WILSON SCHOOL OF DESIGN

PROGRAM OVERVIEW

BACHELOR OF DESIGN

Graphic Design for Marketing

Program Model

In this program you'll learn how to meet the needs of a creative brief, create branding, ad and marketing campaigns, as well as understand and convey the business strategies behind every project. Build your unique voice as a creative and learn how to effectively use design to make positive change in the world. You can expect to be mentored by professionals, build a solid portfolio, and exhibit your hard work in a final showcase frequented by industry professionals.

YEAR 1	**Fall** Term 1	**Typographic Design 1** GDMA 1100	**Image Development** GDMA 1110	**Graphic Design Software Applications 1** GDMA 1121	**Graphic Design and Society 1** GDMA 1140	**Introduction to University** Writing ENGL 1100
	Spring Term 2	**Typographic Design 2** GDMA 1200	**Concept Development** GDMA 1215	**Graphic Design Software Applications 2** GDMA 1220	**Graphic Design and Society 2** GDMA 1240	**Introduction to Marketing** MRKT 1199
YEAR 2	**Fall** Term 3	**Editorial Design 1** GDMA 2100	**Introduction to Advertising Design** GDMA 2110	**Print Technologies** GDMA 2120	**Communication Design and Popular Culture** GDMA 2140	**Elective**
	Spring Term 4	**Editorial Design 2** GDMA 2200	**Web Design** GDMA 2210	**Video and Animation** GDMA 2222	**Introduction to Marketing Communications** GDMA 2230	**Elective**
YEAR 3	**Fall** Term 5	**Information Design** GDMA 3100	**UI/UX Design 1** GDMA 3110	**Interactive Technologies: Design and Development** GDMA 3122	**Marketing Communications Design 1** GDMA 3130	**Interactive Technologies and Society** GDMA 3140
	Spring Term 6	**Branding 1** GDMA 3200	**Packaging Design** GDMA 3210	**UI/UX Design 2** GDMA 3220	**Typographic Design 3** GDMA 3225	**Marketing Communications Design 2** GDMA 3230
YEAR 4	**Fall** Term 7	**Branding 2** GDMA 4100	**Capstone Project** GDMA 4120	**Small Business Essentials** GDMA 4130	**Contemporary Issues in Marketing** MRKT 4177	**Elective**
	Spring Term 8	**Advertising Design** GDMA 4200	**Strategic Portfolio Development** GDMA 4221	**Special Topics in Interactive Tech** GDMA 4222	**Mentorship for Professional Practice** GDMA 4230	**Contemporary Issues in Graphic Design** GDMA 4240

Career Opportunities

- » Graphic Designer
- » UX Designer
- » Marketing Manager
- » Web Designer
- » Art Director
- » Creative Director
- » Product Designer
- » Brand Manager
- » Communication Manager
- » Visual Branding Specialist
- » Full-Time Freelancer

Admission Requirements

» English 12 with a min C+ (or equivalent)

» Entrance Package

» Interview may be required

Application Dates

» Apply early for limited intake programs

» Apply between October 1 and March 1

ADMISSION REQUIREMENTS

Entrance Package Requirements

Once you have applied to KPU, you will receive a link to upload the following components onto SlideRoom:

Portfolio

Provide 8 – 12 samples of your original work:

» At least three examples of graphic design (for example, yearbook design, websites or mobile apps, logo design/branding, typography, packaging design, etc.).

» Other 2D work, such as drawings or paintings, photography, video or animation, process drawings from your sketchbook, journal or tablet.

» Please do not include any character animation, 3D modelling, or animé.

Video

Submit a video that helps us get to know you better by answering the outlined questions.

Unofficial Transcript(s)

Providing digital copies of any unofficial secondary and/or post-secondary transcripts will assist in the assessment of your entrance package.

Résumé

Outline your work or volunteer experience, education, technical knowledge, skills and abilities, etc.

kpu.ca/design

WilsonDesignKPU

APPLY ONLINE
kpu.ca/apply

Contact Us
design@kpu.ca

WILSON SCHOOL OF DESIGN

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