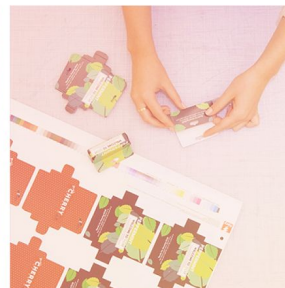


Graphic Communications Management (GCM)

at Toronto Metropolitan University

Prof. Dr. Martin Habekost

Prof. Ian Baitz



About Toronto

Toronto is the largest city in Canada

- **Population:** 2.9 million
- Called “**the most diverse city in the world**”¹ with over 230 different nationalities (and many amazing food options!)
- **Top 10** most livable cities in the world²

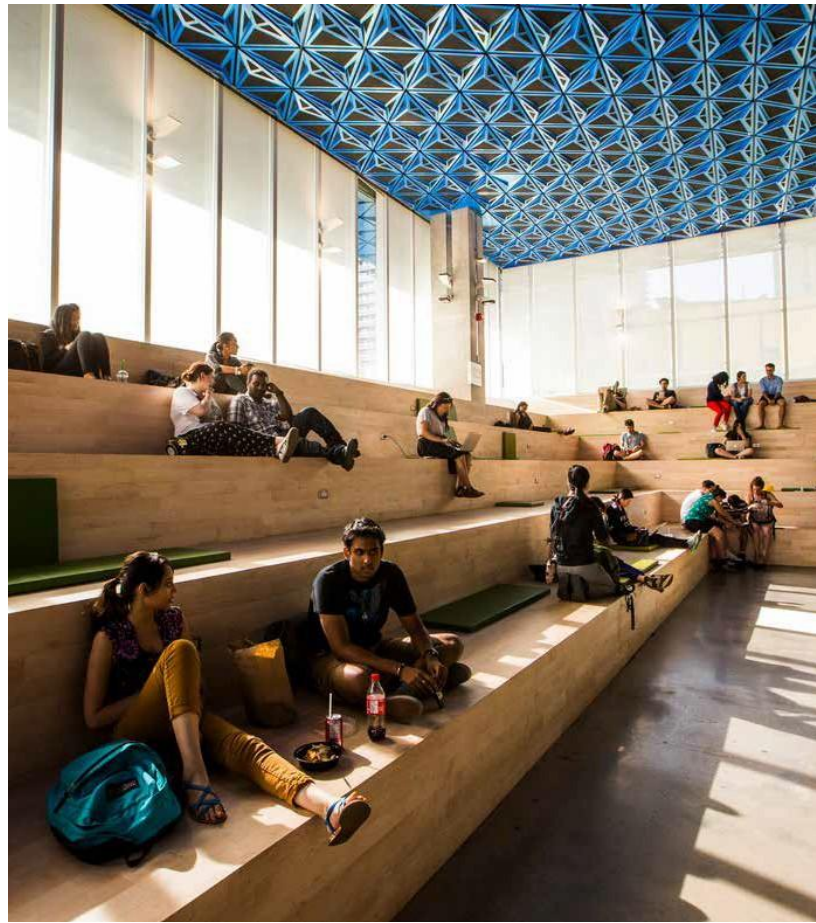
¹ BBC Radio
² The Economist



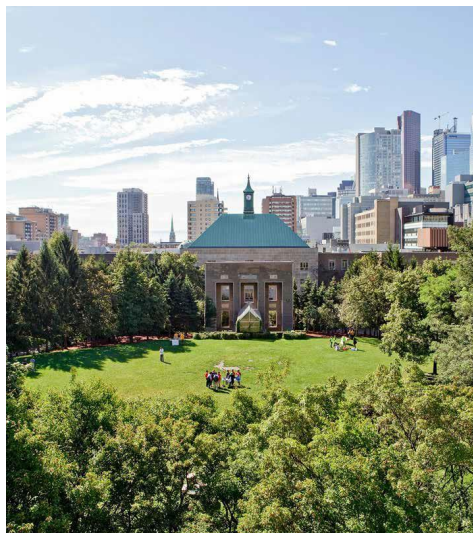
About Toronto Metropolitan University

TMU is located in the heart of downtown

- The **most applied-to university in Ontario** relative to available space
- **48,000** students
- **125** undergraduate and graduate programs
- **176** partner universities in **49** countries
- **125+** research institutes and labs



