In the Art and Design Foundation program, students gain practical, creative and critical thinking skills in art and design. Students develop their portfolios throughout this studio-based curriculum, integrating a variety of analog and digital projects. The portfolio is designed to support students in their application to both diploma and degree level art and design programs.

The first semester courses introduce students to the language of art and design, history of art, and the foundations of observational drawing, form and space, photography, and digital design. In the second semester, students learn advanced skills and creative problem-solving techniques in design process and the foundations of colour theory and practice.

The art and design portfolio showcase workshops introduce students to professional practitioners in the creative industries and their unique experiences of building successful portfolios. In addition, students can select between optional courses to gain specific skills needed in their future education.*

*Students can consult with the academic co-ordinator of the program about their second semester course selection and their future educational pathways in the field of art and design.

PART TIME STUDY OPTIONS

We also offer several evening Visual Arts courses and a part-time Fine Arts certificate. Please see the Continuing Education Course Guide.

PROGRAM STANDARDS AND LEARNING OUTCOMES

The graduate has reliably demonstrated the ability to:

1. Create two- and three-dimensional designs using a wide range of materials, processes and techniques.
2. Use the design process to develop and solve visual problems using various strategies for idea generation.
3. Apply the formal elements and principles of design.
4. Utilize a variety of presentation skills across a wide range of media appropriate to portfolios, public and private venues.
5. Develop skills in portfolio presentation in a variety of media through studio based projects.
6. Articulate art concepts, history and the role of art in society to the general public.
7. Manage personal digital presence/brand by participating in professional communities of practice.

REQUIRED COURSES

<table>
<thead>
<tr>
<th>SEMESTER 1</th>
<th>Code</th>
<th>Course Name</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>ART1019</td>
<td>Foundation Drawing I: Observational Drawing and Composition</td>
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<td></td>
<td>ART1020</td>
<td>Foundation Design I: Form and Space</td>
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<td></td>
<td>ART1029</td>
<td>Introduction to Digital Media</td>
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<td></td>
<td>ART1030</td>
<td>Introduction to Photography</td>
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<td></td>
<td>ART1031</td>
<td>Art Culture</td>
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<tr>
<td></td>
<td>COMM1007</td>
<td>College English</td>
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SEMESTER 2

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<tr>
<th>Code</th>
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<tr>
<td>ART1021</td>
<td>Foundation Design II: Colour Theory and Practice</td>
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<td>ART1036</td>
<td>Art and Design Portfolio Showcase</td>
</tr>
<tr>
<td>DESN1020</td>
<td>Design Process</td>
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<td>3 of:</td>
<td></td>
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<tr>
<td>ART1024</td>
<td>Foundation Drawing II: Life Drawing</td>
</tr>
<tr>
<td>ART1040</td>
<td>Painting and Mixed Media Studio</td>
</tr>
<tr>
<td>ART1025</td>
<td>3D Materials and Techniques</td>
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<tr>
<td>ART1035</td>
<td>Advanced Digital Media</td>
</tr>
<tr>
<td>ART1033</td>
<td>Multimedia Storytelling</td>
</tr>
<tr>
<td>ART1043</td>
<td>Photography: People, Concepts and Stories</td>
</tr>
</tbody>
</table>

Please note that Foundation Drawing II involves life drawing.

FUTURE STUDY OPTIONS

Graduates of the program with a cumulative grade point average of at least 3.5 are eligible for direct entry into the George Brown Graphic Design program.

EDUCATIONAL/DEGREE PATHWAY

ADMISSION REQUIREMENTS

Applicants are selected on the basis of their academic achievement, including the required courses, and any other selection criteria outlined below.

- Ontario Secondary School Diploma or equivalent**
- Grade 12 English (C or U)

We recommend that applicants should have taken at least one high school level art class and have some basic experience in areas such as photography, illustration and digital image creation.

** MATURE STUDENT STATUS (19 YEARS OF AGE OR OLDER AND NO OSSD)

Mature Students may take the Admissions Assessment for English, OR may consider upgrading to achieve the credit(s) needed in English.

Please note that George Brown is committed to ensuring that applicants will succeed in their program of choice and meeting the minimum requirements does not guarantee admission to the program. Applicants may be required to have grades higher than the minimum requirements stated.

COURSE EXEMPTIONS

College or university credits may qualify you for course exemptions. Please visit georgebrown.ca/transferguide for more information.

INTERNATIONAL STUDENTS

Visit the International Admissions page for more information.

APPLY TO

Domestic students should apply through Ontario Colleges

CONTACT US

School of Design
Phone: 416-415-5000, ext. 2137
Email: design@georgebrown.ca
For more information about the program, you may also contact the Program Co-ordinator, Bahar Mousavi Hejazi: bmousavi@georgebrown.ca.
For more information about George Brown College, you may also call the Contact Centre at 416-415-2000 (TTY 1-877-515-5559) or long distance 1-800-265-2002.

VISIT OUR CAMPUS

This program is part of our School of Design, located at our Waterfront Campus, at 3 Lower Jarvis St., Toronto, Ontario, Canada.

School of Design Building
The School of Design resides in a new 103,000-square-foot facility in the Daniels Waterfront – City of the Arts development. This state-of-the-art building supports academic programs and industry projects with features such as:

- Virtual and augmented reality lab
- Usability and testing lab
- Future Ways of Living lab
- Peer tutor lab
- Digital Sandbox
- Incubators
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- Design and innovation showcase spaces

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CONCEPT ART FOR ENTERTAINMENT PROGRAM (POSTGRADUATE) (G407)

<table>
<thead>
<tr>
<th>PROGRAM NAME</th>
<th>Concept Art for Entertainment</th>
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</thead>
<tbody>
<tr>
<td>COURSE CODE</td>
<td>G407</td>
</tr>
<tr>
<td>SCHOOL</td>
<td>School of Design</td>
</tr>
<tr>
<td>CENTRE</td>
<td>Arts, Design and Information Technology</td>
</tr>
<tr>
<td>LOCATION</td>
<td>Waterfront Campus</td>
</tr>
<tr>
<td>DURATION</td>
<td>1 year (3 semesters)</td>
</tr>
<tr>
<td>STARTING MONTH</td>
<td>September</td>
</tr>
<tr>
<td>CREDENTIAL</td>
<td>Ontario College Graduate Certificate</td>
</tr>
<tr>
<td>YEAR OF STUDY</td>
<td>2020-2021</td>
</tr>
<tr>
<td>METHOD OF STUDY</td>
<td>FT</td>
</tr>
<tr>
<td>APPLY TO</td>
<td>Ontario Colleges</td>
</tr>
</tbody>
</table>

TUITION

$11,495.00*

ADDITIONAL COST

* Amounts listed are the total of tuition, materials, student service and ancillary fees for the three semesters of programs starting in Fall 2019. Fees are subject to change for programs starting in Fall 2020 and at later dates.

International students: Visit the International Fees and Related Costs page for more information.

FINANCIAL ASSISTANCE

This program is approved for OSAP funding, provided the applicant meets OSAP eligibility criteria.

THE INDUSTRY

Concept art is an intense field that is highly competitive yet exceptionally rewarding. As the television and film industries shift in response to changing trends such as online access to traditionally aired content, the industry supplements its series and films with online and interactive content, which allows more opportunities and exposure.

PROGRAM STANDARDS AND LEARNING OUTCOMES

The graduate has reliably demonstrated the ability to:

1. Propose artistic solutions to abstract design challenges according to project requirements and constraints.
2. Produce conceptualized art in a format that meets the needs of identified audiences and clients.
3. Select appropriate tools and software for the creation of conceptualized artwork.
4. Produce a portfolio showcasing a combination of diverse artistic styles that reflect conceptualized art standards.
5. Plan and create conceptualized artwork for digital media.
6. Apply effective entrepreneurial and business practices and project management skills to the profession of independent and/or company conceptual artist.
7. Contribute to and lead multi-disciplinary project teams to complete complex projects.
8. Select appropriate marketable concept art for public release.

Image by faculty member Paul Leli.

The Concept Art for Entertainment program will train students to meet industry demand for concept artists and fine artists with a focus in entertainment fields. Strategically designed to provide specialized skills for graduates of Game - Art, Interaction Design and Graphic Design, the intensive curriculum emphasizes the development of artistic and direction techniques relevant to the industry, namely concept art production and visual conceptualization, in real-world scenarios.

Students will become proficient with production processes, defining art styles and drawing techniques by interpreting stories, character profiles and design documentation. Throughout their time in the program, students will assemble a personal portfolio, while designing and directing the art production for games and film. This experience will provide graduates with the necessary professional practices to enter the workforce or become entrepreneurs.
REQUIRED COURSES

SEMESTER 1

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>CART1001</td>
<td>Visual Style and Presentation I</td>
</tr>
<tr>
<td>CART1002</td>
<td>Digital Painting I</td>
</tr>
<tr>
<td>CART1003</td>
<td>Surfaces and Materials I</td>
</tr>
<tr>
<td>CART1004</td>
<td>Character Design I</td>
</tr>
<tr>
<td>CART1005</td>
<td>Environment Design I</td>
</tr>
<tr>
<td>CART1006</td>
<td>Production Process I</td>
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<tr>
<td>CART1007</td>
<td>Production Project I</td>
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</table>

SEMESTER 2

<table>
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<tr>
<th>Code</th>
<th>Course Name</th>
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</thead>
<tbody>
<tr>
<td>CART1011</td>
<td>Visual Style and Presentation II</td>
</tr>
<tr>
<td>CART1012</td>
<td>Digital Painting II</td>
</tr>
<tr>
<td>CART1013</td>
<td>Surfaces and Materials II</td>
</tr>
<tr>
<td>CART1014</td>
<td>Character Design II</td>
</tr>
<tr>
<td>CART1015</td>
<td>Environment Design II</td>
</tr>
<tr>
<td>CART1016</td>
<td>Production Process II</td>
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<td>CART1017</td>
<td>Production Project II</td>
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</table>

SEMESTER 3

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<th>Code</th>
<th>Course Name</th>
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<tbody>
<tr>
<td>CART2010</td>
<td>Studio Entrepreneurship</td>
</tr>
<tr>
<td>CART2020</td>
<td>Experiential Thesis</td>
</tr>
</tbody>
</table>

CAREER OPTIONS

Concept artists are employable within multiple fields such as film, television, interactive storytelling, gaming and animation. Potential job titles include:

- Concept Designer
- Environment Designer
- Storyboard Artist
- Illustrator
- 2D Artist
- World Builder

ADMISSION REQUIREMENTS

- Bachelor of Fine Arts; or Diploma/Advanced Diploma in Game, Graphics or Arts field
- Interview*6
- Resume*7
- Portfolio*8 (digital portfolio accepted)
- Applicant Questionnaire*9

*Qualified applicants will be invited to complete the application questionnaire and submit a portfolio and resume electronically. Details on these supplementary requirements will be communicated at a later date to qualified applicants, as part of the review process. Qualified applicants may also be invited for an interview.

ENGLISH LANGUAGE PROFICIENCY

Applicants with international transcripts who do not provide English proficiency test results must test at the College level in the George Brown College English assessment to be considered for admission.

Please visit georgebrown.ca/englishproficiency for more details.

COURSE EXEMPTIONS

College or university credits may qualify you for course exemptions. Please visit georgebrown.ca/transferguide for more information.

INTERNATIONAL (VISA) STUDENTS

Visit the International Admissions page for more information.

APPLY TO

Domestic students should apply through Ontario Colleges.
George Brown College Concept Art for Entertainment students made it to the semifinals of the 2018 Adobe Design Achievement Awards (ADAA). ADAA is a prestigious international digital media competition offering prizes and benefits that help launch a successful career. The semifinalists included Julia Khobbakht, Jennifer Link, Zoe-Elise Blackbourn, Brittany Melo, Mauricio Parra, and Vanessa Lee. See examples of the amazing works our students have produced: Brittany Melo

CONTACT US

School of Design
Phone: 416-415-5000, ext. 3129
Email: game@georgebrown.ca
Game Development Program Co-ordinator: Jean-Paul Amore, ext. 3427 or jamore@georgebrown.ca.
The School of Design is located at both 230 Richmond St. E. and 341 King St. E., Toronto, Ontario, Canada M5A 1L1.

For more information about George Brown College, you may also call the Contact Centre at 416-415-2000 (TTY 1-877-515-5559) or long distance 1-800-265-2002.

VISIT OUR CAMPUS

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• Prototyping and workshop spaces
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George Brown College Full-Time Programs 2020-2021

LINKS REFERENCE

2. https://www.georgebrown.ca/international/futurestudents/tuitionfees/
3. https://www.georgebrown.ca/programs/game-art-program-g119/
4. https://www.georgebrown.ca/programs/interaction-design-program-g113/
5. https://www.georgebrown.ca/programs/graphic-design-program-g102/
6. https://www.georgebrown.ca/g407-supplementary-requirements/
7. https://www.georgebrown.ca/g407-supplementary-requirements/
8. https://www.georgebrown.ca/g407-supplementary-requirements/
9. https://www.georgebrown.ca/g407-supplementary-requirements/
10. https://www.georgebrown.ca/international/futurestudents/howtoapply/
12. https://www.georgebrown.ca/design/
13. https://www.georgebrown.ca/design/
14. https://www.georgebrown.ca/design/
15. https://www.georgebrown.ca/campuses/waterfront/
16. https://www.google.ca/maps/place/3+Lower+Jarvis+St.+Toronto,+ON+M5A+3Y5/data=!4m2!3m1!1s0x89d4cb2fdc80ec73:0xc55d642d8b03b6d4?sa=X&ved=2ahUKEwioysWUwt_iAhXwhOAKHTzsD2MQ8gEwAHoECAcAQ
17. https://www.georgebrown.ca/design/city-of-the-arts/
18. https://www.georgebrown.ca/infosessions/arts-design-information-technology/

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DESIGN MANAGEMENT PROGRAM (POSTGRADUATE) (G401)

<table>
<thead>
<tr>
<th>PROGRAM NAME</th>
<th>Design Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>COURSE CODE</td>
<td>G401</td>
</tr>
<tr>
<td>SCHOOL</td>
<td>School of Design</td>
</tr>
<tr>
<td>CENTRE</td>
<td>Arts, Design and Information Technology</td>
</tr>
<tr>
<td>LOCATION</td>
<td>Waterfront Campus</td>
</tr>
<tr>
<td>DURATION</td>
<td>1 year (2 semesters)</td>
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<tr>
<td>EXPERIENTIAL LEARNING</td>
<td>Design Management Internship</td>
</tr>
<tr>
<td>STARTING MONTH</td>
<td>September</td>
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<tr>
<td>CREDENTIAL</td>
<td>Ontario College Graduate Certificate</td>
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<tr>
<td>YEAR OF STUDY</td>
<td>2020-2021</td>
</tr>
<tr>
<td>METHOD OF STUDY</td>
<td>FT</td>
</tr>
<tr>
<td>APPLY TO</td>
<td>Ontario Colleges¹</td>
</tr>
</tbody>
</table>

Tuition:
$12,229.00 *

ADDITIONAL COST
* Amounts listed are the total of tuition, materials (non-refundable), student service and ancillary fees for the first two semesters of programs starting in Fall 2019. Fees are subject to change for programs starting in Fall 2020 and at later dates.

