

Program Roadmap: Is this program right for you?

About You

- You're a visual thinker who is passionate about design and communication.
- You're fascinated by digital applications and cross-media solutions.
- You're capable of expressing complex ideas using words and images.
- You're attentive to detail.



Are you ready?

- To attend all your classes.
- To devote long hours to perfecting your work, both in and outside of class.
- To reduce the number of hours you work outside the program to accommodate your class workload and schedule. We recommend you do not exceed 15 hours per week of part-time work outside the program.
- To learn new software tools and become proficient at technical and creative problem solving.

Did you know?

- Design is about responding to client needs using research and creative visual communications solutions.
- You will have the choice of specialization streams in the program: advertising or corporate communications.

Chart Your Path Success

	1 st Year (Semester 1+2)	2 nd Year (Semester 3+4)	3 rd Year (Semester 5+6)
Academic Experience	<ul style="list-style-type: none"> • 12 required courses. • Plus any additional courses required based on placement test results* 	<ul style="list-style-type: none"> • 11 required courses • 1 elective 	<ul style="list-style-type: none"> • 8 required courses • 1 elective • Includes: Field Placement option (select students)
Industry Connections	<ul style="list-style-type: none"> • Students automatically receive membership in the Association of Registered Graphic Designers of Ontario¹ (RGD). • Alumni and other industry guests are regularly invited to speak and participate in events. 		
Preparation Tips	<ul style="list-style-type: none"> • Come to the School of Design's Year-End Showcase in April, where you can talk to students/alumni and see their work. • Register on STU-VIEW² for a mandatory in-person English placement test and for your courses. • Set up your georgebrown.ca email. This is how the college will keep in touch with you. • Get your student ID card. It gives you access to many college services and activities, including the Library Learning Commons. • Apply for financial aid and scholarships. 		

*Extra fees may apply

Other Services

The [Current Student³](#) page has information about available services and activities including: [Athletics⁴](#) (including clubs & recreation), [Student Life⁵](#) activities (including the [Student Leadership Academy⁴](#)), [Counselling⁷](#), [Accessible Learning Services⁸](#), [Library Learning Commons²](#), [tutoring¹⁰](#), [peer coaching¹¹](#), [technical support¹²](#) and more.



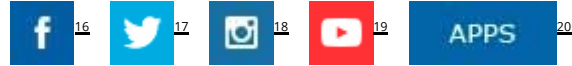
Still unsure?

We can help you find the program that's right for you.

Contact an Entry Advisor at 416-415-5000, ext. 2949 or collegeadvisor@georgebrown.ca.

Book an appointment using the [Entry Advising Client Intake Form¹⁵](#).

For inquiries related to G102 contact Program Co-ordinator: Judith Gregory ext. 3386 or jgregory@georgebrown.ca.



Links Reference

¹<https://www.rgd.ca/>

²<http://stuvview.georgebrown.ca>

³<https://www.georgebrown.ca/current-students/>

⁴<https://www.georgebrown.ca/athletics/>

⁵<https://www.georgebrown.ca/studentlife/>

⁶<https://www.georgebrown.ca/studentleadershipacademy/>

⁷<https://www.georgebrown.ca/current-students/counselling/>

⁸<https://www.georgebrown.ca/accessible-learning-services/>

⁹<https://www.georgebrown.ca/llc/>

¹⁰<https://www.georgebrown.ca/tlc/>

¹¹<https://www.georgebrown.ca/peerconnect/>

¹²<https://www.georgebrown.ca/llc/technology/techhelp/>

¹³<https://www.georgebrown.ca/careerservices/>

¹⁴<https://georgebrown.emsic.com/?radius=@ion=Toronto>

¹⁵<https://www.georgebrown.ca/advising/contactform/>

¹⁶<https://www.facebook.com/georgebrowncollege>

¹⁷<http://www.twitter.com/GBCollege>

¹⁸<http://www.instagram.com/gbcollege/>

¹⁹<http://www.youtube.com/user/georgebrowncollege>

²⁰<https://www.georgebrown.ca/mobileapps/>

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Program Highlights

- This is a project-based program that includes a mandatory thesis design project that is vetted by industry mentors.
- Industry mentorships are assigned to 3rd-year students, and field placement opportunities are offered to advanced students. Speak to your Program Co-ordinator for details.

About Us

- Located in the middle of Toronto's design hub, we offer students access to extensive industry connections and mentorship opportunities.
- Our program is designed to be fluid and responsive to industry needs.
- We provide students with access to state-of-the-art labs.
- We encourage participation in national and international competitions. In the past, students have placed at Graphis, Applied Arts, Adobe Awards, Design Edge "Redgees" and many others.

What's Next

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
- print advertising
- multimedia advertising

Need career support?

Jump-start your job search with [Career Services¹³](#) and [Career Coach¹⁴](#).

The Career Services centre offers support to students before, during and after their studies.

- Identify your strengths and develop your career skills.
- Use our online tools and interactive workshops to build your resume, cover letter and interview skills.
- Work one-on-one with a Career Advisor to start your career development.