

# GDD Full-time Diploma + Degree

Diploma Start + Ladder to BFA, 120 credits

YEAR 1 SEMESTER 1		YEAR 1 SEMESTER 2	
GD157	Digital Design Media I	ENG105	Writing
GD154	Typography I	GD159	Digital Design Media II
GD101	Fundamentals of Design	GD202	Interactive Design I: Foundations in Web Design
GD102 or AH 203	History of Graphic Design or History of Posters	GD216	Illustration I
VA113 or VA101	Drawing	GD260	Graphic + Digital Design I
YEAR 2 SEMESTER 3 ★		YEAR 2 SEMESTER 4	
GD204 or CIS145	Interactive Design II: Web Development for Designers or Web Publishing	GD316	Print and Digital Production
GD281	Applied Photography and Video	GD317	Graphic + Digital Design II
GD203	Dynamic Media I: Motion Graphics	One of...	GD254, GD303, GD304, GD375
MEDA222 or BUS120**	Design Ethos and the Creative Practitioner or Essentials of Marketing	GD358	Interactive Design for Portfolio*
GD374	Brand Identity 1	GD361	Portfolio Development for Visual Communications*

- CORE SKILLS, CRITICALITY AND BREADTH
- COMMUNICATION + BRAND IDENTITY
- DYNAMIC MEDIA
- INTERACTIVE DESIGN
- CREATIVE LEADERSHIP + WORK EXPERIENCE

★ Adjust planning for the degree by the end of semester 3 to ladder into the GDD major

### DEGREE LADDER

\*Students laddering into the BFA major are advised to take an elective here and reserve GD358 for semester 8.

### ► DIPLOMA GRADUATION (60 credits)

Lower level professional practices courses must be completed to prepare for work experience. It is recommended that students take this in summer between years 2 and 3, or years 3 and 4 to help guide planning degree electives in the program, however it can be taken during year 3 or 4 fall and winter courses.

[Please see an Academic Advisor for more information.](#)

### ► DEGREE GRADUATION (120 credits)

YEAR 3 SEMESTER 5		YEAR 3 SEMESTER 6	
GD254	Typography II	GD304	User Experience Design
GD375	Brand Identity II: Packaging	GD357	Digital Project Management
GD450	Design Systems I: Experiential Graphic Design	TCC course	
Reasoning		Elective	
TCC course		Elective	
YEAR 4 SEMESTER 7		YEAR 4 SEMESTER 8	
MEDA469 GEOG464*** GEOG466	Design Thinking for Creative Leadership or Community Planning	Elective	
GD403	Dynamic Media III: Titling and Video	Elective	
Elective		GD462	Visual Communications Capstone Project (6 credits)
GD460	Design Systems II: Transmedia Solutions	GD358	Interactive Design for Portfolio

# Curriculum Overview

GDD courses listed according to fields of practice, theory, context and criticality, and breadth. Course numbers can be used to plan the order of coursework based on competencies within specific streams in the program. Consult with faculty and an advisor to plan degree electives to support areas of interest and build a unique degree experience.

## Communication Design and Brand Identity

- GD101 Fundamentals of Design
- GD260 Graphic + Digital Design I
- GD317 Graphic + Digital Design II
- GD374 Brand Identity: Design
- GD375 Brand Identity: Packaging
- GD450 Design Systems I: Experiential Design
- GD460 Design Systems II: Transmedia Design

## Dynamic Media

- GD216 Illustration
- GD203 Dynamic Media I: Motion Graphics
- GD303 Dynamic Media II: Storytelling
- GD403 Dynamic Media III: Titling and Video

## Interactive Design

- GD202 Interactive Design I: Foundations in Web Design
- GD204 Interactive Design II: Web Development for Designers
- GD302 Interactive Design III: Applied Web
- GD304 User Experience Design
- GD358 Interactive Design for Portfolio

## Creative Leadership

- GD357 Digital Project Management for Creative Practitioners
- GD361 Portfolio Development for Graphic Design
- GD462 Visual Communication Capstone Project (6 credits)
- GD369 Professional Practices
- MEDA 469 Design Thinking for Creative Leadership or GD/GEOG 464 or GD/GEOG 465 Community Planning

## Work Experience

- GD498 Directed Study in Graphic Design I
- GD499 Directed Study in Graphic Design II
- COOP 110 Co-op Work Term
- ARTS 380 Practicum/Internship II

## Core Skills

- GD157 Digital Design Media I
- GD159 Digital Design Media II
- GD316 Print and Digital Production
- VA113 Intro to Drawing or VA101 Figure Drawing
- GD154 Typography I
- GD254 Typography II
- GD281 Applied Photography and Video

## Theory, Context and Criticality (TCC)

- GD102 History of Graphic Design or AH203 History of Posters, The Art of Persuasion
- MEDA 222 Design Ethos for the Creative Practitioner or
- BUS120 Marketing Essentials Human Behaviour, Social, and Political Contexts

Courses from these disciplines:

- PSYC Psychology
- SOC Sociology
- ANTH Anthropology
- POSC Political Science
- HSER Human Services
- ECON Economics
- AH Art History/Visual Culture
- GEOG Geography
- SOWK Social Work

## Breadth (Writing and Reasoning)

Writing Requirement:  
ENGL English  
COMM Communications

Reasoning Requirement:  
PHIL100 or AH200