International students: Visit the International Fees and Related Costs² page for more information.

FINANCIAL ASSISTANCE
This program is approved for OSAP funding, provided the applicant meets OSAP eligibility criteria.

This postgraduate program in Design Management builds the skills needed to lead a multidisciplinary design team. Students will learn how to develop design strategies for products and services based on business objectives. This program teaches practical tools and interpersonal facilitative skills, as well as the business knowledge required to manage a consultancy or corporate design division.

Who should take this program:

- Design professionals with a global perspective who want to become active partners in helping firms develop and grow through expanded participation in strategic management.
- Designers looking to enhance their career opportunities in supervisory or management positions.
- Designers seeking to integrate strategic design into the workplace.
- Designers with an entrepreneurial spirit looking to start their own company.

Courses in design process and strategy, project management, finance, team management, design research, contracts, business planning, communications and intellectual property protection complement a major studio course featuring real-world design projects. The courses cover the essential elements of a business strategy and how design contributes to the definition and realization of the strategy.

EXPERIENTIAL LEARNING

Design Management Internship

YOUR FIELD STUDY OPTIONS

A mandatory Design Management Internship (DESN1031) course is taken in Semester 2. An external field placement role is not guaranteed in this course; students who are not placed externally will be given a design management role within the School of Design or as part of George Brown College.

PROGRAM STANDARDS AND LEARNING OUTCOMES

The graduate has reliably demonstrated the ability to:

1. Manage multi-disciplinary design groups using practical working models of management systems.
2. Analyze evolving market needs to identify design strategies required for the development of new products and services.
3. Plan, implement and control project plans that are flexible and reflect the evolutionary environment of the design process.
4. Enhance leadership skills, management skills and design expertise through the development of personal professional development strategies and plans.
5. Establish working relationships with clients, customers, and designers which maintain and strengthen their loyalty to their organization, as well as recognize design discipline protocols.
6. Develop and implement business strategies to recruit clients and new business opportunities.
7. Design and deliver sales presentations persuasively and accurately in oral, written, graphic and digital form.
8. Formulate and present comprehensive business plans for design projects.
9. Develop design strategies based on perceived value, competitive pressures and corporate objectives.
10. Evaluate results of design activities using criteria relating to application of best practices, costs, and profits.
REQUIRED COURSES

SEMESTER 1

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
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<tbody>
<tr>
<td>DESN1022</td>
<td>Design Strategy</td>
</tr>
<tr>
<td>DESN1023</td>
<td>Managing Innovation and Creativity</td>
</tr>
<tr>
<td>DESN1024</td>
<td>Managing Design Projects</td>
</tr>
<tr>
<td>DESN1027</td>
<td>Financial Issues and Business Planning</td>
</tr>
<tr>
<td>DESN1028</td>
<td>Design Research and Development Issues</td>
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<tr>
<td>COMM1152</td>
<td>Design Business Communications</td>
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SEMESTER 2

<table>
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<th>Code</th>
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<tr>
<td>DESN1021</td>
<td>Design Team Leadership</td>
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<tr>
<td>DESN1025</td>
<td>Case Studies and Applications</td>
</tr>
<tr>
<td>DESN1029</td>
<td>Major Design Project</td>
</tr>
<tr>
<td>DESN1031</td>
<td>Design Management Internship</td>
</tr>
</tbody>
</table>

YOUR CAREER

Graduates will go on to careers managing design in the corporate sector, in a design consultancy or in their own business.

EDUCATIONAL/DEGREE PATHWAY

![Diagram showing the educational and degree pathway]

ADMISSION REQUIREMENTS

- Diploma or Bachelor's Degree, or demonstrated competence through related work experience (resume required)
- Interview
- Portfolio
- Letter of Intent

ENGLISH LANGUAGE PROFICIENCY

Applicants with international transcripts who do not provide English proficiency test results must test at the College level in the George Brown College English assessment to be considered for admission. In addition, applicants who are accepted based solely on their work experience will be required to provide proof of English proficiency at the college level, and may be required to write the George Brown College English admission assessment.

Please visit georgebrown.ca/englishproficiency for more details

COURSE EXEMPTIONS

College or university credits may qualify you for course exemptions. Please visit georgebrown.ca/transferguide/ for more information.

INTERNATIONAL (VISA) STUDENTS

Visit the International Admissions page for more information.

APPLY TO

Domestic students should apply through Ontario Colleges

CONTACT US

School of Design
Phone: 416-415-5000, ext. 2137
Email: design@georgebrown.ca
Design Management Program Co-ordinator: Judith Gregory, jgregory@georgebrown.ca

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LINKS REFERENCE

1https://collegeapply.ontarioccolleges.ca/?collegeCode=GBTC&programCode=G401&lang=en
2https://www.georgebrown.ca/international/futurestudents/tuitionfees/
3https://www.georgebrown.ca/international/futurestudents/howtoapply/
5https://www.georgebrown.ca/design/
6https://www.georgebrown.ca/design/
7https://www.georgebrown.ca/campuses/waterfront/
8https://www.google.ca/maps/place/3+Lower+Jarvis+St,+Toronto,+ON+M5A+3Y5/data=!4m2!3m1!1s0x89d4cb2fdc80ec73:0xc55d642d8bb03b6d4?sa=X&ved=2ahUKEwioysWUwt_iAhXwhOAKH1TzsbD2MQ8gEwAHoECAs
9https://www.georgebrown.ca/design/city-of-the-arts/
10https://www.georgebrown.ca/infosessions/arts-design-information-technology/
11https://www.georgebrown.ca/campus_tours/

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The Digital Design – Game Design program develops the production and design abilities of students in management scenarios through courses in design documentation, milestone and pipeline scheduling, game design theory and psychology. Taught by international faculty with industry experience and mentored by game industry leaders, students will learn how to design and develop games, not only for the entertainment market but also for serious gaming applications in health, education, construction, marketing and other sectors.

Students will have the unique opportunity to develop commercial quality games in a simulated video game studio environment, at times working with industry partners, game artists and programmers. The program offers a unique and intensive delivery structure in which the first two semesters are held in Milan, and the final semester is held in Toronto.

It is anticipated that graduates of this program will find employment in the game industry. Prior to graduation, each student will have assembled a portfolio/demo of their creative work demonstrating their ability in game design and highlighting their chosen area of specialization.

EXPERIENTIAL LEARNING

Field placement available with portfolio approval.

YOUR FIELD STUDY OPTIONS

Students with approved portfolios are eligible for non-mandatory external field placements in Semester 3.

Note: External field placements in Toronto are contingent on successful visa applications.

PROGRAM STANDARDS AND LEARNING OUTCOMES

The graduate has reliably demonstrated the ability to:

1. Design environment and characters using the principles of game design.
2. Read, analyze and create game design documents for effective game creation and management.
3. Create environments, objects and characters for integration within a video game.
4. Import game assets and levels into game engines to create appropriate high-end 3D game applications or engines.
5. Produce a 3D game using appropriate tools and game management techniques.
6. Create and produce digital components, games and documentation using a variety of computer platforms.
7. Prepare a variety of industry standard documents and prototypes in a skilled manner and demonstrate professional presentation and organizational skills.

Tuition

€16,100 (Euros)*

ADDITIONAL COST

* Amounts listed are the total of tuition, materials (non-refundable), student service and ancillary fees for the three semesters of programs starting in Fall 2020. Fees are subject to change for programs starting in Fall 2021 and at later dates.

Note that this program is international—all enrolled students are subject to international fees, regardless of country of origin.

To accept your offer and confirm your seat in the program you will be required to pay a minimum of your first semester fee of approximately 5,500 Euros.

For applicants from non-EU countries, you may choose to pay your fees in Canadian dollars or other currency. You may make payments using the CIBC payment platform on our Online Application for International Students page.

FINANCIAL ASSISTANCE

This program is not eligible for OSAP funding.
8. Develop and present a working game design document for a marketable game.
9. Use an existing game engine to create a prototype game.
10. Evaluate different types of games and platforms and select the appropriate ones for a particular game strategy.
11. Present the game design prototype and document using innovative techniques as well as digital, verbal and written skills.
12. Manage the design and production process of a game prototype.

REQUIRED COURSES

SEMESTER 1 (IN MILAN, ITALY)

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
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<tbody>
<tr>
<td>DESN1101</td>
<td>Game Design Theory I</td>
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<tr>
<td>DESN1122</td>
<td>Game Production Thesis I</td>
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<tr>
<td>DESN1140</td>
<td>Narrative Design I</td>
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<td>DESN1141</td>
<td>Game Psychology I</td>
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SEMESTER 2 (IN MILAN, ITALY)

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<td>Narrative Design II</td>
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SEMESTER 3 (IN TORONTO, ONTARIO, CANADA)

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<tr>
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<td>Game Experiential Project</td>
</tr>
<tr>
<td>DESN1088</td>
<td>Studio Entrepreneurship</td>
</tr>
</tbody>
</table>

Detailed course outline

ARTICULATION AGREEMENT

George Brown College’s Centre for Arts, Design & Information Technology is the official academic partner of MEET – a new centre in Milan that aims to cultivate digital culture through events, exhibitions and academic programming.

MEET, Milan’s Digital Centre, is a social enterprise and forum that anticipates and brings international trends to the public – a place where digital culture’s innovative practices and languages are fully experienced. MEET’s vibrant and varied programming includes international events, workshops and courses for individuals of all ages and postgraduate programs offered in partnership with George Brown College.

YOUR CAREER

Graduates may go on to careers designing and managing design in the game and digital media sector or in their own business. Graduates of this program will have acquired the necessary skills to be employed as:

- Game Designers
- Creative Directors
- Level Designers
- Producers
- Project Managers

NOTE: Graduates of this program will not be eligible for the Post-graduation work permit (PGWP) in Canada upon completion.

EDUCATIONAL/DEGREE PATHWAY

ADMISSION REQUIREMENTS

- College Diploma or Bachelor's Degree, or demonstrated competence through related work experience (resume required)
- Interview*
- Application Questionnaire*²
- Portfolio* (digital portfolio accepted)³
- Resume*⁴

* Qualified applicants will be invited to complete the application questionnaire and submit a portfolio and resume electronically. Details on these supplementary requirements will be communicated at a later date to qualified applicants, as part of the review process. Qualified applicants may also be invited for an interview.

To be admitted into the post-secondary program (Postgraduate) you must:

1. Have graduated from senior secondary school and university or college.
2. Be 17 years of age or older at the time of program start.
3. Pay the non-refundable $95 application fee. This can be paid by credit card (MasterCard, VISA, AMEX), or electronic bank transfer as specified on the online application.

4. Provide proof of English proficiency. If English is not the official first language in your country, you must have one of the following (upload a copy of the Test Report)

   - IELTS (Academic) 6.5, minimum 6.0 in each skill band
   - TOEFL 88 overall, minimum 22 in each skill band
   - PTE (Academic) 60 overall, minimum 55 in each skill band
   - George Brown English for Academic Purposes Program Not available for this program
   - George Brown Admissions Test (only offered in Toronto) Only Offered in Toronto. For more information, please visit our Admission Assessment page
   - ESL from other Ontario colleges Not available

View list of countries eligible for exemption from providing proof of English proficiency.3

You may also be able to meet our English proficiency requirements by completing the appropriate ESL level at one of our language school partners (in Toronto only). For more information, please see our International Partners page.7

Supporting Documents

- Copy of your passport page containing your photo and personal information.
- Translated and attested copies of University/College transcript & Degree/Diploma.

SPECIAL NOTES

- For most countries, copies of originals should be attested as “true copies” by the educational institution or by a notary.
- If you are under 17 at program start, you must submit custodianship documents.

Please attach all documents required in support of your application but do not send any extra documents that are not required.

George Brown College Admissions Officers reserve the right to request original documents if there are any doubts or questions with regard to authenticity or legibility of documents submitted electronically.

ENGLISH LANGUAGE PROFICIENCY

Applicants will be required to provide proof of English proficiency at the college level.

Please see our English Proficiency page for further information regarding requirements.

SPECIAL REQUIREMENTS

Important Immigration Information

Applying for a Study Visa to Italy

If you are a non-EU student, you will be required to apply for the proper study and residency Visas through your local Italian Embassy, Consulate, or local Italian authorities in your country. More information about this process will be added to this section at a later date.

Applying for a Study Permit to Canada

Please note: Students will require a Study Permit and “Co-op” work permit for the in-Canada portion starting in May 2021 and finishing at the end of August 2021.

Immigration, Refugees and Citizenship Canada (IRCC) regulations state: “If the overall course of study is greater than six months, then the student requires a study permit for the in-Canada portion of the program, even if the in-Canada portion is less than six months. The duration of the study permit should be for the duration of the in-Canada portion only [4 months].”

The processing time for Canadian study permits in Italy is approximately 3 weeks, but this could change without notice.

Students should apply for their study permits and co-op work permits well in advance of arriving in Canada.

In addition, they will need to request the appropriate George Brown supporting documentation (i.e., an enrolment letter and a co-op work permit support letter) to be able to apply for their study permit and their co-op work permit.

Please note that students of this program are not eligible for a postgraduate work permit upon completion of the program, since the in-Canada component is only 4 months.

Please see our Study Permit for International Students page for further information.

Students are solely responsible for ensuring that they are in compliance with all Immigration, Refugees and Citizenship Canada (IRCC) regulations at all times during their studies and while in Canada, including any medical or study and work permit-related requirements.