Toronto Metropolitan University in Photos



About GCM

Graphic Communications Management

Quality published material for **web or **print** requires important **education****

- Graphic Design & Typography
- Packaging
- Workflow Management
- Management skills: working to client specifications and to deadline, accounting, project management, HR
- Entrepreneurship



About Graphic Communications Management (**GCM**)

- The **only Bachelor's degree program** in this field in Canada
- **Number of students:** 700+
- **Number of faculty members:** 28
- Small class sizes and hands-on lab courses help build **personal connections** with your instructors and classmates



The **Three** Pillars of GCM:

1. **Design** and **creativity**
2. **Technology** and **innovation**
3. **Business** and **entrepreneurship**



Highlights



Paid Internship



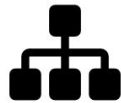
International Opportunities



High Job Placement Rate



Entrance Scholarships



Diverse Course Options



Small Class Sizes

A Modern, Flexible Curriculum

- **Concentrations:** Packaging, Publishing, Digital Graphic Output, Leadership
- **Over 50 available minors, including:** Entrepreneurship & Innovation, Finance, Law, News Studies, Marketing, Fashion, Environmental and Urban Sustainability



50+ Courses Offered

- Design & Layout
- Magazine Production and Publishing
- Photoshopped! The Art of Image Retouching
- Making an Impact: The Letterpress Revival
- Sustainability in Print and Packaging
- Outside the box: Package Prototyping
- eBook Production and Publishing
- Digital and Variable Data Printing
- Creativity, Clients and Design
- 3D Printing
- *And so much more!*



International Exchange

- ❑ Exchange partner schools in **Belgium, Denmark, Germany, Sweden, the U.K., and South Korea**
- ❑ Completed in third year





