

# GRAPHIC DESIGN FOR MARKETING (GDMA)

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

Enrolment in some sections of these courses is restricted to students in particular programs. See the Course Planner - [kpu.ca/registration/timetables](http://kpu.ca/registration/timetables) - for current information about individual courses.

For information about transfer of credit amongst institutions in B.C. and to see how individual courses transfer, go to the BC Transfer Guide [bctransferguide.ca](http://bctransferguide.ca)

## **GDMA 1100** **3 Credits** **Typographic Design 1**

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: All of GDMA 1110 and 1121 and 1140*

## **GDMA 1110** **3 Credits** **Image Development 1**

Students apply design processes to develop concepts and images for basic marketing communications. They learn and apply the elements and principles of design by developing messages through such methods as story telling, image making and applying colour theory. Students also create abstract, symbolic, and representational images to visually communicate ideas and emotions using a variety of mediums.

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

## **GDMA 1121 (formerly GDMA 1120)** **3 Credits** **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. Students learn the fundamentals of creating and producing layouts for graphic communication design using industry-standard software such as InDesign, Photoshop and Illustrator on a Macintosh platform. They will utilize typesetting tools and techniques; industry-standard systems for colour reproduction, type management and layout; and digital production and troubleshooting processes.

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

## **GDMA 1140** **3 Credits** **Graphic Design And Society 1**

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

## **GDMA 1200** **3 Credits** **Typographic Design 2**

Students apply the fundamentals of typography and typographic theory (including typeface anatomy, classifications, measurement systems, etc.) while creating manual and digital typographic layouts for print communication. They will iterate and communicate design concepts and solutions based on research and critical analyses of communication problems related to marketing and promotion.

*Prerequisites: All of GDMA 1100, 1110, 1121 and 1140*

*Co-requisites: All of GDMA 1210, 1220 and 1240*

## **GDMA 1210** **3 Credits** **Image Development 2**

Students develop concepts and images for marketing applications of graphic design using manual and digital production technologies. They create images (typographic, photographic, and illustrative) that effectively communicate information and marketing communications concepts and messages, and address the needs and preferences of clients and their target audiences.

*Prerequisites: All of GDMA 1100, 1110, 1121, and 1140*

*Co-requisites: All of GDMA 1200, 1220, and 1240*

## **GDMA 1220** **3 Credits** **Print Production Software Applications 2**

Students design and produce layouts using industry-standard software applications such as InDesign, Photoshop and Illustrator on a Macintosh platform. They utilize digital tools and techniques to work on projects that involve features such as colour specification systems, type formatting, style sheets, and editing.

*Prerequisites: All of GDMA 1100, 1110, 1121, and 1140*

*Co-requisites: All of GDMA 1200, 1210, and 1240*

## **GDMA 1240** **3 Credits** **Graphic Design And Society 2**

Students examine diverse forms of graphic communication design and other related types of design that emerged from approximately the 1920s onward, 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.

## **GDMA 2100** **3 Credits** **Publication Design 1**

Students design and produce publication layouts to attract and engage end-users, and organize and enrich the content of books, newspapers, and miscellaneous publications, both in print and online. They work with key components of publication design such as typography, photography, illustration, page formats and grids.

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

*Co-requisites: All of GDMA 2110, GDMA 2120, GDMA 2140 and CMNS 2140*

**GDMA 2110** **3 Credits**  
**Introduction to Advertising Design**  
Students learn how to identify client and end-user needs and analyze market research data. They strategically plan, conceptualize, design and produce advertising to promote products or services, raise public awareness, or communicate information in order to engage with specific target audiences.

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

*Co-requisites:* All of GDMA 2100, GDMA 2120, GDMA 2140 and CMNS 2140

**GDMA 2120** **3 Credits**  
**Print Technologies**  
Students prepare electronic files and write specifications for mechanical, photomechanical and electronic pre-press, print production and print finishing processes. Students also specify ink, paper, colour and other elements of a printed communication, and how proofing systems and other quality control procedures are used in the printing industry.

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

*Co-requisites:* All of GDMA 2100, GDMA 2110, GDMA 2140 and CMNS 2140

**GDMA 2140** **3 Credits**  
**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.) may be among the topics covered in the course.