Applicants and students of George Brown College are encouraged to consult the CIC website or consult the CIC Call Centre at 1-888-242-2100 to confirm or clarify immigration-related information and requirements.
NOTEBOOK PROGRAM

As a student in this versatile program, you will be required to bring your own laptop that meets the technical needs outlined by the program. Updated technical requirements and specifications will be provided ahead of the start of the term. The flexibility of owning your own device will enhance your learning experience through the use of technology inside and outside of the classroom, enabling you to work on course deliverables, participate in collaborative learning environments and transition seamlessly from your semesters in Milan to Toronto.

HOW DO I APPLY TO THE PROGRAM

Please go to this link for how to apply information:

https://www.georgebrown.ca/international/futurestudents/howtoapply

CONTACT US

School of Design
Phone: 416-415-5000, ext. 3129
Email: game@georgebrown.ca
Game Development Program Co-ordinator: Jean-Paul Amore, ext. 3427 or jamore@georgebrown.ca.

For more information about George Brown College, you may also call the Contact Centre at 416-415-2000 (TTY 1-877-515-2000) or long distance 1-800-265-2002.

VISIT OUR CAMPUS

MEET’s Digital Culture Centre is located in the former Spazio Oberdan cultural centre in Milan, Italy. The building has been renovated by Carlo Ratti Associati to make it suitable for traditional and non-traditional program delivery, including the creation of classrooms, meeting areas, an auditorium and exhibition space. The first two semesters of the program will be delivered in this new space, situated in the heart of Milan in a district that represents the city’s dynamism and vibrant history.

The third semester of the program is offered through George Brown’s School of Design, located at our Waterfront Campus at 3 Lower Jarvis St., Toronto, Ontario, Canada.

The School of Design resides in a new 103,000-square-foot facility in the Daniels Waterfront – City of the Arts development. This state-of-the-art building supports academic programs and industry projects with features such as:

- Virtual and augmented reality lab
- Usability and testing lab
- Future Ways of Living lab
- Peer tutor lab
- Digital Sandbox
- Incubators
- Prototyping and workshop spaces
- Design and innovation showcase spaces

George Brown College is continually striving to improve its programs and their delivery. The information contained in this calendar is subject to change without notice. It should not be viewed as a representation, offer or warranty. Students are responsible for verifying George Brown College admission, graduation, and fee requirements as well as any requirements of outside institutions, industry associations, or other bodies that may award additional designations concurrently with, or after completion of, a George Brown College program.
The Digital Design – Game Design program develops the production and design abilities of students in management scenarios through courses in design documentation, milestone and pipeline scheduling, game design theory and psychology. Taught by faculty with industry experience and mentored by local game industry leaders, students will learn how to design and develop games, not only for the entertainment market but also for serious gaming applications in health, education, construction, marketing and other sectors.

Students will have the unique opportunity to develop commercial quality games in a simulated video game studio environment, at times working with industry partners, game artists and programmers.

It is anticipated that graduates of this program will find employment in the game industry. Prior to graduation, each student will have assembled a portfolio/demo of their creative work demonstrating their ability in game design and highlighting their chosen area of specialization.

**EXPERIENTIAL LEARNING**

Field placement available with portfolio approval

**YOUR FIELD STUDY OPTIONS**

Students with approved portfolios are eligible for non-mandatory external field placements in Semester 3.

**PROGRAM STANDARDS AND LEARNING OUTCOMES**

The graduate has reliably demonstrated the ability to:

1. Design environment and characters using the principles of game design.
2. Read, analyze and create game design documents for effective game creation and management.
3. Create environments, objects and characters for integration within a video game.

4. Import game assets and levels into game engines to create appropriate high-end 3D game applications or engines.
5. Produce a 3D game using appropriate tools and game management techniques.
6. Create and produce digital components, games and documentation using a variety of computer platforms.
7. Prepare a variety of industry standard documents and prototypes in a skilled manner and demonstrate professional presentation and organizational skills.
8. Develop and present a working game design document for a marketable game.
9. Use an existing game engine to create a prototype game.
10. Evaluate different types of games and platforms and select the appropriate ones for a particular game strategy.
11. Present the game design prototype and document using innovative techniques as well as digital, verbal and written skills.
12. Manage the design and production process of a game prototype.

**REQUIRED COURSES**

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<table>
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<tr>
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<tbody>
<tr>
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SEMESTER 2

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YOUR CAREER

Graduates may go on to careers designing and managing design in the game and digital media sector or in their own business. Graduates of this program will have acquired the necessary skills to be employed as:

- Game Designers
- Creative Directors
- Level Designers
- Producers
- Project Managers

EDUCATIONAL/DEGREE PATHWAY

Admission Requirements

- College Diploma or Bachelor's Degree, or demonstrated competence through related work experience (resume required)
- Interview* 
- Application Questionnaire* ³
- Portfolio* (digital portfolio accepted)⁴
- Resume* ⁵

* Qualified applicants will be invited to complete the application questionnaire and submit a portfolio and resume electronically. Details on these supplementary requirements will be communicated at a later date to qualified applicants, as part of the review process. Qualified applicants may also be invited for an interview.

ENGLISH LANGUAGE PROFICIENCY

Applicants with international transcripts who do not provide English proficiency test results must test at the College level in the George Brown College English assessment to be considered for admission. In addition, applicants who are considered for admission to the program based solely on their work experience will be required to provide proof of English proficiency at the college level, and may be required to write the George Brown College English admission assessment.

Please visit georgebrown.ca/englishproficiency for more details.

COURSE EXEMPTIONS

College or university credits may qualify you for course exemptions. Please visit georgebrown.ca/transferguide for more information.

INTERNATIONAL (VISA) STUDENTS

Visit the International Admissions ⁶ page for more information.

APPLY TO

Domestic students should apply through Ontario Colleges ⁷

CONTACT US

School of Design ⁸
Phone: 416-415-5000, ext. 3129  
Email: game@georgebrown.ca  
Game Development Program Co-ordinator: Jean-Paul Amore, ext. 3427 or jamore@georgebrown.ca.

For more information about George Brown College, you may also call the Contact Centre at 416-415-2000 (TTY 1-877-515-5559) or long distance 1-800-265-2002.
VISIT OUR CAMPUS

This program is part of our School of Design\(^9\), located at our Waterfront Campus\(^10\), at 3 Lower Jarvis St.\(^11\), Toronto, Ontario, Canada.

School of Design Building\(^12\)

The School of Design resides in a new 103,000-square-foot facility in the Daniels Waterfront – City of the Arts development. This state-of-the-art building supports academic programs and industry projects with features such as:

• Virtual and augmented reality lab
• Usability and testing lab
• Future Ways of Living lab
• Peer tutor lab
• Digital Sandbox
• Incubators
• Prototyping and workshop spaces
• Design and innovation showcase spaces

Come and have your questions answered, learn about the program content and career options, meet your friendly professors and staff, and experience what it is like to be in a George Brown College classroom at one of our information sessions\(^13\). You can also book a campus tour\(^14\).

LINKS REFERENCE

1. \(https://collegeapply.ontariocolleges.ca/?collegeCode=GBTC&programCode=G405&lang=en\)
2. \(https://www.georgebrown.ca/international/futurestudents/tuitionfees/\)
3. \(https://www.georgebrown.ca/g405-supplementary-requirements/\)
4. \(https://www.georgebrown.ca/g405-supplementary-requirements/\)
5. \(https://www.georgebrown.ca/g405-supplementary-requirements/\)
6. \(https://www.georgebrown.ca/international/futurestudents/howtoapply/\)
7. \(https://collegeapply.ontariocolleges.ca/?collegeCode=GBTC&programCode=G405&lang=en\)
8. \(https://www.georgebrown.ca/design/\)
9. \(https://www.georgebrown.ca/design/\)
10. \(https://www.georgebrown.ca/campuses/waterfront/\)
11. \(https://www.google.ca/maps/place/3+Lower+Jarvis+St,+Toronto,+ON+M5A+3Y5/data=!4m2!3m1!1s0x89d4cb2fdc80ec73:0xc55d642d8b03b6d4?sa=X&ved=2ahUKEwiyoysWUwt_iAhXwhOAKHfzsD2MQ8gEwAHoECAoQAQ\)
12. \(https://www.georgebrown.ca/design/city-of-the-arts/\)
13. \(https://www.georgebrown.ca/infosessions/arts-design-information-technology/\)
14. \(https://www.georgebrown.ca/campus_tours/\)

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GAME – ART PROGRAM (G119)

PROGRAM NAME: Game – Art
COURSE CODE: G119
SCHOOL: School of Design
CENTRE: Arts, Design and Information Technology
LOCATION: Waterfront Campus
DURATION: 3 years (6 semesters)
STARTING MONTH: September, January
CREDENTIAL: Ontario College Advanced Diploma
YEAR OF STUDY: 2020-2021
METHOD OF STUDY: FT
APPLY TO: Ontario Colleges

TUITION: $8,741.00 *
ADDITIONAL COST: * Amounts listed are the total of tuition, materials (non-refundable), student service and ancillary fees for the first two semesters of programs starting in Fall 2019. Fees are subject to change for programs starting in Fall 2020 and at later dates.

The fees include a subscription to Adobe Creative Cloud, a Wacom Intuos Pro Medium Tablet, Digital Tutors subscription and a membership to IGDA.

International students: Visit the International Fees and Related Costs page for more information.

FINANCIAL ASSISTANCE
This program is approved for OSAP funding, provided the applicant meets OSAP eligibility criteria.

Video games have become one of the leading forms of artistic expression in the 21st century. Game development requires a combination of talents, hard work and passion. The Game - Art three-year advanced diploma is a rigorous program of study that focuses on the principles and techniques of video game art creation required to break into the industry.

Students will develop both 2-dimensional and 3-dimensional artistic abilities by learning concept art, sprite and pixel art, modelling, texturing, animation and level design. Taught by faculty with industry experience and mentored by local game industry leaders, students will develop games for commercial, educational and other purposes.

Students will have the unique opportunity to develop commercial quality games in a simulated video game studio environment, at times working with industry partners and game programmers. In the second year, students choose whether to specialize in game modelling or game animation.

Prior to graduation, each student will assemble a portfolio/demo of their creative work demonstrating their ability in game development and highlighting their chosen area of specialization. It is anticipated that graduates of the Game Development program will find employment in the game industry at entry-level positions.

YOUR FIELD STUDY OPTIONS
Students with approved portfolios are eligible for non-mandatory external field placements in Semester 5 and/or Semester 6.

PROGRAM STANDARDS AND LEARNING OUTCOMES
The graduate has reliably demonstrated the ability to:

1. Analyze the differences in game genres in order to develop games that meet the needs of specific markets.
2. Analyze the history of video games to compare various approaches to game development.
3. Support the development of games by identifying and relating concepts from a range of industry roles – programming, design, and art.
4. Contribute as an individual and a member of a game development team to the effective completion of a game development project.
5. Develop strategies for ongoing personal and professional development to enhance work performance in the games industry.
6. Perform all work in compliance with relevant statutes, regulations, legislation, industry standards and codes of ethics.
### Required Courses

#### Year 1

<table>
<thead>
<tr>
<th>Semester</th>
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#### Year 2

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#### Game Modelling Specialization

#### Year 2

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<td>DESN2012</td>
<td>Environment Modelling I</td>
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<td>DESN1132</td>
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<td>DESN2014</td>
<td>Level Design I</td>
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<td>DESN2010</td>
<td>Texturing and Shading I</td>
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<td>DESN1133</td>
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#### Game Animation Specialization

#### Year 2

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#### Year 4

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### Your Career

Graduates of this program will have acquired the necessary skills to be employed in various game and digital media studios, with careers in:

- Character art
- 2D environment art
• 3D environment art
• 3D modelling
• 3D animation
• Character modelling
• Level design
• Cinematic animation
• Special effects
• Texture design
• User interface design
• Quality assurance

FUTURE STUDY OPTIONS

Graduates may be eligible for admission into George Brown postgraduate programs. Students who successfully complete this program with a grade point average of 3.0 or higher may be eligible for direct admission into the .

EDUCATIONAL/DEGREE PATHWAY

ADMISSION REQUIREMENTS

Applicants are selected on the basis of their academic achievement, including the required courses, and any other selection criteria outlined below.

• Ontario Secondary School Diploma or equivalent**
• Grade 12 English (C or U)
• Application Questionnaire *4
• Portfolio *5

* Qualified applicants will be invited to complete the application questionnaire and submit a portfolio electronically. Details on the application questionnaire and portfolio requirements will be communicated at a later date to qualified applicants, as part of the review process.

** Mature Student status (19 years of age or older and no OSSD)

Please note that George Brown is committed to ensuring that applicants will succeed in their program of choice and meeting the minimum requirements does not guarantee admission to the program. Applicants may be required to have grades higher than the minimum requirements stated.

COURSE EXEMPTIONS

College or university credits may qualify you for course exemptions. Please visit georgebrown.ca/transferguide for more information.

INTERNATIONAL STUDENTS

Visit the International Admissions page for more information.

APPLY TO

Domestic students should apply through Ontario Colleges.

“At George Brown my professors were all people who worked, or are still working, in the industry allowing me to learn about it in its current form. Even now, working in the industry myself, some of the professors I had are now my coworkers. They taught me all the aspects of the development pipeline on top of my specialization helping me work comfortably between departments in the studio. Most importantly, I not only learned the software I need but learned how to learn, enabling me to quickly adapt to all sorts of complex and proprietary software and engines.”

David Kolodko, Graduate 2017, Game Development (now Game – Art)

Animator, Ubisoft

“I grew up gaming. It's always been a huge part of my life, and I knew this was where I would end up eventually. The instructors at George Brown are all industry veterans and have a ton of experience. They keep up with the latest game technology. In fact, I'm working with one of my professors at Ubisoft right now.”

Alexandra Kornilova, Graduate 2016, Game Development (now Game – Art)

3D Modeller, Ubisoft

Read more about Alexandra’s journey here.

CONTACT US

School of Design
Phone: 416-415-5000, ext. 3129
Email: game@georgebrown.ca

For more information about George Brown College, you may also call the Contact Centre at 416-415-2000 (TTY 1-877-515-5559) or long distance 1-800-265-2002.
VISIT OUR CAMPUS

This program is part of our School of Design\textsuperscript{10}, located at our Waterfront Campus\textsuperscript{11}, at 3 Lower Jarvis St.\textsuperscript{12}, Toronto, Ontario, Canada.