Our Labs



Premedia Labs

Mac Labs



Bindery Lab





Press Lab



Press Lab

Student Work

Photoshop

Album Covers



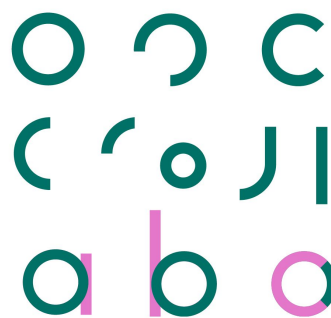
Brand Design



Typography



Shapes Used to Form all Letters

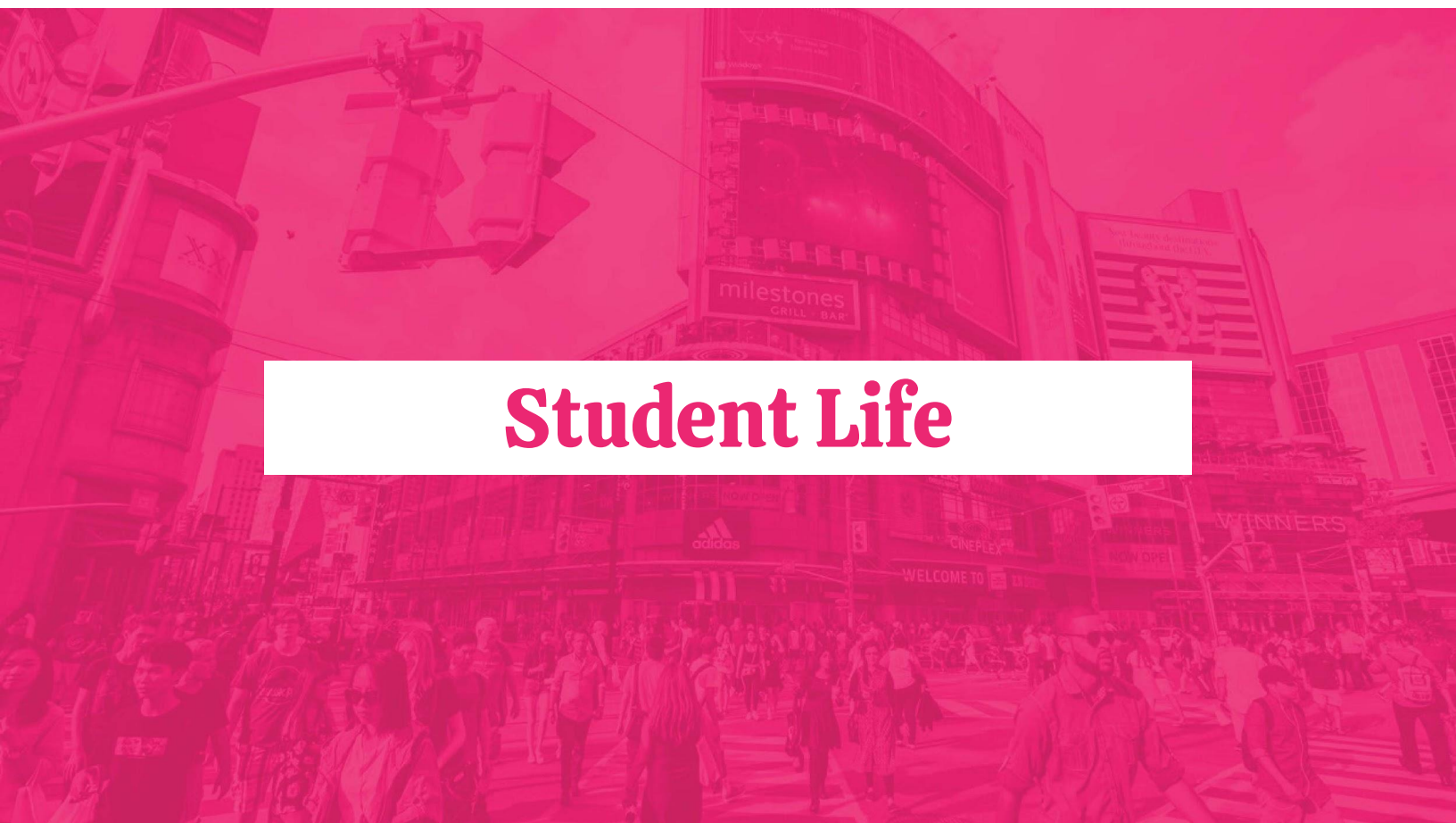


Black	abc	Regular	abc
Bold	abc	Light	abc
Medium	abc	Hairline	abc

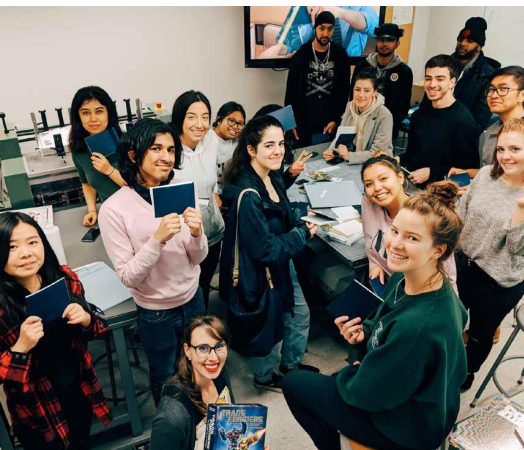
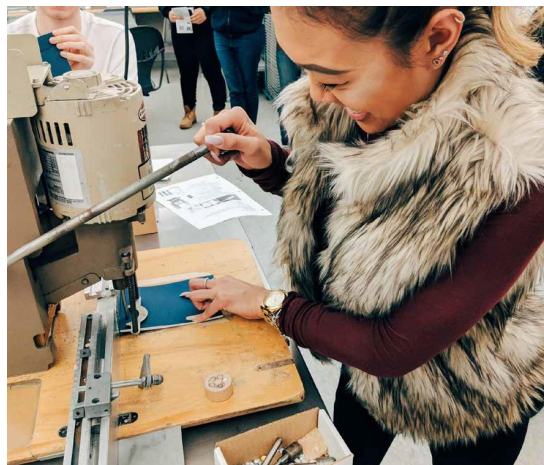
Packaging



