

# GRAPHIC DESIGN FOR MARKETING (GDMA)

This is a list of the Graphic Design For Marketing (GDMA) courses available at Kwantlen.

## **GDMA 1100 CR-3**

### **Fundamentals of Typographic Design I**

Students will learn the fundamentals of typography and will apply and evaluate design processes while designing basic print communications that require typographic design solutions. They will draw rough, comprehensive and production layouts using page layout applications and colour specification systems.

*Co-requisites: GDMA 1110 and GDMA 1121 and GDMA 1140  
GDMA 1110 and GDMA 1121 and GDMA 1140*

## **GDMA 1110 CR-3**

### **Fundamentals of Image Development I**

Students will apply design processes to develop concepts and images for basic marketing communications. They will learn and apply elements and principles of design with an emphasis on colour theory and colour specification systems. Students will also create abstract, symbolic, and representational images to visually communicate ideas and emotions using a variety of mediums.

*Co-requisites: GDMA 1100 and GDMA 1121 and GDMA 1140  
GDMA 1100 and GDMA 1121 and GDMA 1140*

## **GDMA 1121 CR-3 (formerly GDMA 1120)**

### **Print Production Software Applications 1**

Students learn how to generate, manipulate, transport, and print graphic, typographic, photographic and illustrative images for graphic communication designs. They will use industry-standard software applications such as InDesign, Photoshop, and Illustrator on a Macintosh platform to produce digital layouts.

*Co-requisites: GDMA 1100 and GDMA 1110 and GDMA 1140  
GDMA 1100 and GDMA 1110 and GDMA 1140*

## **GDMA 1140 CR-3**

### **Graphic Design and Society I**

Students will examine the social, cultural, and historical contexts of graphic design from the Renaissance to the end of World War I. They will analyze emerging theories, popular culture, consumerism, politics, ideologies, and technologies that influenced design and design's audiences will be analysed using basic concepts from design history, sociology, semiotics (the study of signs and symbols), and cultural studies.

## **GDMA 1200 CR-3**

### **Fundamentals of Typographic Design 2**

Students continue to learn and apply the fundamentals of typography while creating manual and digital typographic layouts for print communication. They will innovate and communicate graphic design concepts and solutions resulting from research and critical analyses of communication problems related to marketing and promotion.

*Prerequisites: GDMA 1100 and GDMA 1110 and GDMA 1121 and GDMA 1140 and ENGL 1100*

*Co-requisites: GDMA 1210 and GDMA 1220 and GDMA 1240 and MRKT 1199 GDMA 1210 and GDMA 1220 and GDMA 1240 and MRKT 1199*

## **GDMA 1210 CR-3**

### **Fundamentals of Image Development 2**

Students will develop concepts and images for marketing applications of graphic design. They will create images that effectively communicate information and marketing communications concepts and messages, and address the needs and preferences of clients and their target audiences.

*Prerequisites: GDMA 1100 and GDMA 1110 and GDMA 1121 and GDMA 1140 and ENGL 1100*

*Co-requisites: GDMA 1200 and GDMA 1220 and GDMA 1240 and MRKT 1199 GDMA 1200 and GDMA 1220 and GDMA 1240 and MRKT 1199*

## **GDMA 1220 CR-3**

### **Print Production Software Applications 2**

Students will learn graphic production software applications by completing projects which use features such as templates, style sheets, type formatting, and editing tools. They will use industry-standard software applications such as InDesign, Photoshop and Illustrator to design and produce digital layouts.

*Prerequisites: GDMA 1100 and GDMA 1110 and GDMA 1121 and GDMA 1140 and ENGL 1100*

*Co-requisites: GDMA 1200 and GDMA 1210 and GDMA 1240 and MRKT 1199 GDMA 1200 and GDMA 1210 and GDMA 1240 and MRKT 1199*

## **GDMA 1240 CR-3**

### **Graphic Design and Society II**

Students will examine diverse forms of graphic design that emerged after World War II, primarily in Europe and North America. They will utilize various analytical frameworks to consider historical and emerging ideas and theories relating to the design and communication of information, human interactions with design, and design's social, cultural, and economic significance.

