receipt of your application. Confirmations will be sent by mail for applications received by mail and will be sent online for applications received online or electronically. The Admissions Office or the International Education Office sends out these confirmations.

### 3. Evaluation

Applicants will participate in a selection process that includes a portfolio review. You will be notified of the dates for drop off and pick up of your portfolio. If successful, faculty will then invite you for an interview.



### Application Submission

Submit all required application documents to the Admissions Office on any Kwantlen campus. You may also mail them to:

Office of the Registrar  
Kwantlen Polytechnic  
University  
12666-72nd Avenue,  
Surrey, BC V3W 2M8  
Canada

For domestic applicants who live outside the greater Vancouver area, contact the Admissions Office to make alternate arrangements: 604.599.2000 or [studentinfo@kpu.ca](mailto:studentinfo@kpu.ca)

For International applicants, contact the International Education Office to make alternate arrangements: +1.604.599.2566 or [internationalstudents@kpu.ca](mailto:internationalstudents@kpu.ca)

## Portfolio & Interview Process

This consists of a review of your portfolio of art/design work, secondary or post-secondary transcripts (include photocopies of transcripts in your portfolio), a one- to two-page written statement of your educational and career goals, a resume outlining your education and/or work experience (including dates), and completion of a short questionnaire.

For more specific information concerning portfolio guidelines, please refer to our website at: [www.kpu.ca/gdma](http://www.kpu.ca/gdma)

If qualified you will be invited to attend an interview with GDMA faculty to discuss your portfolio and educational objectives.

## Outcomes

The portfolio review and interview process is how GDMA faculty assesses the likelihood of your success in the Program. As a result of the portfolio and interview process:

- You may be offered a seat in the GDMA program *or*,
- You may be asked to reapply next year.

Applicants who need to develop their portfolios and other skills may be referred to the Foundations in Design (FIND) program.



# Contact Us

## Contacts & Resources

### **Carolyn Robertson, Dean**

The Wilson School of Design

**604.599.2673**

[carolyn.robertson@kpu.ca](mailto:carolyn.robertson@kpu.ca)

### **Marge Damon, Coordinator**

Graphic Design for Marketing

**604.599.2627** Voicemail: 9617

[marge.damon@kpu.ca](mailto:marge.damon@kpu.ca)

### **Shannon Pang, Program Assistant**

Graphic Design for Marketing

**604.599.2827**

[shannon.pang@kpu.ca](mailto:shannon.pang@kpu.ca)

### **Admissions**

Contact the Admissions for information regarding general admission and registration.

**604.599.2000**

[studentinfo@kpu.ca](mailto:studentinfo@kpu.ca)

### **International Students**

Contact the International Education Office for information regarding admission and registration.

**1.604.599.2566**

[internationalstudents@kpu.ca](mailto:internationalstudents@kpu.ca)



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[www.kpu.ca/gdma](http://www.kpu.ca/gdma)



**KWANTLEN POLYTECHNIC UNIVERSITY**  
Chip and Shannon Wilson School of Design