*Prerequisites:* ENGL 1100 and GDMA 1240

**GDMA 2200** **3 Credits**  
**Publication Design 2**  
Students research social, cultural, and historical factors and apply fundamentals associated with the design, production and distribution of print and online publications. They identify market opportunities, develop concepts, and produce comprehensive designs for print and digital publications.

*Prerequisites:* All of GDMA 2100, 2110, 2120 and 2140, and CMNS 2140

*Co-requisites:* All of GDMA 2210, 2222 and 2230

**GDMA 2210** **3 Credits**  
**Interactive & Integrated Media Design**  
Students use manual and electronic visualization procedures to design text and images for interactive and integrated marketing communications. They will apply critical analysis and problem-solving capabilities while developing and evaluating concepts, messages and images for screen-based interactive and integrated media (such as video, web, mobile devices).

*Prerequisites:* All of GDMA 2100, 2110, 2120 and 2140, and CMNS 2140

*Co-requisites:* All of GDMA 2200, 2222 and 2230

**GDMA 2220** **3 Credits**  
**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 2222 (formerly GDMA 4115)** **3 Credits**  
**Integrated Media Software Applications**  
Students will utilize current, industry-standard, video-editing software to create short animations and videos that integrate image, text, sound, motion, and time (i.e. integrated media). They will design and produce or promotional videos appropriate to for clients, targeted audiences, and other end-users.

*Prerequisites:* All of GDMA 2100, 2110, 2120 and 2140, and CMNS 2140

*Co-requisites:* All of GDMA 2200, 2210 and 2230

**GDMA 2230** **3 Credits**  
**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:* All of GDMA 2100, 2110, 2120 and 2140, and CMNS 2140

*Co-requisites:* All of GDMA 2200, 2210 and 2222

**GDMA 2240** **3 Credits**  
**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** **3 Credits**  
**Information Design**  
Students will research, analyze, organize and integrate information hierarchies into designs of systems that respond to specific audience needs and incorporate contextual, spatial, narrative and navigational requirements. They will conceptualize, design, and produce visual representations of qualitative and quantitative information (i.e. 'infographics' and/or data visualizations) to make multi-layered information or complex data more accessible, understandable, and interesting to a viewer.

*Prerequisites:* All of GDMA 2200, 2210, 2222 and 2230

*Co-requisites:* All of GDMA 3110, 3122, 3130 and 3140

**GDMA 3110** **3 Credits**  
**User Experience and Interface Design 1**  
Students will learn the concepts and methods required to design interactive communications such as websites and mobile apps. They will employ user research, client journey maps, wireframes, flowcharts, site maps and prototypes. They will plan and create the information architecture, interaction, and visual design required for digital interfaces that deliver desirable experiences for users.

*Prerequisites: All GDMA 2200, 2210, 2222 and 2230*  
*Co-requisites: All of GDMA 3100, 3122, 3130 and 3140*

**GDMA 3120** **3 Credits**  
**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 3122 (formerly GDMA 2220)** **3 Credits**  
**Interactive Software Applications 1**  
Students use industry-standard software applications to plan, develop, test, and deploy screen-based visual communications that feature simple user interactivity. They create photographic images, apply methods of image processing and optimization, and use current mark-up and style sheet languages.

*Prerequisites: All of GDMA 2200, 2210, 2222 and 2230*  
*Co-requisites: All of GDMA 3100, 3110, 3130 and 3140*

**GDMA 3130** **3 Credits**  
**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: All of GDMA 2200, 2210, 2222 and 2230*  
*Co-requisites: All of GDMA 3100, 3110, 3122 and 3140*

**GDMA 3140** **3 Credits**  
**Interactive Technologies and Society**  
Students critically analyze the social and cultural impact of interactive technologies. They examine theories relating to interactivity, human factors, and user-centred design, and apply design research methods to analyses of various types of interactivity. Students will respond to a design problem by developing concepts for a range of interactive experiences to suit a particular social context and target audience, and present and rationalize their design ideas.