*Prerequisites: ENGL 1100 or ENGL 1110*

**GDMA 2100 CR-3  
Publication Design I**

Students learn fundamentals associated with the design, production and distribution of printed publications. They work with typography, develop concepts, design layouts and produce comprehensive layouts for books, newspapers, and miscellaneous printed publications.

*Prerequisites: GDMA 1200 and GDMA 1210 and GDMA 1220 and GDMA 1240 and MRKT 1199*

*Co-requisites: GDMA 2110 and GDMA 2120 and GDMA 2140 and CMNS 2140 GDMA 2110 and GDMA 2120 and GDMA 2140 and CMNS 2140*

**GDMA 2110 CR-3  
Introduction to Advertising Design**

Students learn the fundamentals of advertising design including the analysis of client and end-user needs, which they specify in a creative brief. They formulate concepts and messages, and design advertisements for different clients and target audiences.

*Prerequisites: GDMA 1200 and GDMA 1210 and GDMA 1220 and GDMA 1240 and MRKT 1199*

*Co-requisites: GDMA 2100 and GDMA 2120 and GDMA 2140 and CMNS 2140 GDMA 2100 and GDMA 2120 and GDMA 2140 and CMNS 2140*

**GDMA 2120 CR-3  
Print Technologies**

Students learn how to prepare electronic files for the print production of projects. They learn how to write specifications for pre-press, printing and print finishing processes for photomechanical and electronic print production technologies. Students also learn how to specify ink, paper and other elements of a printed communication, and how proofing systems and other quality control procedures are used in the printing industry.

*Prerequisites: GDMA 1200 and GDMA 1210 and GDMA 1220 and GDMA 1240 and MRKT 1199*

*Co-requisites: GDMA 2100 and GDMA 2110 and GDMA 2140 and CMNS 2140 GDMA 2100 and GDMA 2110 and GDMA 2140 and CMNS 2140*

**GDMA 2140 CR-3  
Communications Design, Consumerism and Popular Culture**

Students will examine contemporary visual communication design, consumerism, and popular culture using concepts from sociology, marketing, cultural studies, cultural anthropology, and semiotics (signs and symbols) to inform their analyses. They will also apply their knowledge and skills to an end of term, research and design-based project. Advertising design, product and packaging design, retail and display design, environmental graphics, and various types of design found in popular culture (comics, movies, sports, music, etc.) will be among the topics covered in the course.

*Prerequisites: ENGL 1100 and GDMA 1240 (or permission of instructor)*

**GDMA 2200 CR-3  
Publication Design 2**

Students research social, cultural, and historical factors and apply fundamentals associated with the design, production and distribution of printed publications. They develop concepts, apply manual and electronic design and produce comprehensive layouts for magazines, newsletters and trade journals.

*Prerequisites: GDMA 2100 and GDMA 2110 and GDMA 2120 and CMNS 2140 and GDMA 2140*

*Co-requisites: GDMA 2210 and GDMA 2220 and GDMA 2230 and GDMA 2240 GDMA 2210 and GDMA 2220 and GDMA 2230 and GDMA 2240*

**GDMA 2210 CR-3  
Interactive and Sequential Image Development**

Students use manual and electronic visualization methodologies to design interactive and sequential images for marketing communications. They apply critical analysis and problem-solving capabilities while developing and evaluating concepts, messages and images for screen-based interactive and sequential visual communications.

*Prerequisites: GDMA 2100 and GDMA 2110 and GDMA 2120 and CMNS 2140 and GDMA 2140*

*Co-requisites: GDMA 2200 and GDMA 2220 and GDMA 2230 and GDMA 2240 (or transfer credits) GDMA 2200 and GDMA 2220 and GDMA 2230 and GDMA 2240 (or transfer credits)*

**GDMA 2220 CR-3  
Interactive Software Applications 1**

Students use industry-standard software applications to design, produce and publish screen-based visual communications that feature simple user interactivity. They use scanners and digital camera, apply methods of image generation, process and optimize images, and use mark-up and scripting languages.

*Prerequisites: GDMA 2100 and GDMA 2110 and GDMA 2120 and CMNS 2140 and GDMA 2140*

*Co-requisites: GDMA 2200 and GDMA 2210 and GDMA 2230 and GDMA 2240 GDMA 2200 and GDMA 2210 and GDMA 2230 and GDMA 2240*

**GDMA 2230 CR-3  
Introduction to Marketing Communications**

Students develop marketing plans before formulating concepts and images that communicate messages to specific target audiences. They design marketing communications for placement in a variety of media. Students focus on the use of effective copy, typography, photography and illustrations to convey marketing messages.

