WILSON SCHOOL OF DESIGN

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

9 credits of elective courses include the following: at least 3 credits from a course outside of GDMA, ENGL, or MRKT

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

» Applications open October 1

» Apply early for limited intake programs

» Applications close March 1

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

Contact Us
design@kpu.ca

APPLY ONLINE
kpu.ca/apply

WILSON SCHOOL OF DESIGN

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