WILSON SCHOOL OF DESIGN

BACHELOR OF DESIGN
Graphic Design for Marketing

Program Model

You have an affinity for visual communication and a desire to connect and inspire through design. We have a uniquely foundational and applied curriculum for you.

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

How to Apply

Admission Requirements:

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

» Submit entrance package *(including portfolio)*

» Interview may be required

Application Dates & Deadlines

» Apply between October 1 and March 1

**APPLY ONLINE
kpu.ca/apply**

Please contact the Future Students' Office for questions about applying to KPU. For additional information regarding Admissions, visit **kpu.ca/admission**. For current course descriptions, visit **kpu.ca/courses**.

10/01/2024

Entrance Package Requirements

Graphic Design for Marketing is a limited intake program. Successful applicants need to meet KPU's general admission requirements as well as requirements specific to the program. Once you have applied to KPU, you will receive a link to upload the following components onto the online submission portal:

Portfolio

Provide 8 – 12 samples of your original work, including:

» 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, including paintings, drawings, photography, video or animation, or process drawings from your sketchbook

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

» Looking for inspiration? Check out award-winning student work:
kpu.ca/design/gdma/students

Video

Submit a video that helps us get to know you better. The format is up to you to showcase your current skills (we encourage your creativity).

Video Guidelines

» Feature the applicant, be created and narrated by the applicant

» Maximum length: 5 minutes (500 mb)

» Format: Video file or YouTube/Vimeo link

» Answer the following questions:

  » Who are you? Introduce yourself.

  » Talk about two of your favourite portfolio pieces. What current skills do they demonstrate and why are they important to you?

  » Why graphic design? What do you hope to learn from the Graphic Design for Marketing program? What are your career aspirations?

Unofficial Transcript(s)

Providing copies of transcripts is not mandatory; however, 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. In each case, provide dates, responsibilities, and names of organizations.

Interview

Applicants to the Graphic Design for Marketing program may be contacted for an in-person or remote interview.

kpu.ca/gdma

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Contact Us
Please contact **design@kpu.ca** for program inquiries.

WILSON SCHOOL OF DESIGN **KPU** KWANTLEN POLYTECHNIC UNIVERSITY

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