School of Design Building\textsuperscript{13}

The School of Design resides in a new 103,000-square-foot facility in the Daniels Waterfront – City of the Arts development. This state-of-the-art building supports academic programs and industry projects with features such as:

- Virtual and augmented reality lab
- Usability and testing lab
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Come and have your questions answered, learn about the program content and career options, meet your friendly professors and staff, and experience what it is like to be in a George Brown College classroom at one of our information sessions\textsuperscript{14}. You can also book a campus tour\textsuperscript{15}.

LINKS REFERENCE

1https://collegeapply.ontariocolleges.ca/?collegeCode=GBTC&programCode=G119&lang=en
2https://www.georgebrown.ca/international/futurestudents/tuitionfees/
3https://www.georgebrown.ca/postgrad/programs/
4https://www.georgebrown.ca/g119-supplementary-requirements/
5https://www.georgebrown.ca/g119-supplementary-requirements/
6https://www.georgebrown.ca/international/futurestudents/howtoapply/
7https://collegeapply.ontariocolleges.ca/?collegeCode=GBTC&programCode=G119&lang=en
9https://www.georgebrown.ca/design/
10https://www.georgebrown.ca/design/
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13https://www.georgebrown.ca/design/city-of-the-arts/
14https://www.georgebrown.ca/infosessions/arts-design-information-technology/
15https://www.georgebrown.ca/campus_tours/

George Brown College is continually striving to improve its programs and their delivery. The information contained in this calendar is subject to change without notice. It should not be viewed as a representation, offer or warranty. Students are responsible for verifying George Brown College admission, graduation, and fee requirements as well as any requirements of outside institutions, industry associations, or other bodies that may award additional designations concurrently with, or after completion of, a George Brown College program.
The Graphic Design program is an ideal training ground for the design profession. The program provides a strong overall understanding of design while also allowing you to select a major in either Communication Design, which prepares you for a corporate design career, or Advertising Design, which prepares you for a career at an advertising agency. In addition, design electives allow you to gain skills in areas such as illustration, motion, interaction, web, book and environmental design.

The first three semesters provide you with a strong foundation in the core subjects of design, typography, production, digital applications, drawing for design and design culture. In the fourth semester, you choose a major while continuing to develop applied skills through intensive studio projects. In the final year, you become involved in a thesis or major project, which allows for synthesis of skills. You will also engage in professional practice classes that prepare you for the workplace.

You learn through working on real-life projects in state-of-the-art labs and through industry networking. Students with an overall grade point average of 2.5 or higher by the end of semester 4 will be eligible for field placement.

Membership in the Association of Registered Graphic Designers of Ontario is included in your tuition, giving you access to a network of Canada’s top design professionals and a head start in the process of becoming a Registered Graphic Designer. The best student work will be displayed in annual exhibitions and a publication distributed to industry and the general public.

PART TIME STUDY OPTIONS

George Brown Continuing Education offers courses in a variety of digital applications, as well as certificate programs in Visual Arts Foundation, Cartooning, Digital Photography, and Web Page and Site Design. See the Continuing Education Course Guide.

EXPERIENTIAL LEARNING

Field Placement available based on academic performance

YOUR FIELD STUDY OPTIONS

Students with an overall grade point average of 2.5 or higher by the end of Semester 4 and a B+ on the portfolio assignment (Semester 5) will be eligible for the Field Placement course (GRAF3017) in Semester 6.

PROGRAM STANDARDS AND LEARNING OUTCOMES

The graduate has reliably demonstrated the ability to:

1. Conceptualize and develop design solutions using principles of design to create visual communications that meet the needs of the project.
2. Employ the design process to create design solutions that meet the project objectives and the needs of the client and/or user.
3. Plan, create and use photography, illustration and typography in design layouts to meet the requirements of the creative brief.
4. Design, develop and create a variety of media products using relevant, current and/or emerging technologies.
5. Communicate ideas, design concepts and opinions clearly and persuasively to others.
6. Use recognized industry practices throughout the design process and related business tasks.
7. Plan, implement, and evaluate graphic design projects using project management skills to deliver quality work to clients according to schedule and within budget.
8. Complete all work in a professional and ethical manner, and in accordance with all applicable legislation and regulations.
9. Keep current with visual media design trends, technologies and industry practices using strategies that enhance work performance and guide professional development.

REQUIRED COURSES
The following courses are required to graduate successfully:

- 25 Design required courses
- 6 Design elective courses
- 2 General Education elective courses
- 33 total courses

SEMESTER 1

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DESCRIPTION OF MAJORS
ADVERTISING DESIGN
The Advertising Design major prepares you for a design career in the exciting global advertising industry. You will learn how to research market opportunities and solve complex business problems through strategic brand positioning; you will also learn how to build customer awareness and loyalty through innovative and creative solutions that are brand-specific to packaged goods products and vital to consumer services.

COMMUNICATION DESIGN
The Communication Design major prepares you for a graphic design career focused on corporate identity, branding and the management of communication design projects. Learn to design strategically and meet the needs of corporate clients.

ADVERTISING DESIGN MAJOR

SEMESTER 4

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COMMUNICATION DESIGN MAJOR

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**ELECTIVES**

**DESIGN ELECTIVES**

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**YOUR CAREER**

Graduates of this program will have acquired the skills and knowledge needed for employment in a variety of graphic design or advertising industry positions, specializing in:

- graphic design
- corporate identity design
- editorial
- environmental graphics
- exhibition design
- packaging design
- multimedia
- motion graphics
- interaction
- retail identity
- wayfinding
- production design
- web design
- art direction
- advertising copywriting
- marketing coordination

**EDUCATIONAL/DEGREE PATHWAY**

![Diagram of educational pathway]

**ADMISSION REQUIREMENTS**

Applicants are selected on the basis of their academic achievement, including the required courses, and any other selection criteria outlined below.

Ontario Secondary School Diploma or equivalent**

- Grade 12 English (C or U)
- Application Questionnaire *4
- Portfolio *5

* Qualified applicants will be invited to complete the application questionnaire and submit a portfolio electronically. Further detail on the application questionnaire and portfolio requirements will be communicated at a later date to qualified applicants, as part of the review process.

Applicants may be accepted upon completion of the George Brown Art and Design Foundation certificate program (G108) with an overall grade point average of 3.5 or higher. There are a limited number of seats and admission is not guaranteed.

** MATURE STUDENT STATUS (19 YEARS OF AGE OR OLDER AND NO OSSD)**

Mature Students may take the Admissions Assessment for English6, OR may consider upgrading to achieve the credit(s) needed in English7.

Please note that George Brown is committed to ensuring that applicants will succeed in their program of choice and meeting the minimum requirements does not guarantee admission to the program. Applicants may be required to have grades higher than the minimum requirements stated.

**COURSE EXEMPTIONS**

College or university credits may qualify you for course exemptions. Please visit georgebrown.ca/transferguide for more information.
INTERNATIONAL (VISA) STUDENTS

Visit the International Admissions page for more information.

APPLY TO

Domestic students should apply through Ontario Colleges

Our graduates go on to do amazing things. Watch the video of the award-winning Steven Tiao above to get a feel for what he loves about his job as Art Director with Leo Burnett Toronto.

"What I loved most about the School of Design is its ability to combine traditional theory and real-world experiences in the learning environment. With the field placement program and studio lab classes, I was able to add relevant experience to my resume and make connections with the industry."

Chloe Milne (Graduate 2015, Graphic Design)

"My experience at the School of Design was extremely positive. I had to work very hard and got results I'm really proud of. I worked part-time at the college during the second year of my studies and I have found a full-time job already. The design professors were amazing as they gave me both the theory and the practical skills that are vital to success in this industry."

Kamilla Nikolaev (Graduate 2008, Graphic Design) Art Director, A.K.A. New Media Inc.

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George Brown College is continually striving to improve its programs and their delivery. The information contained in this calendar is subject to change without notice. It should not be viewed as a representation, offer or warranty. Students are responsible for verifying George Brown College admission, graduation, and fee requirements as well as any requirements of outside institutions, industry associations, or other bodies that may award additional designations concurrently with, or after completion of, a George Brown College program.
HONOURS BACHELOR OF DIGITAL EXPERIENCE DESIGN PROGRAM (G301)

**PROGRAM NAME**
Honours Bachelor of Digital Experience Design

**COURSE CODE**
G301

**SCHOOL**
School of Design

**CENTRE**
Arts, Design and Information Technology

**LOCATION**
Waterfront Campus

**DURATION**
4 years (8 semesters) plus 1 Co-op Work Term

**EXPERIENTIAL LEARNING**
Co-op (paid)

**STARTING MONTH**
September

**CREDENTIAL**
Honours Bachelor's Degree

**YEAR OF STUDY**
2020-2021

**METHOD OF STUDY**
FT

**APPLY TO**
Ontario Colleges

**TUITION**
$7,990.00* †

**ADDITIONAL COST**
* Amounts listed are the total of tuition, materials, student service and ancillary fees for the first two semesters of programs starting in Fall 2019. Fees are subject to change for programs starting in Fall 2020 and at later dates.

† Fees for this program do not include the cost of the co-op work term.

**FINANCIAL ASSISTANCE**
This program is approved for OSAP funding, provided the applicant meets OSAP eligibility criteria.

The Honours Bachelor of Digital Experience Design Degree is a four-year program that produces designers who can solve problems using human-centered, socially conscious, and economically viable digital solutions.

Digital experience design includes related fields such as service design, user experience design, and interaction design. It involves understanding human behaviour and human computer interaction, conducting research and usability studies, managing projects and working in teams, applying business skills, working with existing and emerging digital technologies, prototyping new ideas, and anticipating future trends.

In this program, students will develop the ability to critically analyze and adapt to ever-changing conditions of technology and culture. Foundational courses build students’ analytical, technical and business skills. In upper-year courses and capstone projects, students collaborate on digital interfaces and applications, as well as interactive environments and objects.

This design degree curriculum focuses on three areas of learning based on the digital experience design process:

- **Think**: design thinking, theory, culture and research
- **Make**: designing, building and testing digital experiences
- **Ship**: entrepreneurship and the commercialization of digital products

Interactive Digital Media is a growing industry that is quickly changing, driven by shifts in consumer behaviour and technology. Graduates of this program will be able to contribute to and eventually lead interdisciplinary teams to solve problems across a variety of fields such as security, transportation, education and manufacturing. The degree also prepares students to pursue graduate studies in a wide range of academic disciplines.

Why study Digital Experience Design at George Brown College?

The School of Design at George Brown has an established reputation for design education that focuses imagination, hones critical thinking skills, and engages with the latest technologies. Our faculty bring a combination of professional experience and advanced education to offer course content that is always evolving and reflective of trends in industry and academia.

The School of Design resides in a new 103,000-square-foot facility in the Daniels Waterfront – City of the Arts development. This state-of-the-art building supports academic programs and industry projects with features such as:

- Virtual and augmented reality lab
- Usability and testing lab
- Future Ways of Living lab
- Peer tutor lab
- Digital Sandbox
- Incubators
- Prototyping and workshop spaces
- Design and innovation showcase spaces

Our facilities and computer labs include the latest hardware and software and are complemented by the Digital Media and Gaming Incubator, and Digifest, an annual festival that brings together industry, academics and the public to think about how digital tools and technology will shape our lives and our future.

A curriculum that reflects changing industry demands

The Honours Bachelor of Digital Experience Design was created in consultation with industry, faculty, alumni and students. It provides specialized skills training, knowledge and hands-on experience to prepare students for current and future job market demands, as well as for graduate studies. Learn more about what industry is looking for in graduates in this field and how the curriculum builds those skills.
Applied Research: The Innovation Exchange and the Design Centre for the Smart Economy

The future School of Design building will include the Innovation Exchange and Design Centre for the Smart Economy, a research hub where students and businesses will team up and bring new ideas to market. Find out more about research and innovation at the School of Design and how it benefits our students.

Apply to the Honours Bachelor of Digital Experience Design Bridging Program

Students currently in year two or three of George Brown’s existing three-year Interaction Design advanced diploma program may be eligible for advanced entry into the Honours Bachelor of Digital Experience Design program.

Following the Winter Semester (January-April) of 2019, students who have successfully completed the second year of Interaction Design and Development (G113) with a GPA of 3.2 (75%) or higher will be eligible to complete a Fall bridge program. Upon successful completion of the bridge, students will enter into Semester 5 of the degree program.

EXPERIENTIAL LEARNING

Co-op (paid)

YOUR FIELD STUDY OPTIONS

Students must complete a 420-hour paid co-op work term in the spring/summer period between the 3rd and 4th year.

Students have the opportunity to complete this co-op domestically and/or internationally, as opportunities arise. The majority of co-op work terms are completed in the Greater Toronto Area, where the design sector is robust and the majority of interaction jobs are located.

The School of Design Field Placement team works with many notable training partners, including agencies such as Publicis, K9 Strategy + Design, Trevor/Peter, and Relish Interactive; larger, well-known brands such as Nelvana (Corus Entertainment), Rogers Media, Mozilla, Crayola and PUR Gum; and a variety of industry-relevant arts and design institutions, including the Toronto International Film Festival (TIFF), the Association of Registered Graphic Designers (RGD) and Applied Arts.

The work term allows students to apply the skills, abilities and knowledge they’ve acquired in the program in a workplace environment or through an appropriate interaction design research project or initiative. Students gain valuable experience and the opportunity to reflect on the application of previous learning. A faculty member evaluates the student based on feedback provided by the employer.

Students will develop a digital portfolio demonstrating artifacts completed during the co-op work term.

THE INDUSTRY

Digital Experience Design

Digital Experience Design embeds and influences human experience through novel and interactive forms of digital technology, combining hardware, software and design. The term “experience” refers to the multifaceted interaction between humans and technology that respects the contextual and situational features of each. The future of digital design lies in understanding this interaction.

Digital Experience Design is gaining currency in the field of research and practice. IDEO, a prominent global design consultancy, lists “Digital Experiences” as one of their core areas of expertise. IDEO sees “Digital Experiences” as those in which there are no boundaries among platforms. They use hardware, software, web and mobile elements, and interactive media to develop effective means for people to share, create and communicate. Thus, Digital Experience Design is a dynamic field, continually adapting to new technologies and interfaces, such as smart devices, sensors, adaptive architectures, mixed realities (AR/VR), immersive environments, multi-screen and multi-sensorial displays. Digital experience design is revolutionizing how organizations serve customers and how we interact with each other and the world around us.