*Prerequisites: All of ENGL 1100 and GDMA 2140*

**GDMA 3200** **3 Credits**  
**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: All of GDMA 3100,3110, 3122,3130 and 3140*  
*Co-requisites: All of GDMA 3210, 3220,3222 and 3230*

**GDMA 3210** **3 Credits**  
**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: All of GDMA 3100,3110, 3122,3130 and 3140*  
*Co-requisites: All of GDMA 3200, 3220, 3222 and 3230*

**GDMA 3220** **3 Credits**  
**Interactive and Web Design 2**  
Students will research, strategize, conceive, develop content, design and produce a screen-based project for a specific audience. They will create an interactive user experience to meet specified marketing communication outcomes. 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/or style guides.

*Prerequisites: GDMA 3100,3110, 3122,3130 and 3140*  
*Co-requisites: GDMA 3200, 3210, 3222 and 3230*

**GDMA 3222 (formerly GDMA 3120)** **3 Credits**  
**Interactive Software Applications 2**  
Students use industry-standard, interactive software applications and services to plan, develop, test, and deploy screen-based interactive experiences. They employ interface design practices, current font technologies, markup and scripting languages, and code libraries and plugins to create dynamic interactive experiences for users of various screen-based devices.

*Prerequisites: GDMA 3100,3110, 3122,3130 and 3140*  
*Co-requisites: GDMA 3200, 3210, 3220 and 3230*

**GDMA 3230** **3 Credits**  
**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 communications 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 3100,3110, 3122,3130 and 3140*  
*Co-requisites: GDMA 3200, 3210, 3220 and 3222*

**GDMA 4100** **3 Credits**  
**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: All of GDMA 3200, 3210, 3220, 3222 and 3230*

*Co-requisites: All of (a) GDMA 4120, (b) GDMA 4130, and (c) MRKT 4177 or MRKT 4201*

**GDMA 4110** **3 Credits**  
**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 (formerly GDMA 4210)** **3 Credits**  
**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 4120** **3 Credits**  
**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: All of GDMA 3200 and 3210 and 3220, 3222 and 3230*

*Co-requisites: All of (a) GDMA 4100, (b) GDMA 4130, and (c) MRKT 4177 or MRKT 4201*

**GDMA 4130** **3 Credits**  
**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: All of GDMA 3200, 3210, 3220, 3222 and 3230*

*Co-requisites: All of (a) GDMA 4100, (b) GDMA 4120, and (c) MRKT 4177 or MRKT 4201*

**GDMA 4200** **3 Credits**  
**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: All of (a) GDMA 4100, (b) GDMA 4120, (c) GDMA 4130, and (d) MRKT 4177 or MRKT 4201*

*Co-requisites: All of GDMA 4216, 4221, 4230 and 4240*

**GDMA 4215 (formerly GDMA 4110)** **3 Credits**  
**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 4216** **3 Credits**  
**Advanced Typographic Communications**

Students will employ advanced typographic methods and techniques to strategize, conceptualize, design, and produce refined interconnected systems of typographic communications for a variety of purposes. They will focus on requirements such as client and end-user needs, strategic positioning, content meaning and structure, information hierarchy, technical and aesthetic development, and typographic form, selection, and composition.

*Prerequisites: All of (a) GDMA 4100, (b) GDMA 4120, (c) GDMA 4130, and (d) MRKT 4177 or MRKT 4201*

*Co-requisites: All of GDMA 4200, 4221, 4230 and 4240*

**GDMA 4220** **3 Credits**

**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 4221** **3 Credits**

**Strategic Portfolio Development**

Students demonstrate proficiency in marketing communication design through rigorous refinement of previous project work that reflects their preferred areas of employment specialization. They create a marketing strategy that is represented through research and the design, production, documentation, presentation and defense of a comprehensive portfolio of work.

*Prerequisites: All of (a) GDMA 4100, (b) GDMA 4120, (c) GDMA 4130, and (d) MRKT 4177 or MRKT 4201*

*Co-requisites: All of GDMA 4200, 4216, 4230 and 4240*

**GDMA 4230** **3 Credits**

**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: All of (a) GDMA 4100, (b) GDMA 4120, (c) GDMA 4130, and (d) MRKT 4177 or MRKT 4201*

*Co-requisites: All of GDMA 4200, 4216, 4221 and 4240*

**GDMA 4240** **3 Credits**

**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 credits from courses, including (a) ENGL 1100, (b) GDMA 3140, and (c) MRKT 4177 or MRKT 4201*