

Graphic Communications Management

at The Creative School

Toronto
Metropolitan
University

The
Creative
School

EPSON



100% CMYK, 100% RGB, 100% PMS
100% CMYK, 100% RGB, 100% PMS



75% CMYK, 75% RGB, 75% PMS
75% CMYK, 75% RGB, 75% PMS

25% CMYK, 25% RGB, 25% PMS
25% CMYK, 25% RGB, 25% PMS

50% CMYK, 50% RGB, 50% PMS
50% CMYK, 50% RGB, 50% PMS

**Join Canada's only
degree-granting
program in**

graphic

communications

management



Reimagine print and packaging from concept to finished product.

Graphic Communications Management (GCM) is an interdisciplinary program that gives students the creative, technical, and business expertise necessary to excel in the print and packaging industries.

At GCM, you will master the entire printing workflow from design and production to management, marketing, and communication. This includes developing knowledge and skills in creative design, production technology, sustainable packaging, accessible UX/UI, user interaction and experience, project management and creative solutions for business needs.

BRING YOUR DESIGNS TO LIFE

Generous industry support means you have access to the latest tools in design, imaging, printing, packaging, and finishing technologies to ensure you have relevant skills when you graduate. This includes access to photo-quality proofers and printers; digital, offset, 3D and flexographic printing presses; computer-based simulators; binding and finishing machines among other technologies.

EXCELLENT CAREER PROSPECTS

As one of the largest graphic communications programs in North America, GCM gives students a competitive edge within this diverse industry. Professional opportunities include project manager, graphic designer, marketing associate, print production specialist, or manufacturing supervisor working with traditional and digital print providers, commercial printing companies and pre-press facilities, design firms, advertising and marketing agencies, consumer goods companies or packaging companies.

CONCENTRATIONS

Customize your degree and graduate with a unique skill set by selecting an optional learning stream in areas of Packaging, Leadership, Publishing, or Graphic Output.

GAIN INDUSTRY EXPERIENCE

Before you graduate, you will gain highly relevant industry experience through a paid internship and access an annual career fair that brings together companies from across Canada looking to hire both interns and graduates.

INTERNATIONAL OPPORTUNITIES

Gain a global perspective through international short-term travel opportunities, a four-month exchange, or virtual collaboration opportunities with students from around the world.



You Belong Here

As a Graphic Communications Management student, you'll be part of The Creative School, a dynamic faculty offering 27 degree programs in media, design, and creative industries that are shaping the future of their fields. As a disrupter in innovative education, The Creative School is where you come to learn, transform and reimagine everything you thought was creative. Through countless transdisciplinary opportunities, you'll become a leader in creative innovation who disrupts the conventions of your profession and expands what is possible. At The Creative School, students enjoy a global experience in the heart of downtown Toronto, developing their talents to emerge as some of the most in demand and employable graduates anywhere.



CONTACT US

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