Interactive Digital Media (IDM)

The Canadian Interactive Alliance defines interactive digital media companies as creators of “digital content and environments that provide users with a rich interactive experience – either with content itself or with other users – for the purposes of entertainment, information, or education, or that provides services that directly enable these products/services” (2012 Canadian Interactive Industry Profile). IDM in Canada is a growing industry that is quickly changing, driven by shifts in consumer behaviour and technology. The comprehensive IDM sector includes companies that produce interactive content as well as firms that provide various types of products or services to enable the production of interactive content. These are sometimes called “core” and “peripheral” IDM. Core IDM content includes but is not limited to video and mobile games, cross-platform entertainment, web series, e-learning and training products (Interactive Digital Media, OMDC).

The Greater Toronto Area (GTA) leads North America in offering a diverse, talented pool of Interactive Digital Media workers. The GTA has 15,000 technology companies employing more than 168,000 people, making Toronto Canada’s largest technology hub and the third largest North American centre for technology firms, in addition to being the third largest centre for design on the continent.

PROGRAM STANDARDS AND LEARNING OUTCOMES

The graduate has reliably demonstrated the ability to:

1. Integrate digital experience design theories and methodologies to solve real-life problems and address societal issues.
2. Explain the relationships between digital interactive experiences and products and other fields of practice and study.
3. Provide human-centred and research-based solutions and design opportunities across sectors.
4. Determine the usability of interactive systems to optimize the performance of a product or service.
5. Incorporate key theoretical concepts of design to inform the planning, production, and critique of interactive digital experiences.
6. Develop applications based on trends in digital experience design.
7. Incorporate relevant technological systems in the process of developing digital experiences.
8. Use human-centred design principles to develop and test digital products, systems, and services to enhance the aesthetic and functional experience.
9. Select the appropriate tools that allow for designing, building, visualizing and programming digital interactive experiences.
10. Create interactive products, systems and services using appropriate technologies, materials, and manufacturing methods.
11. Collaborate with and lead interdisciplinary design teams and stakeholders in the process of designing a product or service.
12. Manage a design project by applying business, legal, and ethical principles.
13. Conceive of economically viable projects with accompanying business models.

REQUIRED COURSES

SEMESTER 1

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
<th>Prerequisite</th>
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<tbody>
<tr>
<td>BDES1000</td>
<td>Design Tools 1: Digital Visualization in 2D Environments</td>
<td>NONE</td>
</tr>
<tr>
<td>BDES1001</td>
<td>Digital Systems and Software</td>
<td>NONE</td>
</tr>
<tr>
<td>BDES1002</td>
<td>Drawing 1: Introduction to Observational Drawing</td>
<td>NONE</td>
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<tr>
<td>BDES1003</td>
<td>Introduction to Digital Experience Design</td>
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<tr>
<td>BDES1004</td>
<td>Communicating for Design</td>
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<tbody>
<tr>
<td>BDES1200</td>
<td>Design Thinking</td>
<td>NONE</td>
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<tr>
<td>BDES1201</td>
<td>Design Culture and Theory</td>
<td>NONE</td>
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<tr>
<td>BDES1202</td>
<td>Drawing 2: Drawing Techniques in Digital Environments</td>
<td>BDES1002 BDES1000</td>
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<tr>
<td>BDES1203</td>
<td>Introduction to Human Computer Interaction</td>
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<tbody>
<tr>
<td>BDES2300</td>
<td>Design Tools 2: Digital Visualization in 3D Environments</td>
<td>BDES1000</td>
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<tr>
<td>BDES2301</td>
<td>Human Centered Design Lab</td>
<td>NONE</td>
</tr>
<tr>
<td>BDES2302</td>
<td>Computing 1: Introduction to Interface Development</td>
<td>NONE</td>
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<tr>
<td>BDES2303</td>
<td>Research in Digital Experience 1</td>
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LOWER Liberal Studies Elective

SEMESTER 4

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<th>Course Name</th>
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<tbody>
<tr>
<td>BDES2400</td>
<td>Design Tools 3: Integrated Digital Visualization Studio</td>
<td>BDES2300</td>
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<tr>
<td>BDES2401</td>
<td>Real World Project Lab</td>
<td>BDES2301</td>
</tr>
<tr>
<td>BDES2402</td>
<td>Computing 2: Interaction and Responsive</td>
<td>BDES2302</td>
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<tr>
<td>BDES2403</td>
<td>Research in Digital Experience 2</td>
<td>BDES2303</td>
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<tr>
<td>BDES3500</td>
<td>Computing 3: Data Integration and Development</td>
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<tr>
<td>BDES3505</td>
<td>Professional Practice in Digital Design</td>
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<tr>
<td>BDES3503</td>
<td>Advanced Human Computer Interaction Methods</td>
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<tr>
<td>BDES3504</td>
<td>Special Topic 1: Wearables</td>
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SEMESTER 6

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<th>Course Name</th>
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<tr>
<td>BDES3502</td>
<td>Entrepreneurship for Digital Design</td>
<td>NONE</td>
</tr>
<tr>
<td>BDES3600</td>
<td>Design Jam</td>
<td>NONE</td>
</tr>
<tr>
<td>BDES3601</td>
<td>Digital Media Studies</td>
<td>BDES1200</td>
</tr>
<tr>
<td>BDES3603</td>
<td>Transmedia (Cross-Channel)</td>
<td>BDES2400 BDES3500</td>
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<td>UPPER Liberal Studies Elective</td>
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Code     | Course Name                                      | Prerequisite |
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<tbody>
<tr>
<td>GCOP1001</td>
<td>Work Integrated Learning Co-op</td>
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**SEMESTER 7**

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<th>Course Name</th>
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<tbody>
<tr>
<td>BDES4701</td>
<td>Major Project 1: Research and Conceptualization</td>
<td>NONE</td>
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<tr>
<td>BDES4702</td>
<td>Trends in Digital Experience Design</td>
<td>BDES3601</td>
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<tr>
<td>BDES4704</td>
<td>Special Topic 2: MUSH sector</td>
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**SEMESTER 8**

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<th>Code</th>
<th>Course Name</th>
<th>Prerequisite</th>
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</thead>
<tbody>
<tr>
<td>BDES4800</td>
<td>Commercialization</td>
<td>BDES3602</td>
</tr>
<tr>
<td>BDES4801</td>
<td>Major Project 2: Development and Production</td>
<td>BDES4701</td>
</tr>
<tr>
<td>BDES4804</td>
<td>Special Topic 3: Internet of Things</td>
<td>NONE</td>
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</table>

**CAREER OPTIONS**

Graduates of this program will have acquired the skills necessary to be employed in design and digital media studios, creative labs, in-house design and digital departments within larger corporations across sectors, or to work independently or in a start-up.

This program prepares graduates for positions such as:

- Digital Experience Designer
- User Experience Designer
- User Interface Designer
- Human Interface Designer
- Interaction Designer
- Information Architect
- Digital Designer
- Digital Product Designer
- Visual Designer
- Mobile Designer
- Web Designer
- User Experience Researcher
- Usability Tester
- Entrepreneur

**FUTURE STUDY OPTIONS**

Graduates of the Honours Bachelor of Digital Experience Design program may qualify to pursue further graduate studies in relevant program areas. Students should contact universities directly to explore graduate school opportunities.

Examples of potential graduate study and research areas include: design, interaction design, digital/interactive media, digital experience, human computer interaction, systems design, e-health, e-learning, game design, interactive arts and critical practice.

**EDUCATIONAL/DEGREE PATHWAY**

If you are a George Brown College student who has completed the second or third year of the Interaction Design and Development Advanced Diploma (G103) with a grade point average of 3.2 (75%) or higher, you may be eligible to enter a degree completion pathway to this program.

For more information, contact digitalexperience@georgebrown.ca, or call 416-415-5000, ext. 3129

**ADMISSION REQUIREMENTS**

Applicants are selected on the basis of their academic achievement, including the required courses, and any other selection criteria outlined below.

- Ontario Secondary School Diploma or equivalent**
- Six (6) Grade 12 University (U) or University/College (M) courses or equivalent with a combined average of 65% or above (including English, Math and Visual Arts credit)
- English, Grade 12 (U) with a grade of 65% or higher
- Mathematics, Grade 11 (U) or (M) or Grade 12 (U) with a grade of 60% or higher
- One Visual Arts credit, Grade 11 (M) or Grade 12 (M)
- Application Questionnaire 9*
- Portfolio 10*

*Qualified applicants will be invited to complete the application questionnaire and submit a portfolio electronically. Details on the application questionnaire and portfolio requirements will be communicated at a later date to qualified applicants, as part of the review process.

Please note that George Brown is committed to ensuring that applicants will succeed in their program of choice and meeting the minimum requirements does not guarantee admission to the program. Applicants may be required to have grades higher than the minimum requirements stated.

OR

**Mature Student status (19 years of age or older and no OSSD)**

- English, Grade 12 (U) with a grade of 65% or higher
- Mathematics, Grade 11 (U) or (M) or Grade 12 (U) with a grade of 60% or higher
- One Visual Arts credit, Grade 11 (M) or Grade 12 (M)
• Overall average of 65% of higher in the three required courses
• Post-secondary credits may be considered (certain credits only)
• Application Questionnaire\(^*\)
• Portfolio\(^*\)

\(^*\)Qualified applicants will be invited to complete the application questionnaire and submit a portfolio electronically. Details on the application questionnaire and portfolio requirements will be communicated at a later date to qualified applicants, as part of the review process.

\(^*\)There is no mature student testing in the required credits for degree programs. Mature applicants must have the English and Math credits required. Mature student applicants, who require Grade 12 University (U) level credits for their application to a George Brown degree program, may consider completing our on-campus Degree Preparation (U-level) Courses\(^*\) at no extra cost. Additional information on where and how to upgrade can be found on the English\(^*\) and Math\(^*\) upgrading pages.

**Course Exemptions**

College or university credits may qualify you for course exemptions. Please visit georgebrown.ca/transferguide for more information.

**International (Visa) Students**

Visit the International Admissions\(^*\) page for more information.

This college has been granted consent by the Minister of Advanced Education and Skills Development to offer this applied degree for a seven-year term starting September 1, 2017. The college shall ensure that all students admitted to the above-named program during the period of consent will have the opportunity to complete the program within a reasonable time frame.

**APPLY TO**

Domestic students should apply through Ontario Colleges\(^*\) here.

**CONTACT US**

Participate in an online information session or visit in person. Register for an information session or open house\(^*\) here.

**School of Design**\(^*\)

Phone: 416-415-5000, ext. 3129
Email: digitalexperience@georgebrown.ca
For more information about the program, you may also contact the Program Co-ordinator, Dave Colangelo:
David.Colangelo@georgebrown.ca
For more information about George Brown College, you may also call the Contact Centre at 416-415-2000 (TTY 1-877-515-5559) or long distance 1-800-265-2002.

**VISIT OUR CAMPUSS**

This program is part of our School of Design\(^*\), located at our Waterfront Campus\(^*\), at 3 Lower Jarvis St.\(^*\), Toronto, Ontario, Canada.

School of Design Building\(^*\)

The School of Design resides in a new 103,000-square-foot facility in the Daniels Waterfront – City of the Arts development. This state-of-the-art building supports academic programs and industry projects with features such as:

• Virtual and augmented reality lab
• Usability and testing lab
• Future Ways of Living lab
• Peer tutor lab
• Digital Sandbox
• Incubators
• Prototyping and workshop spaces
• Design and innovation showcase spaces

Come and have your questions answered, learn about the program content and career options, meet your friendly professors and staff, and experience what it is like to be in a George Brown College classroom at one of our information sessions\(^*\). You can also book a campus tour\(^*\).

**LINKS REFERENCE**

2. https://www.georgebrown.ca/international/futurestudents/tuitionfees/
3. https://www.georgebrown.ca/design/
4. https://www.georgebrown.ca/design/city-of-the-arts/
7. https://www.georgebrown.ca/design/programs/g301-industry-needs-and-curriculum-flow/
8. https://www.georgebrown.ca/design/programs/g301-applied-research/
9. https://www.georgebrown.ca/g301-supplementary-requirements/
10. https://www.georgebrown.ca/g301-supplementary-requirements/
11. https://www.georgebrown.ca/g301-supplementary-requirements/
12. https://www.georgebrown.ca/design/programs/g301-supplementary-requirements/
15. https://www.georgebrown.ca/upgrading-credits/math-degree/
16. https://www.georgebrown.ca/international/futurestudents/howtoapply/
18. https://www.georgebrown.ca/info_sessions.aspx
19. https://www.georgebrown.ca/design/
20. https://www.georgebrown.ca/design/
21. https://www.google.ca/maps/place/3+Lower+Jarvis+St,+Toronto,+ON+M5A+3Y5/data=!4m2!3m1!1s0x89d4cb2fdc80ec73:0xc55d642d8b03b6d4?sa=X&ved=2ahUKEwiowsWnwt_iAhXwhQAKHTzsD2MQ8gEwAHoECAoQAQ
22. https://www.georgebrown.ca/design/city-of-the-arts/
23. https://www.georgebrown.ca/infosessions/arts-design-information-technology/
24. https://www.georgebrown.ca/info_sessions/arts-design-information-technology/
25. https://www.georgebrown.ca/campus_tours/
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INTERACTION DESIGN PROGRAM (G113) (PREVIOUSLY G103)

<table>
<thead>
<tr>
<th>PROGRAM NAME</th>
<th>Interaction Design</th>
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</thead>
<tbody>
<tr>
<td>COURSE CODE</td>
<td>G113</td>
</tr>
<tr>
<td>SCHOOL</td>
<td>School of Design</td>
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<tr>
<td>CENTRE</td>
<td>Arts, Design and Information Technology</td>
</tr>
<tr>
<td>LOCATION</td>
<td>Waterfront Campus</td>
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<tr>
<td>DURATION</td>
<td>3 years</td>
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<tr>
<td>STARTING MONTH</td>
<td>September, January</td>
</tr>
<tr>
<td>CREDENTIAL</td>
<td>Ontario College Advanced Diploma</td>
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<tr>
<td>YEAR OF STUDY</td>
<td>2020-2021</td>
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<tr>
<td>METHOD OF STUDY</td>
<td>FT</td>
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<tr>
<td>APPLY TO</td>
<td>Ontario Colleges1</td>
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TUTION
$8,746.00 *

ADDITIONAL COST
*Amounts listed are the total of tuition, materials(non-refundable), student service and ancillary fees for the first two semesters of programs starting in Fall 2019. Fees are subject to change for programs starting in Fall 2020 and at later dates.