*Prerequisites: GDMA 2100 and GDMA 2110 and GDMA 2120 and CMNS 2140 and GDMA 2140*

*Co-requisites: GDMA 2200 and GDMA 2210 and GDMA 2220 and GDMA 2240 (or transfer credit) GDMA 2200 and GDMA 2210 and GDMA 2220 and GDMA 2240 (or transfer credit)*

**GDMA 2240 CR-3****Social Contexts For Interactive Media**

Students analyze social, cultural, and historical contexts for interactive media such as exhibits, kiosks, and web sites. They examine theories relating to interactivity and human factors, and apply design research methods to analyses of various types of interactive media. Students will also develop concepts for a range of interactive experiences (mechanical and electronic) to suit a particular social context and target audience and communicate them using appropriate terminology and technology.

*Prerequisites: ENGL 1100 and GDMA 2140*

**GDMA 3100 CR-3****Information Design**

Students will research, analyze, organize and integrate quantitative and qualitative information into designs of systems that respond to specific audience needs, as well as incorporate contextual, spatial, directional and navigational requirements. They will conceptualize, design, and produce visual information systems such as charts, maps and other 'wayfinding' systems.

*Prerequisites: GDMA 2200 and GDMA 2210 and GDMA 2220 and GDMA 2230 and GDMA 2240*

*Co-requisites: GDMA 3110 and GDMA 3120 and GDMA 3130 GDMA 3110 and GDMA 3120 and GDMA 3130*

**GDMA 3110 CR-3****Interactive and Web Design 1**

Students will learn the concepts and methods required to design interactive projects and web sites. They will use storyboards, flowcharts and wire frames to create the interaction, information architecture, interfaces, navigation, and visuals required for interactive projects and web design.

*Prerequisites: GDMA 2200 and GDMA 2210 and GDMA 2220 and GDMA 2230 and GDMA 2240*

*Co-requisites: GDMA 3100 and GDMA 3120 and GDMA 3130 GDMA 3100 and GDMA 3120 and GDMA 3130*

**GDMA 3120 CR-3****Interactive Software Applications 2**

Students use industry-standard software applications to design, produce and publish animated and interactive visual communications. They use hypertext markup language for document structure, cascading style sheets for document presentation and accessibility, and scripting languages to enable actions and interactivity.

*Prerequisites: GDMA 2200 and GDMA 2210 and GDMA 2220 and GDMA 2230 and GDMA 2240*

*Co-requisites: GDMA 3100 and GDMA 3110 and GDMA 3130 GDMA 3100 and GDMA 3110 and GDMA 3130*

**GDMA 3130 CR-3****Marketing Communications Design 1**

Students analyze and interpret a client's marketing objectives before formulating concepts, messages and images for marketing communications, such as in-store promotions, advertisements, posters and specialty advertising items.

*Prerequisites: GDMA 2200 and GDMA 2210 and GDMA 2220 and GDMA 2230 and GDMA 2240*

*Co-requisites: GDMA 3100 and GDMA 3110 and GDMA 3120 GDMA 3100 and GDMA 3110 and GDMA 3120*

**GDMA 3200 CR-3****Corporate Communications Design 1**

Students formulate, conceptualize and design communications that reflect a corporation's positioning, marketing and public relations goals. They research, analyze and address professional, social, cultural and historical needs and preferences present in typical corporate cultures.

*Prerequisites: GDMA 3100 and GDMA 3110 and GDMA 3120 and GDMA 3130*

*Co-requisites: GDMA 3210 and GDMA 3220 and GDMA 3230 GDMA 3210 and GDMA 3220 and GDMA 3230*

**GDMA 3210 CR-3****Packaging Design**

Students learn concepts, theories, principles and strategies for designing packaging. They analyze legal, environmental, social and ethical issues that impact the design of packaging for a variety of clients and products. In addition, students learn to work with regulatory and production requirements, client marketing objectives and budgets, distribution and display requirements, timelines, presentation guidelines, and a range of other factors that directly affect the design and production of three-dimensional packaging.