Student Life



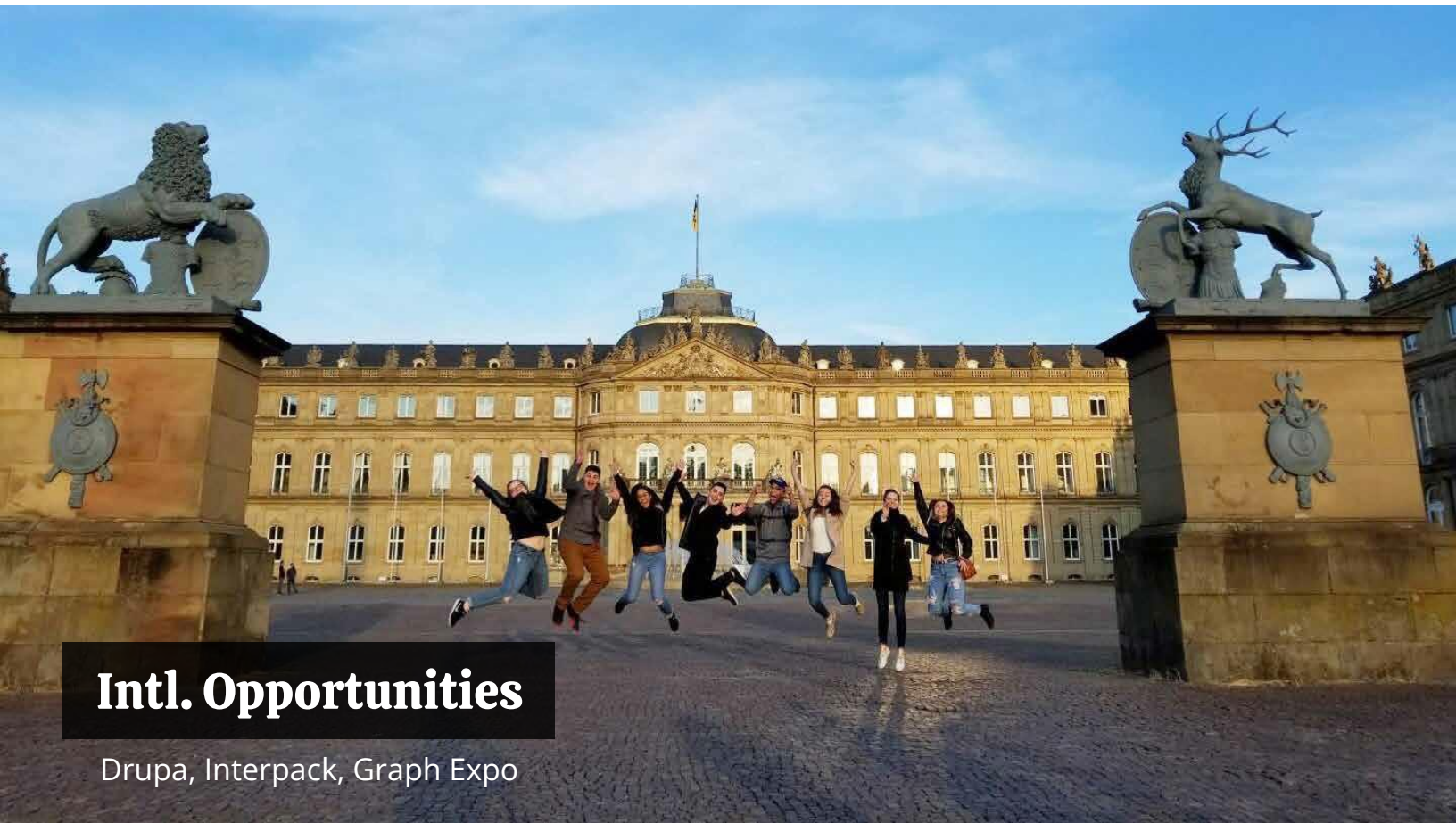
Hands-on Labs



Networking Events

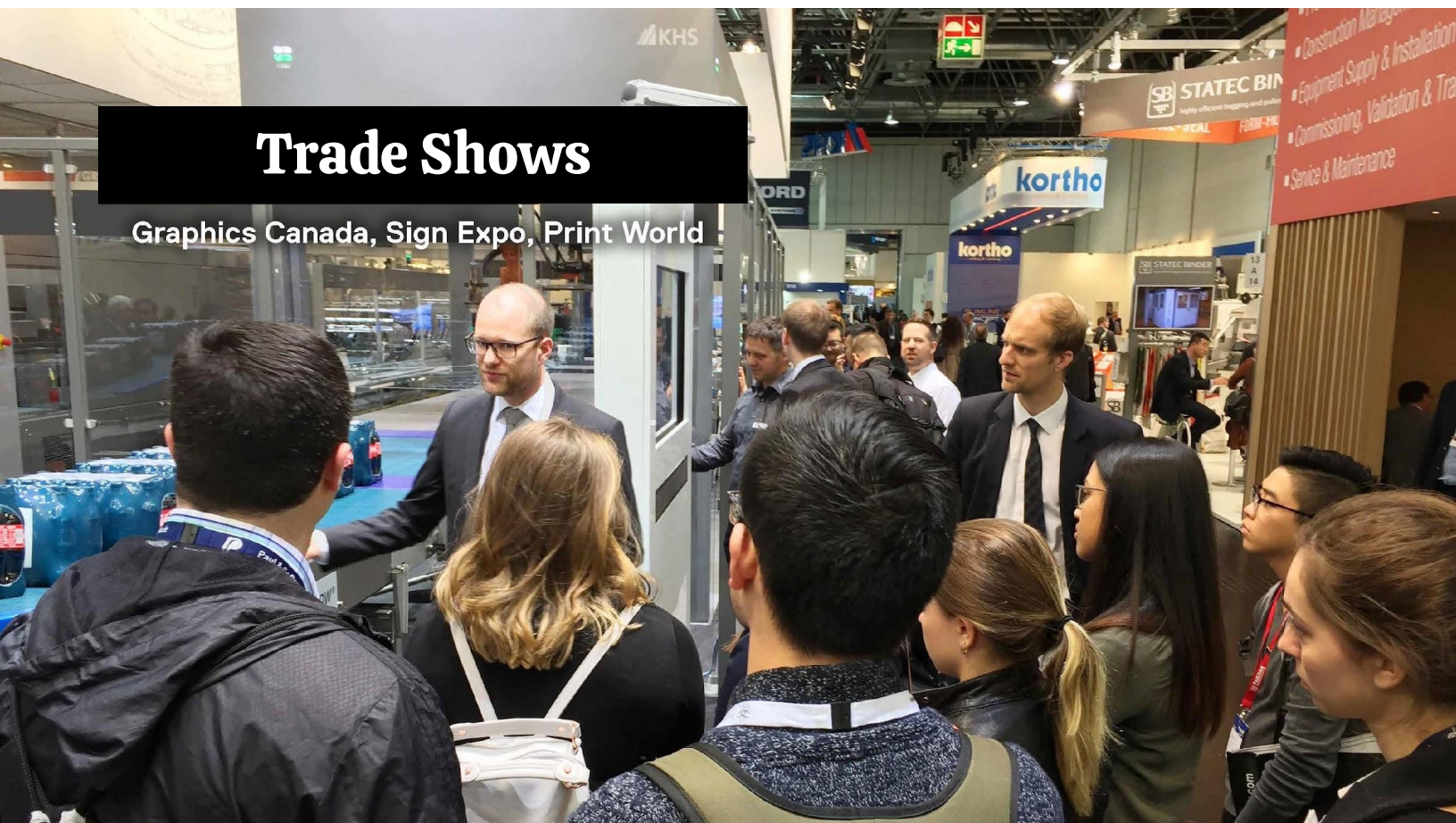
Colloquium, OPIA, PAC golf tournament





Intl. Opportunities

Drupa, Interpack, Graph Expo



Trade Shows

Graphics Canada, Sign Expo, Print World

Guest Speakers



Student Groups & Events





Become part of the GCM Family!

Learn more: torontomu.ca/gcm

Follow us: @gcmtmu   

Contact us: gcmadmin@ryerson.ca

**Graphic Communications
Management**
at The Creative School

**Toronto
Metropolitan
University**