International students: Visit the International Fees and Related Costs page for more information.

FINANCIAL ASSISTANCE
The OSAP eligibility for this program has yet to be reviewed by the Ministry.

Interaction Design is an interdisciplinary field merging design skills such as user experience, interface development and graphic design with programming to create meaningful experiences between the user, digital and physical platforms, such as websites, wearables and mobile devices.

Modified by the psychological, social, economic and cultural factors that shape our present and future world, this ever-evolving field envisions new ways of human-computer interaction within systems, services, products and spaces across multiple industries.

Throughout the Interaction Design program, students will be expected to address such topics as mixed realities, immersive environments, usability, spatial relations and human factors. An emphasis on usability testing, research, collaboration and real-world projects distinguishes this program.

This program is part of our School of Design3.

PART TIME STUDY OPTIONS
George Brown Continuing Education offers courses in a variety of digital applications, as well as certificate programs in Visual Arts Foundation, Cartooning, Digital Photography, and Web Design and Development. See the Continuing Education Course Guide4.

PROGRAM STANDARDS AND LEARNING OUTCOMES
The graduate has reliably demonstrated the ability to:

1. Collaborate in a team environment with various stakeholders to design multi-disciplinary products and services.
2. Apply the appropriate tools that allow for designing, building, visualizing, and programming digital interactive experiences.
3. Assess the requirements of a complex interactive media project.
4. Plan the development and execution of an interaction design project in response to resource and budgetary requirements.
5. Design a complex media project (interface, navigation, graphics, text treatment) using best practice design and development principles, and applying conceptual and theoretical frameworks.
6. Make interactive products, environments, systems and services using appropriate technologies, materials, and manufacturing methods.
7. Perform all work in compliance with regulations, legislation, security policies, industry standards and codes of ethics.
8. Use research skills to assess and inform optimal digital user experience within interactive interfaces.
9. Apply creative and innovative thinking techniques to manage change and solve design problems.
10. Make recommendations based on human computer interaction design guidelines to improve user experiences with interaction design.
11. Design an interactive product or service that delivers a usable interactive experience.
12. Contribute to a variety of interactive platforms and environments, incorporating the principles and elements of design.
13. Create a design solution in accordance with strategies, recommendations and state of the art methodologies.
REQUIRED COURSES

SEMESTER 1

<table>
<thead>
<tr>
<th>Code</th>
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<tr>
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<td>2D Visualization</td>
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<tr>
<td>INTR1002</td>
<td>Information Architecture 1</td>
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<td>INTR1003</td>
<td>Visual Design</td>
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<td>INTR1005</td>
<td>Technical Drawing 1</td>
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<td>INTR1006</td>
<td>Interactive Systems</td>
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<td>COMM1007</td>
<td>College English</td>
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SEMESTER 2

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<td>INTR1011</td>
<td>3D Visualization 1</td>
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<td>INTR1012</td>
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<td>INTR1013</td>
<td>Information Design</td>
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<td>INTR2004</td>
<td>Usability Testing</td>
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<td>GHUM1029</td>
<td>Design Culture</td>
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SEMESTER 3

<table>
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<tr>
<th>Code</th>
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<tr>
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<td>Cognitive Ergonomics</td>
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<td>INTR2001</td>
<td>3D Visualization 2</td>
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<td>INTR2002</td>
<td>Interface Development 1</td>
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<tr>
<td>INTR2003</td>
<td>Communicating Design</td>
</tr>
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<td>INTR2005</td>
<td>Branding and Marketing Strategies</td>
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<tr>
<td>GNED</td>
<td>General Education Elective</td>
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SEMESTER 4

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<td>3D Visualization 3</td>
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<td>INTR2012</td>
<td>Interface Development 2</td>
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<tr>
<td>INTR2013</td>
<td>Physical Interfaces</td>
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<tr>
<td>INTR2016</td>
<td>Design Process and Management</td>
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<tr>
<td>INTR3004</td>
<td>Ergonomics in Design</td>
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<tr>
<td>GNED</td>
<td>General Education Elective</td>
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SEMESTER 5

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<tr>
<td>INTR3002</td>
<td>Device Development 1</td>
</tr>
<tr>
<td>INTR3006</td>
<td>Portfolio 1</td>
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<tr>
<td>INTR3008</td>
<td>Interactive Systems Project 1</td>
</tr>
<tr>
<td>INTR3010</td>
<td>Immersive Media 1</td>
</tr>
<tr>
<td>INTR3013</td>
<td>Human Computer Interaction</td>
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<td>GNED</td>
<td>General Education Elective</td>
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SEMESTER 6

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<tbody>
<tr>
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<td>Device Development 2</td>
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<tr>
<td>INTR3018</td>
<td>Interactive Systems Project 2</td>
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<td>INTR3020</td>
<td>Immersive Media 2</td>
</tr>
<tr>
<td>INTR3022</td>
<td>Data Visualization</td>
</tr>
<tr>
<td>INTR3016</td>
<td>Portfolio 2</td>
</tr>
<tr>
<td>or</td>
<td></td>
</tr>
<tr>
<td>INTR3030</td>
<td>Field Placement</td>
</tr>
</tbody>
</table>

YOUR CAREER

Graduates of this program will have acquired the skills necessary to be employed in various digital media studios, with careers such as:

- Information Architect
- Interaction Designer
- Mobile Designer
- Mobile Developer
- Production Artist
- 3D Visualization Artist
- Motion Designer
- User Experience Designer
- User Interface Developer
- Web Designer
- Web Developer
- SEO/SEM Specialist

EDUCATIONAL/DEGREE PATHWAY

ADMISSION REQUIREMENTS

Applicants are selected on the basis of their academic achievement, including the required courses, and any other selection criteria outlined below.

- Ontario Secondary School Diploma or equivalent**
- Grade 12 English (C or U)
- Application Questionnaire *5

* Qualified applicants will be invited to complete the application questionnaire electronically. Details on the application questionnaire will be communicated at a later date to qualified applicants, as part of the review process.
**MATURE STUDENT STATUS (19 YEARS OF AGE OR OLDER AND NO OSSD)**

Mature Students may take the Admissions Assessment for English\(^7\), OR may consider upgrading to achieve the credit(s) needed in English\(^7\).

Please note that George Brown is committed to ensuring that applicants will succeed in their program of choice and meeting the minimum requirements does not guarantee admission to the program. Applicants may be required to have grades higher than the minimum requirements stated.

**COURSE EXEMPTIONS**

College or university credits may qualify you for course exemptions. Please visit georgebrown.ca/transferguide for more information.

**INTERNATIONAL STUDENTS**

Visit the International Admissions\(^8\) page for more information.

**APPLY TO**

Domestic students should apply through Ontario Colleges\(^9\)

**CONTACT US**

School of Design\(^10\)
Phone: 416-415-5000, ext. 3129
Email: interaction@georgebrown.ca
Program Co-ordinator: Xavier Masse, ext. 3281 or xmasse@georgebrown.ca.
For more information about George Brown College, you may also call the Contact Centre at 416-415-2000 (TTY 1-877-515-5559) or long distance 1-800-265-2002.

**VISIT OUR CAMPUS**

This program is part of our School of Design\(^11\), located at our Waterfront Campus\(^12\), at 3 Lower Jarvis St.\(^13\), Toronto, Ontario, Canada.

School of Design Building\(^14\)
The School of Design resides in a new 103,000-square-foot facility in the Daniels Waterfront – City of the Arts development. This state-of-the-art building supports academic programs and industry projects with features such as:

- Virtual and augmented reality lab
- Usability and testing lab
- Future Ways of Living lab
- Peer tutor lab
- Digital Sandbox
- Incubators
- Prototyping and workshop spaces
- Design and innovation showcase spaces

Come and have your questions answered, learn about the program content and career options, meet your friendly professors and staff, and experience what it is like to be in a George Brown College classroom at one of our information sessions\(^15\). You can also book a campus tour\(^16\).

**LINKS REFERENCE**

2. https://www.georgebrown.ca/international/futurestudents/tuitionfees/
3. https://www.georgebrown.ca/design/
4. https://coned.georgebrown.ca/
5. https://www.georgebrown.ca/g113-supplementary-requirements/
7. https://www.georgebrown.ca/upgrading-credits/english-diploma/
8. https://www.georgebrown.ca/international/futurestudents/howtoapply/
10. https://www.georgebrown.ca/design/
11. https://www.georgebrown.ca/design/
12. https://www.georgebrown.ca/campuses/waterfront/
13. https://www.google.ca/maps/place/3+Lower+Jarvis+St,+Toronto,+ON+M5A+3Y5/data=!4m2!3m1!s0x89d4cb2fdc80ec73:0xc55d642d8b03b6d4?sa=X&ved=2ahUKEwioysWUwt_iAhXwhOAKHTzsD2MQ8gEwAHoECAQAQ
15. https://www.georgebrown.ca/infoevents/arts-design-information-technology/

George Brown College is continually striving to improve its programs and their delivery. The information contained in this calendar is subject to change without notice. It should not be viewed as a representation, offer or warranty. Students are responsible for verifying George Brown College admission, graduation, and fee requirements as well as any requirements of outside institutions, industry associations, or other bodies that may award additional designations concurrently with, or after completion of, a George Brown College program.
# Interactive Media Management Program (Milan/Toronto) (For International Students) (G212)

<table>
<thead>
<tr>
<th>Program Name</th>
<th>Interactive Media Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Code</td>
<td>G212</td>
</tr>
<tr>
<td>School</td>
<td>School of Design</td>
</tr>
<tr>
<td>Centre</td>
<td>Arts, Design and Information Technology</td>
</tr>
<tr>
<td>Location</td>
<td>Waterfront Campus</td>
</tr>
<tr>
<td>Duration</td>
<td>1 year (3 semesters)</td>
</tr>
<tr>
<td>Experiential Learning</td>
<td>Field Placement available with portfolio approval</td>
</tr>
<tr>
<td>Starting Month</td>
<td>September</td>
</tr>
<tr>
<td>Credential</td>
<td>Ontario College Graduate Certificate</td>
</tr>
<tr>
<td>Year of Study</td>
<td>2020-2021</td>
</tr>
<tr>
<td>Method of Study</td>
<td>FT</td>
</tr>
<tr>
<td>Apply To</td>
<td><a href="https://www.georgebrown.ca/international/futurestudents/howtoapply/">https://www.georgebrown.ca/international/futurestudents/howtoapply/</a></td>
</tr>
</tbody>
</table>

## Tuition
€16,100 (Euros)*

## Additional Cost
* Amounts listed are the total of tuition, materials (non-refundable), student service and ancillary fees for the three semesters of programs starting in Fall 2020. Fees are subject to change for programs starting in Fall 2021 and at later dates.

Note that this program is international—all enrolled students are subject to international fees, regardless of country of origin.

To accept your offer and confirm your seat in the program you will be required to pay a minimum of your first semester fee of approximately 5,500 Euros.

For applicants from non-EU countries, you may choose to pay your fees in Canadian dollars or other currency. You may make payments using the CIBC payment platform on our Online Application for International Students page.

## Financial Assistance
This program is not eligible for OSAP funding.

Taught by international faculty with industry experience, the program empowers designers with the latest real-time interactive tools and technologies. With the integration of these technologies into public and commercial settings, such as museums and retail environments, as well as the education and medical sectors, designers need to be armed with key knowledge of interface design, information visualization and virtual spaces. They have a mission to create friendly systems and interfaces that dramatically improve the lives of consumers and sellers alike.

The program combines design education with software instruction and hands-on workshops to configure interactive design strategies using existing and emerging display technologies. You will be exposed to best practice examples and real-world models. You are encouraged to generate a unique design strategy and test it through an applied project directed toward the development of a fully functional, interactive demonstration prototype ready for a public audience. The program offers a unique and intensive delivery structure in which the first two semesters are held in Milan, and the final semester is held in Toronto.

## Experiential Learning
Field Placement available with portfolio approval

## Your Field Study Options
Students with approved portfolios are eligible for non-mandatory external field placements in Semester 3.
Note: External field placements in Toronto are contingent on successful visa applications.

PROGRAM STANDARDS AND LEARNING OUTCOMES

The graduate has reliably demonstrated the ability to:

1. Facilitate effective completion of both individual and collaborative interactive media projects.
2. Use and evaluate best practices and tools to design and develop dynamic, rich-media content.
3. Conduct and evaluate a thorough assessment of the requirements of a complex interactive media project.
4. Coordinate the development, budgeting, planning and professional presentation of a complex interactive media project.
5. Design and coordinate a complex media project (interface, navigation, graphics, text treatment) using best practice design and development principles and applying conceptual and theoretical frameworks.
6. Manage the building of effective and dynamic complex websites and/or mobile applications.
7. Propose solutions to ethical and professional issues arising in an online environment.
8. Apply research and conceptual skills to propose optimal solutions for mobile/multimedia/web development problems and facilitate these skills within the project team.
9. Provide creative leadership that results in the effective design, development and implementation of complex interactive media projects.
10. Evaluate the financial, technical and artistic success of a complex interactive media project and present recommendations for improvement.

