

PROGRAM MODEL

Graphic Design for Marketing

As of June 2019

YEAR ONE	FALL	CD Typographic Design 1 GDMA 1100	ID Image Development 1 GDMA 1110	MT Print Production Software Applications 1 GDMA 1121	MB Introduction to University Writing ENGL 1100 (LIB ED)	SC Graphic Design and Society 1 GDMA 1140 (LIB ED)
	SPRING	CD Typographic Design 2 GDMA 1200	ID Image Development 2 GDMA 1210	MT Print Production Software Applications 2 GDMA 1220	MB Introduction to Marketing MRKT 1199	SC Graphic Design and Society 2 GDMA 1240 (LIB ED)
YEAR TWO	FALL	CD Publication Design 1 GDMA 2100	ID Introduction to Advertising Design GDMA 2110	MT Print Technologies GDMA 2120	MB Communication for Design Professionals CMNS 2140 (LIB ED)	SC Communication Design, Consumerism and Popular Culture GDMA 2140 (LIB ED)
	SPRING	CD Publication Design 2 GDMA 2200	SP Interactive and Integrated Media Design GDMA 2210	MT Integrated Media Software Applications GDMA 2222	SP Introduction to Marketing Communications GDMA 2230	SC GDMA Liberal Education Elective XXXX XXXX (LIB ED)
YEAR THREE	FALL	SP Information Design GDMA 3100	SP User Experience and Interface Design 1 GDMA 3110	MT Interactive Software Applications 1 GDMA 3122	SP Marketing Communications Design 1 GDMA 3130	SC Interactive Technologies and Society GDMA 3140 (LIB ED)
	SPRING	SP Corporate Communications Design 1 GDMA 3200	SP User Experience and Interface Design 2 GDMA 3220	MT Interactive Software Applications 2 GDMA 3222	SP Marketing Communications Design 2 GDMA 3230	SP Packaging Design GDMA 3210
YEAR FOUR	FALL	SP Corporate Communications Design 2 GDMA 4100	SC GDMA Liberal Education Elective XXXX XXXX (LIB ED)	SP Major Project GDMA 4120	MB Small Business Essentials GDMA 4130	SC Contemporary Issues in Marketing MRKT 4177 (LIB ED)
	SPRING	SP Advertising Design GDMA 4200	CD Advanced Typographic Communications GDMA 4216	SP Strategic Portfolio Development GDMA 4221	MB Mentorship for Professional Practice GDMA 4230	SC Contemporary Issues in Graphic Design GDMA 4240 (LIB ED)

NOTE: ALL COURSES ARE 3 CREDITS.

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