



decoding the future of the industry

DECODING THE FUTURE OF THE INDUSTRY.
GCM GRADBOOK 2024/2025.

BRIEF

THEME: DECODING

The graphic communications industry is constantly evolving, with new technologies and techniques transforming the way we create and share visual content. Decoding the future of this industry means understanding the trends, tools, and innovations that are shaping its next chapter. The ongoing integration of digital media, technology and print opens up endless possibilities for both creativity and efficiency.

The students of GCM are dissecting and reinterpreting the industry's fundamental ideologies in innovative and diverse ways. By continuously pushing boundaries and testing new limits, GCM students are decoding the new era of this ever-evolving industry and envisioning its future.

BACKGROUND

ABOUT GCM

The School of **Graphic Communications Management** (often referred to as GCM) at Toronto Metropolitan University is Canada's only comprehensive interdisciplinary undergraduate program. Working towards a **Bachelor of Technology**, students learn and explore multiple channels that are present within both the print and digital industries. From creative design, technological production skills, business and marketing expertise, GCM students are equipped with the knowledge and tools necessary to excel within the industry.

GCM emphasizes a practical and proactive approach to learning. With the guidance of experienced faculty, students are encouraged to explore all areas of the program to discover where they thrive. The program offers diverse course options, as well as international partnership opportunities, providing students with opportunities for growth. Additionally, students can choose from optional concentrations in **Digital Graphic Output, Leadership, Publishing and Packaging**, allowing them to focus on their areas of interest.

The Graphic Communications Program ensures that graduates are ready to enter the industry confidently. Those who graduate from the GCM Program emerge as the next generation of **creative designers, production leaders, innovative thinkers, marketing managers** and more.

Learn more about GCM at torontomu.ca/gcm/about/

MESSAGE FROM THE CHAIR

NATALIA LUMBY

Dear Employers and Colleagues,

Thank you for taking the time to review the profiles of our soon-to-be graduates. They are talented, skilled and excited to start their careers in the packaging, printing and allied industries. We are so grateful that you continue to support them as they join you as professional colleagues. I have been lucky to have the opportunity to teach this group of students in their first year of studies at GCM and now in their final year. It has been so rewarding to watch them learn and grow, becoming capable, eager and ready to take on challenges. They are strong critical thinkers and quick problem solvers. Most importantly I have watched how kind and supportive they are within our community – I cannot wait for them to bring that energy to where you work.

This year's annual Grad Book was designed and produced by a group of dedicated students, led by Project Manager, Marissa Alavata and supervised by instructor Diana Varma. The core team included Isa Morales Leon (Art Director), Claire Tran (Page Layout Designer), Erin Clemens (Copy Editor), Photography Lead (Robin Yanik) and Production Manager (Christine Joyce Peralta). Thank you also to all of the faculty and staff who have worked to make these years at GCM memorable. A big congratulations to the class of 2025. I hope that you feel proud of everything you have accomplished in your time with us. As you join the ranks of thousands of capable GCM alumni I hope that GCM will forever remain your home. Visit often!

Warmly,

Natalia Lumby

Chair, School of Graphic Communications Management

CLASS OF 2025

The future
leaders in Print,
Communications
and Design.

Faiza Abdi



[LinkedIn](#)

Minor(s): Marketing

Concentration: Packaging

Student group(s): MetPack



What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

At the start of my university journey, I was pursuing a major in health science with plans to attend medical school for cardiovascular perfusion. My focus has since shifted, and I now envision a future in product management. This career path permits me to integrate my creative, technical, and marketing skills. This transition was profound, yet I wouldn't change it. The journey through health science, coupled with a gap year to explore my career aspirations, ultimately led me to this unique and niche program—GCM. This path has solidified my conviction that I am exactly where I am meant to be. Despite the unexpected detours and obstacles that have come my way, I have gained invaluable knowledge and experience, leaving me both prepared and confident to enter the workforce.

What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

When I entered university, the ideal career I had in my mind was being a graphic designer. However, my aspirations have evolved, and I now aim to become a packaging engineer. This shift might seem drastic, but I've developed a passion for packaging design and testing. While both careers involve design, packaging engineering allows me to combine creativity with functionality in a way that excites me even more. This transformation has shown me the importance of exploring different paths and remaining open to new possibilities, ultimately leading me to a career that aligns with my interests and skills.