REQUIRED COURSES

SEMESTER 1 (IN MILAN, ITALY)

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
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<tbody>
<tr>
<td>DESN1051</td>
<td>Web Design and Development 1</td>
</tr>
<tr>
<td>DESN1055</td>
<td>Interactive Design and Systems 1</td>
</tr>
<tr>
<td>DESN1056</td>
<td>Media Production 1</td>
</tr>
<tr>
<td>DESN1058</td>
<td>Production Management 1</td>
</tr>
<tr>
<td>DESN1103</td>
<td>Prototyping 1</td>
</tr>
<tr>
<td>DESN1105</td>
<td>3D Design 1</td>
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<tr>
<td>DESN1107</td>
<td>Interactive Production Project 1</td>
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</table>

SEMESTER 2 (IN MILAN, ITALY)

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<tbody>
<tr>
<td>DESN1061</td>
<td>Web Design and Development 2</td>
</tr>
<tr>
<td>DESN1065</td>
<td>Interactive Design and Systems 2</td>
</tr>
<tr>
<td>DESN1066</td>
<td>Media Production 2</td>
</tr>
<tr>
<td>DESN1113</td>
<td>3D Design 2</td>
</tr>
<tr>
<td>DESN1115</td>
<td>Prototyping 2</td>
</tr>
<tr>
<td>DESN1117</td>
<td>Interactive Production Project 2</td>
</tr>
<tr>
<td>DESN1158</td>
<td>Production Management 2</td>
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SEMESTER 3 (IN TORONTO, ONTARIO, CANADA)

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<th>Code</th>
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<tr>
<td>DESN1088</td>
<td>Studio Entrepreneurship</td>
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<tr>
<td>DESN1089</td>
<td>Interactive Experiential Thesis</td>
</tr>
</tbody>
</table>

Detailed course outline

ARTICULATION AGREEMENT

George Brown College’s Centre for Arts Design & Information Technology is the official academic partner of MEET² – a new centre in Milan that aims to cultivate digital culture through events, exhibitions, and academic programming.

MEET, Milan’s Digital Culture Centre, is a social enterprise and forum that anticipates and brings international trends to the public – a place where Digital Culture’s innovative practices and languages are fully experienced. MEET’s vibrant and varied programming includes international events, workshops and courses for individuals of all ages, and postgraduate programs offered in partnership with George Brown College.

YOUR CAREER

Graduates may go on to careers designing or managing design in the digital media sector or in their own business. Graduates will have the specific skills and expertise to be employed as:

- Creative Directors
- Multimedia Designers/Specialists
- User Interface Designers
- Design Consultants
- Project Managers
- Web Designers
- Web Developers
NOTE: Graduates of this program will not be eligible for the Post-graduation work permit (PGWP) in Canada upon completion.

EDUCATIONAL/DEGREE PATHWAY

High School

Work, College & University

Graphic Design

Game Development

Interaction Design & Development

Interactive Media Management

Career in Digital Design

Design Entrepreneur

ADMISSION REQUIREMENTS

• College Diploma or Bachelor’s Degree, or demonstrated competence through related work experience (resume required)
• Interview*
• Application Questionnaire*3
• Portfolio* (digital portfolio accepted)4
• Resume*5

* Qualified applicants will be invited to complete the application questionnaire and submit a portfolio and resume electronically. Details on these supplementary requirements will be communicated at a later date to qualified applicants, as part of the review process. Qualified applicants may also be invited for an interview.

To be admitted into the post-secondary program (Postgraduate) you must:

1. Have graduated from senior secondary school and university or college.
2. Be 17 years of age or older at the time of program start.
3. Pay the non-refundable $95 application fee. This can be paid by credit card (MasterCard, VISA, AMEX), or electronic bank transfer as specified on the online application.
4. Provide proof of English proficiency. If English is not the official first language in your country, you must have one of the following (upload a copy of the Test Report)

- **IELTS (Academic)** 6.5, minimum 6.0 in each skill band
- **TOEFL** 88 overall, minimum 22 in each skill band
- **PTE (Academic)** 60 overall, minimum 55 in each skill band

Not available for this program

SPECIAL REQUIREMENTS

Important Immigration Information

Applying for a Study Visa to Italy

If you are a non-EU student, you will be required to apply for the proper study and residency Visas through your local Italian Embassy, Consulate, or local Italian authorities in your country. More information about this process will be added to this section at a later date.

Applying for a Study Permit to Canada

Please note: Students will require a Study Permit and “Co-op” work permit for the in-Canada portion starting in May 2021 and finishing at the end of August 2021.
Immigration, Refugees and Citizenship Canada (IRCC) regulations state: "If the overall course of study is greater than six months, then the student requires a study permit for the in-Canada portion of the program, even if the in-Canada portion is less than six months. The duration of the study permit should be for the duration of the in-Canada portion only [4 months]."

The processing time for Canadian study permits in Italy is approximately 3 weeks, but this could change without notice.

Students should apply for their study permits and co-op work permits well in advance of arriving in Canada.

In addition, they will need to request the appropriate George Brown supporting documentation (i.e., an enrolment letter and a co-op work permit support letter) to be able to apply for their study permit and their co-op work permit.

Please note that students of this program are not eligible for a postgraduate work permit upon completion of the program, since the in-Canada component is only 4 months.

Please see our Study Permit for International Students page for further information.

Students are solely responsible for ensuring that they are in compliance with all Immigration, Refugees and Citizenship Canada (IRCC) regulations at all times during their studies and while in Canada, including any medical or study and work permit-related requirements.

Applicants and students of George Brown College are encouraged to consult the CIC website or consult the CIC Call Centre at 1-888-242-2100 to confirm or clarify immigration-related information and requirements.

NOTEBOOK PROGRAM

As a student in this versatile program, you will be required to bring your own laptop that meets the technical needs outlined by the program. Updated technical requirements and specifications will be provided ahead of the start of the term. The flexibility of owning your own device will enhance your learning experience through the use of technology inside and outside of the classroom, enabling you to work on course deliverables, participate in collaborative learning environments and transition seamlessly from your semesters in Milan to Toronto.

HOW DO I APPLY TO THE PROGRAM

Please visit this link for more information on how to apply: georgebrown.ca/international/futurestudents/howtoapply/

CONTACT US

School of Design
Phone: 416-415-5000, ext. 3129
Email: game@georgebrown.ca
For more information about George Brown College, you may also call the Contact Centre at 416-415-2000 (TTY 1-877-515-5559) or long distance 1-800-265-2002.

VISIT OUR CAMPUS

MEET13's Digital Culture Centre is located in the former Spazio Oberdan cultural centre in Milan, Italy. The building has been renovated by Carlo Ratti Associati14 to make it suitable for traditional and non-traditional program delivery, including the creation of classrooms, meeting areas, an auditorium and exhibition space. The first two semesters of the program will be delivered in this new space, situated in the heart of Milan in a district that represents the city's dynamism and vibrant history.

The third semester of the program is offered through George Brown's School of Design15, located at our Waterfront Campus16 at 3 Lower Jarvis St.17, Toronto, Ontario, Canada.

The School of Design18 resides in a new 103,000-square-foot facility in the Daniels Waterfront – City of the Arts development. This state-of-the-art building supports academic programs and industry projects with features such as:

- Virtual and augmented reality lab
- Usability and testing lab
- Future Ways of Living lab
- Peer tutor lab
- Digital Sandbox
- Incubators
- Prototyping and workshop spaces
- Design and innovation showcase spaces

LINKS REFERENCE

1https://applynow.georgebrown.ca/International/
2https://www.meetcenter.it/it/home/
3https://www.georgebrown.ca/g405-supplementary-requirements/
4https://www.georgebrown.ca/g405-supplementary-requirements/
5https://www.georgebrown.ca/g405-supplementary-requirements/
6https://www.georgebrown.ca/assessment/admi-pre/
8https://www.georgebrown.ca/englishproficiency/
9https://www.georgebrown.ca/International/partnerships/
10https://www.georgebrown.ca/International/currentstudents/study-permit/
11http://www.cic.gc.ca/
12https://www.georgebrown.ca/design/
13https://www.meetcenter.it/en/home/
14https://carloratti.com/
15https://www.georgebrown.ca/design/
16https://www.georgebrown.ca/campuses/waterfront/
17https://www.google.ca/maps/place/3+Lower+Jarvis+St,+Toronto,+ON+M5A+3Y5/data=!4m2!3m1!1s0x89d4cb2f0c80ec73:0xc55d642d88b03b6d4?sa=X&ved=2ahUKEwiowsUWrtIAAhXwOAKHTzsD2MgQ8gEwAHoECAoFAQ
18https://www.georgebrown.ca/design/city-of-the-arts/
George Brown College is continually striving to improve its programs and their delivery. The information contained in this calendar is subject to change without notice. It should not be viewed as a representation, offer or warranty. Students are responsible for verifying George Brown College admission, graduation, and fee requirements as well as any requirements of outside institutions, industry associations, or other bodies that may award additional designations concurrently with, or after completion of, a George Brown College program.
# INTERACTIVE MEDIA MANAGEMENT PROGRAM (POSTGRADUATE) (G412)

<table>
<thead>
<tr>
<th>PROGRAM NAME</th>
<th>Interactive Media Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>COURSE CODE</td>
<td>G412</td>
</tr>
<tr>
<td>SCHOOL</td>
<td>School of Design</td>
</tr>
<tr>
<td>CENTRE</td>
<td>Arts, Design and Information Technology</td>
</tr>
<tr>
<td>LOCATION</td>
<td>Waterfront Campus</td>
</tr>
<tr>
<td>DURATION</td>
<td>1 year (3 semesters)</td>
</tr>
<tr>
<td>STARTING MONTH</td>
<td>September</td>
</tr>
<tr>
<td>CREDENTIAL</td>
<td>Ontario College Graduate Certificate</td>
</tr>
<tr>
<td>YEAR OF STUDY</td>
<td>2020-2021</td>
</tr>
<tr>
<td>METHOD OF STUDY</td>
<td>FT</td>
</tr>
<tr>
<td>APPLY TO</td>
<td>Ontario Colleges¹</td>
</tr>
</tbody>
</table>

## TUTION

$15,872.00 *

## ADDITIONAL COST

* Amounts listed are the total of tuition, materials (non-refundable), student service and ancillary fees for the three semesters of programs starting in Fall 2019. Fees are subject to change for programs starting in Fall 2020 and at later dates.

### International students:
Visit the International Fees and Related Costs² page for more information.

## FINANCIAL ASSISTANCE

This program is approved for OSAP funding, provided the applicant meets OSAP eligibility criteria.

The Interactive Media Management graduate certificate program responds to a growing need within the design industry for a new skill set – one that crosses the traditional disciplinary boundaries of advertising, industrial, graphic and new media design.

This program empowers designers with the latest real-time interactive tools and technologies. With the integration of these technologies into public and commercial settings, such as museums and retail environments, as well as the education and medical sectors, designers need to be armed with key knowledge of interface design, information visualization and virtual spaces. They have a mission to create friendly systems and interfaces that dramatically improve the lives of consumers and sellers alike.

The program combines design education with software instruction and hands-on workshops to configure interactive design strategies using existing and emerging display technologies. You will be exposed to best practice examples and real-world models. You are encouraged to generate a unique design strategy and test it through an applied project directed toward the development of a fully functional, interactive demonstration prototype ready for a public audience.

## PROGRAM STANDARDS AND LEARNING OUTCOMES

The graduate has reliably demonstrated the ability to:

1. Facilitate effective completion of both individual and collaborative interactive media projects.
2. Use and evaluate best practices and tools to design and develop dynamic, rich-media content.
3. Conduct and evaluate a thorough assessment of the requirements of a complex interactive media project.
4. Coordinate the development, budgeting, planning and professional presentation of a complex interactive media project.
5. Design and coordinate a complex media project (interface, navigation, graphics, text treatment) using best practice design and development principles and applying conceptual and theoretical frameworks.
6. Manage the building of effective and dynamic complex websites and/or mobile applications.
7. Propose solutions to ethical and professional issues arising in an online environment.
8. Apply research and conceptual skills to propose optimal solutions for mobile/multimedia/web development problems and facilitate these skills within the project team.
9. Provide creative leadership that results in the effective design, development and implementation of complex interactive media projects.
10. Evaluate the financial, technical and artistic success of a complex interactive media project and present recommendations for improvement.
REQUIRED COURSES

SEMESTER 1

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
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<tbody>
<tr>
<td>DESN1051</td>
<td>Web Design &amp; Development I</td>
</tr>
<tr>
<td>DESN1055</td>
<td>Interactive Design &amp; Systems I</td>
</tr>
<tr>
<td>DESN1056</td>
<td>Media Production I</td>
</tr>
<tr>
<td>DESN1058</td>
<td>Production Management I</td>
</tr>
<tr>
<td>DESN1103</td>
<td>Prototyping I</td>
</tr>
<tr>
<td>DESN1105</td>
<td>3D Design I</td>
</tr>
<tr>
<td>DESN1107</td>
<td>Interactive Production Project I</td>
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</table>

SEMESTER 2

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>DESN1061</td>
<td>Web Design &amp; Development II</td>
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<tr>
<td>DESN1065</td>
<td>Interactive Design &amp; Systems II</td>
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<td>DESN1066</td>
<td>Media Production II</td>
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<td>DESN1113</td>
<td>3D Design II</td>
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<td>DESN1115</td>
<td>Prototyping II</td>
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<td>DESN1117</td>
<td>Interactive Production Project II</td>
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SEMESTER 3

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>DESN1088</td>
<td>Studio Entrepreneurship</td>
</tr>
<tr>
<td>DESN1089</td>
<td>Interactive Experiential Thesis</td>
</tr>
</tbody>
</table>

YOUR CAREER

Graduates may go on to careers designing or managing design in the digital media sector or in their own business. Graduates will have the specific skills and expertise to be employed as:

- Creative Directors
- Multimedia Designers/Specialists
- User Interface Designers
- Design Consultants
- Project Managers
- Web Designers
- Web Developers

EDUCATIONAL/DEGREE PATHWAY

ADMISSION REQUIREMENTS

- College Diploma or Bachelor's Degree, or demonstrated competence through related work experience (resume required)
- Portfolio (digital portfolio accepted)*3
- Application Questionnaire*4
- Interview*5

* Qualified applicants will be invited to complete the application questionnaire and submit a portfolio electronically. Details on these supplementary requirements will be communicated at a later date to qualified applicants, as part of the review process. Qualified applicants may also be invited for an interview.

ENGLISH LANGUAGE PROFICIENCY

Applicants with international transcripts who do not provide English proficiency test results must test at the College level in the George Brown College English assessment to be considered for admission. In addition, applicants who are accepted to the program based solely on their work experience will be required to provide proof of English language proficiency at the college level, and may be required to write the George Brown College English admission assessment.

Please visit georgebrown.ca/englishproficiency for more details

COURSE EXEMPTIONS

College or university credits may qualify you for course exemptions. Please visit georgebrown.ca/transferguide for more information.

INTERNATIONAL (VISA) STUDENTS

Visit the International Admissions page for more information.
**APPLY TO**

Domestic students should apply through Ontario Colleges.

