

GDD Full-time or Part-time Degree

Direct Entry to BFA, 120 credits

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.

LOWER LEVEL – CORE SKILLS + ELECTIVES

COURSES 1 – 5 (15 credits)

GD157	Digital Design Media I
GD154	Typography I
GD101	Fundamentals of Design
GD102 or AH 203	History of Graphic Design or History of Posters
VA113 or VA101	Drawing

COURSES 6 – 10 (15 credits)

ENG105	Writing
GD159	Digital Design Media II
GD202	Interactive Design I: Foundations in Web Design
GD216	Illustration I
GD260	Graphic + Digital Design I

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

COURSES 11 – 15 (15 Credits)

GD204 or CIS145	Interactive Design II: Web Development for Designers or Web Publishing
GD281	Applied Photography and Video
GD203	Dynamic Media I: Motion Graphics
MEDA222 or BUS120**	Design Ethos and the Creative Practitioner or Essentials of Marketing
GD374	Brand Identity 1

COURSES 16 – 20 (15 Credits)

GD316	Print and Digital Production
GD317	Graphic + Digital Design II
GD303	Dynamic Media II
GD361	Portfolio Development for Visual Communications*
	Writing Requirement

Courses appear in blocks of 5 per semester as per semester offerings to accommodate a 4 year completion goal. However, courses can be taken at a reduced course load if an extended graduation date is desired.

[Please see an Academic Advisor to create a customized plan.](#)

Work Experience: One of GD498, GD499, ARTS280, ARTS380, or COOP110

COURSE 21 (3 Credits)

COURSES 22 – 26 (15 Credits)

GD254	Typography II
GD375	Brand Identity II: Packaging
GD450	Design Systems I: Experiential Graphic Design
	Reasoning Requirement
	TCC Requirement

COURSES 27 – 31 (15 Credits)

GD304	User Experience Design
GD357	Digital Project Management
	TCC Requirement
	Elective
	Elective

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.

Alternatively, students can apply for a 9-month co-op placements for 12 credits and apply any extra work experience to electives required in the program.

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

COURSES 32 – 35 (12 Credits)

MEDA469 GEOG464*** GEOG466	Design Thinking for Creative Leadership or Community Planning
GD403	Dynamic Media III: Titling and Video
	Elective
GD460	Design Systems II: Transmedia Solutions

COURSES 36 – 39 (15 Credits)

	Elective
	Elective
GD462	Visual Communications Capstone Project (6 credits)
GD358	Interactive Design for Portfolio

DEGREE GRADUATION (120 credits)

UPPER LEVELS + ELECTIVES

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