



## BACHELOR OF DESIGN

# Graphic Design for Marketing

## Program Model

Our four-year degree program will teach you the conventions of design, then challenge you to break them all. Here you'll learn how to create branding, develop ad campaigns and study the business strategies behind every project. You will be mentored by professionals, build a killer portfolio and exhibit your brilliance in a final showcase viewed by industry professionals. By the end of four years, you will have the conceptual and technical skills to tackle real-world design challenges, the people skills and negotiation savvy to work with clients and team members alike, and the confidence to continue exploring your creative future.

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 2100	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)
- » Portfolio review & interview

### Application Dates & Deadlines

- » Apply between October 1 and March 1
- » For current portfolio submission deadlines, visit [kpu.ca/design/gdma/portfolio-requirements](https://kpu.ca/design/gdma/portfolio-requirements)

**APPLY ONLINE**  
[kpu.ca/apply](https://kpu.ca/apply)

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

# Portfolio Review Checklist

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. Applicants will participate in a selection process that includes a Portfolio Review and, if successful, an Interview.



**PORTFOLIO  
REQUIREMENTS**

## The Portfolio Package

Once you have completed your online application, you will receive instructions on how to submit your online portfolio.

### 1. Digital Portfolio

Provide 8 - 12 samples of your work\*. Within your 8 - 12 samples, include at least three examples of graphic design (for example, yearbook design, website or mobile apps, logo design/branding, typography, packaging design, etc.). In addition to graphic design, include other two-dimensional work, such as:

- » Drawings or paintings
- » Photography
- » Video or animation
- » Process sketches from a sketchbook, journal or tablet
- » Please do not include character animation, 3D modelling or animé

\* Include original work in your portfolio (your own ideas and your own graphic elements created either digitally or by hand). If you do incorporate graphic elements that were not originally created by you, please make this clear in the descriptive statement of the relevant piece(s). If you include work that was created collaboratively as part of a team, tell us in the description which part(s) you contributed to.

### 2. Personal 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) and to answer questions provided by the program (see below). The video must:

- » Feature the applicant, be created and narrated by the applicant
- » Be a maximum length of 5 minutes
- » 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?

### 3. Transcripts

Include digital copies of unofficial secondary and/or post-secondary transcripts. Your transcripts will assist in the assessment of your portfolio. (Official transcripts must be sent directly to Admissions).

### 4. Résumé

Outline your work or volunteer experience. In each case, provide dates, responsibilities, and names of organizations.

## The Interview

If your portfolio review is successful, you will be invited to an interview (which may be conducted in person or remotely).

[kpu.ca/gdma](http://kpu.ca/gdma)

**WilsonDesignKPU**

## Contact Us

Please contact [design@kpu.ca](mailto:design@kpu.ca) for program inquiries.

**WILSON  
SCHOOL  
OF DESIGN**



KWANTLEN  
POLYTECHNIC  
UNIVERSITY

## International Students

[international@kpu.ca](mailto:international@kpu.ca)  
604-599-2866

## Future Students' Office

*general inquiries*  
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