**CONTACT US**

School of Design
Phone: 416-415-5000, ext. 3129
Email: game@georgebrown.ca
For more information about George Brown College, you may also call the Contact Centre at 416-415-2000 (TTY 1-877-515-5559) or long distance 1-800-265-2002.

**VISIT OUR CAMPUS**

This program is part of our School of Design, located at our Waterfront Campus, at 3 Lower Jarvis St., Toronto, Ontario, Canada.

School of Design Building
The School of Design resides in a new 103,000-square-foot facility in the Daniels Waterfront – City of the Arts development. This state-of-the-art building supports academic programs and industry projects with features such as:

- Virtual and augmented reality lab
- Usability and testing lab
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- Peer tutor lab
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- Incubators
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- Design and innovation showcase spaces

Come and have your questions answered, learn about the program content and career options, meet your friendly professors and staff, and experience what it is like to be in a George Brown College classroom at one of our information sessions. You can also book a campus tour.

**LINKS REFERENCE**

2. [https://www.georgebrown.ca/international/futurestudents/tuitionfees/](https://www.georgebrown.ca/international/futurestudents/tuitionfees/)
3. [https://www.georgebrown.ca/g412-supplementary-requirements/](https://www.georgebrown.ca/g412-supplementary-requirements/)
4. [https://www.georgebrown.ca/g412-supplementary-requirements/](https://www.georgebrown.ca/g412-supplementary-requirements/)
5. [https://www.georgebrown.ca/g412-supplementary-requirements/](https://www.georgebrown.ca/g412-supplementary-requirements/)
6. [https://www.georgebrown.ca/international/futurestudents/howtoapply/](https://www.georgebrown.ca/international/futurestudents/howtoapply/)
8. [https://www.georgebrown.ca/design/](https://www.georgebrown.ca/design/)
9. [https://www.georgebrown.ca/design/](https://www.georgebrown.ca/design/)
10. [https://www.google.ca/maps/place/3+Lower+Jarvis+St,+Toronto,+ON+M5A+3Y5/data=!4m2!3m1!1s0x89d4cb2fdc80ec73:0xc55d642d8b03b6d4?sa=X&ved=2ahUKEwioysWUwt_iAhXwhOAKHTzsD2MQ8gEwAHoECAQQA](https://www.google.ca/maps/place/3+Lower+Jarvis+St,+Toronto,+ON+M5A+3Y5/data=!4m2!3m1!1s0x89d4cb2fdc80ec73:0xc55d642d8b03b6d4?sa=X&ved=2ahUKEwioysWUwt_iAhXwhOAKHTzsD2MQ8gEwAHoECAQQA)
11. [https://www.google.ca/maps/place/3+Lower+Jarvis+St,+Toronto,+ON+M5A+3Y5/data=!4m2!3m1!1s0x89d4cb2fdc80ec73:0xc55d642d8b03b6d4?sa=X&ved=2ahUKEwioysWUwt_iAhXwhOAKHTzsD2MQ8gEwAHoECAQQA](https://www.google.ca/maps/place/3+Lower+Jarvis+St,+Toronto,+ON+M5A+3Y5/data=!4m2!3m1!1s0x89d4cb2fdc80ec73:0xc55d642d8b03b6d4?sa=X&ved=2ahUKEwioysWUwt_iAhXwhOAKHTzsD2MQ8gEwAHoECAQQA)
12. [https://www.georgebrown.ca/design/city-of-the-arts/](https://www.georgebrown.ca/design/city-of-the-arts/)
13. [https://www.georgebrown.ca/infosessions/arts-design-information-technology/](https://www.georgebrown.ca/infosessions/arts-design-information-technology/)
14. [https://www.georgebrown.ca/campus_tours/](https://www.georgebrown.ca/campus_tours/)

George Brown College is continually striving to improve its programs and their delivery. The information contained in this calendar is subject to change without notice. It should not be viewed as a representation, offer or warranty. Students are responsible for verifying George Brown College admission, graduation, and fee requirements as well as any requirements of outside institutions, industry associations, or other bodies that may award additional designations concurrently with, or after completion of, a George Brown College program.
Each September, a small group of students begin a nine-month graduate certificate program in Interdisciplinary Design Strategy at the Institute without Boundaries (IwB), where they work as a team to research, design and realize a real-world project. Initiated in 2003, this program delves into the methods and practices of design research, strategy and social innovation. It is a unique educational experience offered by George Brown College in partnership with leading designers and industry.

**Transform the world.** Our aim is to produce a new breed of designer who can articulate possibilities – one who is, in the words of Buckminster Fuller, a "synthesis of artist, inventor, mechanic, objective economist and evolutionary strategist."

**Cross boundaries.** This program will accept strong candidates representing different fields – for example, a geographer, an economist, an artist, an architect, a journalist and others – all of whom see the potential for design to change the world.

**Broaden horizons.** Projects at the Institute without Boundaries often involve international travel to collaborate with communities around the world. Some examples of the places we’ve been include Matapalo (Costa Rica), Lota (Chile), Milan (Italy), Dublin (Ireland), New York City and Chicago. Students are responsible for some additional travel expenses for projects like these.

**Deal with reality.** The first project of the Institute, created by the 2003 and 2004 classes, was Massive Change: The Future of Global Design, which resulted in a book and travelling exhibition. The World House Project, a three-year initiative, looked at housing systems that are globally responsible and locally appropriate. Students and faculty developed housing models for Canada and Costa Rica that are sustainable, intelligent, universal and affordable.

In September 2009, the Institute embarked on a new project: City Systems. The objective was to explore, dissect and re-imagine the complexities of urban life. Over the course of four years, the Institute partnered with the Toronto Community Housing Corporation on a community rejuvenation proposal for Flemingdon Park; the municipality of Lota (Chile) and its citizens on a project about proactive local action following the earthquake in 2010; the City of Markham on a “change lab” for community building and innovation; and Dublin City Council on “Our Dublin,” a civic engagement program to create transparency and clearer communication between city government and the public.
In 2013, the Institute expanded on City Systems with a new five-year initiative: Regional Ecologies, looking at urbanization as a regional phenomenon. In year one, the Institute focused on the three Gateway Cities of Toronto, New York and Chicago. In year two, the IwB began the next chapter of Regional Ecologies, Divided Places, examining regions characterized by sharp differences in wealth, infrastructure and density where virtual and physical segmentation creates stark social, economic and political inequalities. In year three, the IwB explored ‘Interstitial Zones.’ These areas are commonly defined as rural, but they are ‘in-between’ sites that can also include suburbs, agricultural zones, industrial hubs and small-scale craft production areas and towns. The Institute partnered with the Kerry County Council to design strategies for rural areas in southwest Ireland.

In 2016-17, the Institute continued its research on Regional Ecologies, focusing on ‘symbiotic regions’ with the challenge to demonstrate how cities can cooperate at a regional scale to better deliver services, attract investment and create more resilient social and physical infrastructure for living regionally. The partner was Waterfront Toronto.

In 2017-18, the IwB worked with Toronto Global, Neptis Foundation, and the Institute for Competitiveness and Prosperity to rethink the Toronto Region as a unified economic region and catalyst for attracting investment.

Learn by doing. Students will engage in a full range of creative work necessary for interdisciplinary design strategy, from research and writing to design and production, and will learn everything necessary to realize these outcomes:

- How to ask questions
- How to listen
- How to research
- How to work with images
- How to engage others
- How to communicate ideas
- How to be a leader and allow others to lead
- How to work with others
- How to make mistakes
- How to take risks
- How to throw away good ideas

Join the project. For more information, visit institutewithoutboundaries.com.

PROGRAM STANDARDS AND LEARNING OUTCOMES

The graduate has reliably demonstrated the ability to:

1. Apply universal and sustainable design principles to complex global problems in order to create intelligent solutions that address environmental, social and economic challenges.
2. Manage an Integrated Design Process to deliver human-centred design strategy projects for government, corporations and non-profit organizations.
3. Design collaboratively in an interdisciplinary studio environment to complete environmental, communication, product, service and system design projects.
4. Apply primary and secondary research methodologies to the design process using a think/make practice model to achieve project outcomes that meet user needs.
5. Adhere to the professional practices of a design studio in order to facilitate the success of design teams in achieving project results.
6. Participate in a multi-phase design process in order to create a holistic, integrated, and realistic design project.
7. Liaise and manage the design process to provide solutions for clients including design, documentation, tendering, fabrication and delivery.
8. Present research results and design solutions to a diverse audience utilizing effective communication strategies.

REQUIRED COURSES

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<thead>
<tr>
<th>SEMESTER 1</th>
<th>Code</th>
<th>Course Name</th>
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<tbody>
<tr>
<td></td>
<td>DESN4003</td>
<td>Design Project 1: Communications</td>
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<td>DESN4012</td>
<td>Design Project 2: Product, Systems &amp; Services</td>
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<td></td>
<td>DESN4005</td>
<td>Design Project 3: Environment</td>
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<tr>
<td></td>
<td>DESN4007</td>
<td>Design Issues, History and Theory</td>
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<tr>
<td></td>
<td>DESN4008</td>
<td>Integrated Design Process: Tools, Strategies, Methods and Practices</td>
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<tr>
<td></td>
<td>DESN4009</td>
<td>Charrettes I</td>
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<td></td>
<td>DESN4010</td>
<td>Major Project: Preparation</td>
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<table>
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<th>SEMESTER 2</th>
<th>Code</th>
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<tbody>
<tr>
<td></td>
<td>DESN4021</td>
<td>Major Project: Development</td>
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<tr>
<td></td>
<td>DESN4022</td>
<td>Major Project: Communication</td>
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<tr>
<td></td>
<td>DESN4024</td>
<td>Charrettes II</td>
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<td></td>
<td>DESN4026</td>
<td>Work Experience Placement</td>
</tr>
<tr>
<td></td>
<td>DESN4027</td>
<td>Integrated Design Process II</td>
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</tbody>
</table>
ARTICULATION AGREEMENT

Students who successfully complete the graduate certificate in Interdisciplinary Design Strategy at the School of Design, George Brown College, are eligible to apply for advanced entry into a Master of Arts in Interdisciplinary Design Strategies^4 offered by the Institute of Art, Design + Technology in Dún Laoghaire, Ireland. Learn more about this opportunity^5.

YOUR CAREER

Graduates from Interdisciplinary Design Strategy at the Institute without Boundaries may find employment in a variety of organizations including:

• Not-for-profits
• Cultural institutions
• Government
• Private corporations
• Private enterprise or consulting service

Our recent graduates have secured employment worldwide in organizations such as Doctors without Borders, Art Gallery of Ontario, IDEO in California, Ministry of Culture (Costa Rica), Frog Design (New York) and Bruce Mau Design.

EDUCATIONAL/DEGREE PATHWAY

ADMISSION REQUIREMENTS

• Diploma or Bachelor's Degree
• Applicant Questionnaire^6*
• Resume^7
• Digital Portfolio^8
• Two letters of reference (one academic and one professional)^9**
• Interview***^10

* Qualified applicants will be invited to complete the online application questionnaire, including links to view or download a resume and portfolio.

** Qualified applicants will also be invited to provide two letters of reference, to be submitted directly to the School of Design by the referees.

*** Following the review of the application questionnaire, resume, portfolio and letters of reference, qualified applicants may also be invited for an interview.

Details on these supplementary requirements will be communicated at a later date to qualified applicants, as part of the review process.

ENGLISH LANGUAGE PROFICIENCY

Applicants with international transcripts who do not provide English proficiency test results must test at the College level in the George Brown College English assessment to be considered for admission.

Please visit georgebrown.ca/englishproficiency for more details.

INTERNATIONAL (VISA) STUDENTS

Visit the International Admissions^11 page for more information.

Note: This program continues to accept applications until the seats are filled, which is typically July or August before the September start date. Check the program availability page^12 for program status.

APPLY TO

Domestic students should apply through Ontario Colleges^13

CONTACT US

School of Design^14
Phone: 416-415-5000, ext. 2137
Email: design@georgebrown.ca
Special Projects and Lab Coordinator, School of Design and Institute without Boundaries: Lori Endes, lendes@georgebrown.ca, 416 415-5000 ext. 2029
For more information about George Brown College, you may also call the Contact Centre at 416-415-2000 (TTY 1-877-515-5559) or long distance 1-800-265-2002.

“This experience has not only helped me gain new skills and prepared me for my future life, it has also enabled me to be part of creative, innovative and multifaceted projects that I’m proud of.”

Michael Esteras (Graduate 2015, Interdisciplinary Design Strategy at the Institute without Boundaries)
Associate Strategist, LaPlaca Cohen, New York
VISIT OUR CAMPUSS

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LINKS REFERENCE

1https://collegeapply.ontariocolleges.ca/?collegeCode=GBTC&programCode=G414&lang=en
2https://www.georgebrown.ca/international/futurestudents/tuitionfees/
3http://institutewithoutboundaries.ca/
4http://www.iadt.ie/courses/interdisciplinary-design-strategies
5http://institutewithoutboundaries.ca/what-we-do/learn/ma-ids/
6https://www.georgebrown.ca/g414-supplementary-requirements/
7https://www.georgebrown.ca/g414-supplementary-requirements/
8https://www.georgebrown.ca/g414-supplementary-requirements/
9https://www.georgebrown.ca/g414-supplementary-requirements/
10https://www.georgebrown.ca/g414-supplementary-requirements/
11https://www.georgebrown.ca/international/futurestudents/howtoapply/
12https://www.georgebrown.ca/programs/
13https://collegeapply.ontariocolleges.ca/?collegeCode=GBTC&programCode=G414&lang=en
14https://www.georgebrown.ca/design/
15https://www.georgebrown.ca/design/
16https://www.georgebrown.ca/campuses/waterfront/
17https://www.google.ca/maps/place/3+Lower+Jarvis+St,+Toronto,+ON+M5A+3Y5/data=!4m2!3m1!1s0x89d4cb2fdc80ec73:0xc55d642d8b03b6d4?sa=X&ved=2ahUKEwioysWUwt_iAhXwhOAKHTzsD2MjQ8gEwAHoECAMQ
18https://www.georgebrown.ca/design/city-of-the-arts/
19https://www.georgebrown.ca/infosessions/arts-design-information-technology/
20https://www.georgebrown.ca/campus_tours/

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