*Prerequisites: GDMA 3100 and GDMA 3110 and GDMA 3120 and GDMA 3130*

*Co-requisites: GDMA 3200 and GDMA 3220 and GDMA 3230 GDMA 3200 and GDMA 3220 and GDMA 3230*

**GDMA 3220 CR-3****Interactive and Web Design 2**

Students will design, document and publish interactive projects and web sites. They will learn strategies for meeting business, marketing, and communication goals; allocating resources; evaluating elements of user experience; and applying interactive and web-based design processes to deliver prototypes, templates, and style guides.

*Prerequisites: GDMA 3100 and GDMA 3110 and GDMA 3120 and GDMA 3130*

*Co-requisites: GDMA 3200 and GDMA 3210 and GDMA 3230 GDMA 3200 and GDMA 3210 and GDMA 3230*

**GDMA 3230 CR-3****Marketing Communications Design 2**

Students analyze and interpret corporate strategies in business-to-business marketing plans. They create communication and design strategies to support marketing plans and design marketing communication solutions using digital and print media. Students design collateral items such as digital presentations, corporate and operational brochures, product and service brochures, and technical information sheets.

*Prerequisites: GDMA 3100 and GDMA 3110 and GDMA 3120 and GDMA 3130*

*Co-requisites: GDMA 3200 and GDMA 3210 and GDMA 3220 GDMA 3200 and GDMA 3210 and GDMA 3220*

**GDMA 4100 CR-3****Corporate Communications Design 2**

Students implement visual identity programs and graphic standards while designing external communications for a corporation. They design annual and quarterly reports, shareholder advisories and promotions, corporate newsletters, advertisements, and public relations communications that are consistent with corporate strategies, objectives, and business and marketing plans.

*Prerequisites: GDMA 3200 and GDMA 3210 and GDMA 3220 and GDMA 3230*

*Co-requisites: GDMA 4115 and GDMA 4120 and GDMA 4130 and MRKT 4177 GDMA 4115 and GDMA 4120 and GDMA 4130 and MRKT 4177*

**GDMA 4110 CR-3****Display Design**

Students will analyze market data and develop concepts and design solutions to be implemented in three-dimensional displays. They will research marketing strategies, objectives and audience profiles in order to create solutions for a wide range of display requirements. Using manual and electronic processes, they will conceptualize, design and produce display systems that will be used by public and private organizations for applications such as point-of-purchase and trade show displays, museum exhibits, interactive kiosks, and donor walls in retail stores and other environments.

*Prerequisites: GDMA 3200 (B-) and GDMA 3210 (B-) and GDMA 3220 and GDMA 3230 (B-)*

**GDMA 4115 CR-3 (formerly GDMA 4210)****Integrated Media Design**

Students will conceptualize, create, design and produce marketing communications utilizing current software suites that integrate image, text, sound, motion and time (i.e. integrated media). They will work with integrated media and design and produce communications in screen-based formats (video, film, web) appropriate to client and end-user needs.

*Prerequisites: GDMA 3200 and GDMA 3210 and GDMA 3220 and GDMA 3230*

*Co-requisites: GDMA 4100 and GDMA 4120 and GDMA 4130 and MRKT 4177 GDMA 4100 and GDMA 4120 and GDMA 4130 and MRKT 4177*

**GDMA 4120 CR-3****Major Project 1**

Students will demonstrate their ability to synthesize and apply the skills and knowledge learned throughout the Graphic Design for Marketing program to a major design project identifying a hypothetical client. They will outline research methods and processes to be implemented, and will propose, articulate and rationalize their design and communication strategies. Students will complete a major project incorporating the design and presentation of a significant and substantial body of work.

*Prerequisites: GDMA 3200 and GDMA 3210 and GDMA 3220 and GDMA 3230*

*Co-requisites: GDMA 4100 and GDMA 4115 and GDMA 4130 and MRKT 4177 GDMA 4100 and GDMA 4115 and GDMA 4130 and MRKT 4177*

**GDMA 4130 CR-3****Small Business Essentials**

Students will learn fundamental business procedures relevant to working as employees, employers, or freelancers in the graphic design profession. Topics include government regulations, business planning and ethics, and administrative procedures for small businesses. They will estimate costs and formulate pricing strategies, prepare proposals, budgets, and schedules, and create components used in the day-to-day management of a design practice

*Prerequisites: GDMA 3200 and GDMA 3210 and GDMA 3220 and GDMA 3230*

*Co-requisites: GDMA 4100 and GDMA 4115 and GDMA 4120 and MRKT 4177 GDMA 4100 and GDMA 4115 and GDMA 4120 and MRKT 4177*

**GDMA 4200 CR-3  
Advertising Design**

Students will research and analyze client and end-user needs. They will explore the influence of new mediums on marketing advertising. Using manual and electronic processes, students will develop concepts and design solutions for a variety of media based on marketing plans and strategies. They will create advertising campaigns to be implemented through such communication channels as print and interactive media advertising, sales promotions, events, and direct marketing.

*Prerequisites: GDMA 4100 and GDMA 4115 and GDMA 4120 and GDMA 4130 and MRKT 4177*

*Co-requisites: GDMA 4215 and GDMA 4220 and GDMA 4230 and GDMA 4240 GDMA 4215 and GDMA 4220 and GDMA 4230 and GDMA 4240*

**GDMA 4210 CR-3  
Integrated Media Design**

Students will conceptualize, create, design and produce marketing communications utilizing current software suites that integrate image, text, sound, motion and time (i.e. integrated media). Working with integrated media, students will design and produce communications in screen-based formats (video, film, web) appropriate to client and end-user needs.

*Prerequisites: GDMA 3200 and GDMA 3210 and GDMA 3220 and GDMA 3230*

*Co-requisites: GDMA 4100 and GDMA 4120 and GDMA 4130 GDMA 4100 and GDMA 4120 and GDMA 4130*

**GDMA 4215 CR-3 (formerly GDMA 4110)  
Display Design**

Students will analyze market data and develop concepts and design solutions to be implemented in three-dimensional displays. They will research marketing strategies, objectives and audience profiles in order to create solutions for a wide range of display requirements. They will use manual and electronic processes to conceptualize, design and produce display systems that will be used by public and private organizations for applications such as point-of-purchase and trade show displays, museum exhibits, interactive kiosks, and donor walls in retail stores and other environments.

*Prerequisites: GDMA 4100 and GDMA 4115 and GDMA 4120 and GDMA 4130 and MRKT 4177*

*Co-requisites: GDMA 4200 and GDMA 4220 and GDMA 4230 and GDMA 4240 GDMA 4200 and GDMA 4220 and GDMA 4230 and GDMA 4240*

**GDMA 4220 CR-3  
Major Project 2**

Students propose, design, produce, present and defend a major project relevant to their chosen area of professional practice. They will complete a major project that encompasses rigorous enquiry, a comprehensive situation analysis, and the demonstration of proficiency in graphic design.

*Prerequisites: GDMA 4100 and GDMA 4115 and GDMA 4120 and GDMA 4130 and MRKT 4177*

*Co-requisites: GDMA 4200 and GDMA 4215 and GDMA 4230 and GDMA 4240 GDMA 4200 and GDMA 4215 and GDMA 4230 and GDMA 4240*

**GDMA 4230 CR-3  
Mentorship for Professional Practice**

Students will learn about procedures, practices, and issues relevant to gaining employment and working in the graphic design profession. They create and design self-promotion materials, prepare an employment search plan, and gain industry experience through a mentorship placement in a professional advertising, design or marketing environment.

*Prerequisites: GDMA 4100 and GDMA 4115 and GDMA 4120 and GDMA 4130 and MRKT 4177*

*Co-requisites: GDMA 4200 and GDMA 4215 and GDMA 4220 and GDMA 4240 GDMA 4200 and GDMA 4215 and GDMA 4220 and GDMA 4240*

**GDMA 4240 CR-3  
Contemporary Issues in Graphic Design**

Students will develop a critical awareness of social, cultural, philosophical, environmental, technological, and professional issues that impact contemporary graphic design practice. They will actively contribute to in-class discussions, interact with guest speakers, and engage in multifaceted research and analysis. Student teams will also develop, produce and lead comprehensive workshops relating to current "hot" topics in design such as cyberspace ethics, "professionalization" of the industry, plagiarism and copyright concerns, speculative work, sustainable graphic design, and 'calls to action' by the design community.

*Prerequisites: 60 undergraduate credits plus GDMA 2240, MRKT 4177 and ENGL 1100*