Minor(s): Communication Design
Concentration(s): Packaging
Student Group(s): TMUTAGA,
TMA, MetPack

Umme
Abiha

[LinkedIn](#)



Kamesha Abraham

Minor(s): Marketing
Concentration(s): Packaging
Student Group(s): MetPack



[LinkedIn](#)

What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

When I first entered university, I dreamed of becoming a lawyer. However, my career aspirations have dramatically changed since then. Through the GCM program, I discovered a passion for the packaging industry, particularly after exploring the packaging concentration. Learning about the innovative projects that previous GCM students completed inspired me and solidified my decision to pursue this field. The dynamic nature of packaging, combined with my desire to make a positive impact on sustainability, now drives my career goals as I look forward to contributing to this exciting industry.



Lia Abramovich



What has been the highlight for you during the GCM program?

Making new connections with others and expanding my knowledge within graphic communications management.

What was your dream/ideal career you had in mind when entering University? What is it now and how much has the answer changed?

Becoming a graphic designer has always been my dream which is why I went into the GCM program, and it is still my dream to become a graphic designer, now more than ever.

What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

My dream career in graphic design is to work in a role where I can blend creativity with strategic thinking, creating impactful visuals that connect with people. I'd love to work with brands to shape their identity and tell their stories, and to continue expanding my skills in both digital and print design. Ultimately, I want to make work that's not only visually engaging but also meaningful.



[LinkedIn](#)



Mona Al
Tarawneh

Batoul Al-Hamdani

Concentration(s): Packaging



[LinkedIn](#)

What are you looking forward to the most post grad and joining the creative industry?

I'm excited to keep discovering new ways to express my creativity across different mediums and can't wait to see where this journey takes me.

What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

When I first entered university, my goals were all about chasing big achievements and career success. Of course, that's important but my perspective has shifted. Now I see it as more about pursuing a passion that can lead to something great on its own. I'm grateful to have found this outlook within the GCM program.



Marissa Alavata



Concentration: Publishing
Student Group(s): TMUTAGA, GCM
Gradbook 2024/2025

[LinkedIn](#)



What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

When I first entered GCM, I was passionate about pursuing a career in graphic design. However, as I navigated through the program, I realized that a design career wasn't the best fit for me long-term, and I decided to pursue it more as a hobby. Instead, I discovered that my true passion lies in project management! I enjoy being part of the creative process while helping to organize teams, facilitate communication, and ensure projects stay on track. I thrive in roles that allow me to be a flexible leader, a supportive team player, and someone who can step in wherever needed to keep things moving forward. My ideal career path starts with positions such as a project coordinator, project assistant, or junior project manager. Ultimately, I aspire to grow into a Project Manager role, where I can contribute to exciting and impactful creative projects.

What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

Upon entering university, I envisioned a career as a visual artist or graphic designer. However, during my first two years, I discovered a deep love for reading and books, which led me to declare a concentration in Publishing. Since then, my passion for the publishing industry has only grown. I aspire to work in a publishing house, not only helping to bring authors' manuscripts to life but also being part of the collaborative process that shapes their stories. I'm particularly drawn to Romances, Fantasies and Mysteries, where I feel I can connect deeply with both the narrative and the creative design elements. Someday, I hope to publish a book of my own, holding the accomplishment of my work in my hands—a tangible testament to the power of storytelling and creativity.



Student Group(s): TMUTAGA, GCM
Gradbook 2023/2024

natjbelle.ca

Natalie
Annabelle



Faiza Ashfaq

Student Group(s): GCMCU, Muslim
Student Association, Islamic Relief TMU



[LinkedIn](#)

What has been the highlight for you during the GCM program?

The highlight of my experience in GCM has been learning how to 3D print and seeing my designs come to life!

What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

My dream career has always been teaching, and I'm still committed to pursuing it after graduation. Studying GCM has been a valuable part of this journey, equipping me with skills and perspectives that will enrich my future classroom.



Sasha Au Yong



[LinkedIn](#)

Minor(s): English

Concentration(s): Packaging



What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

The ideal career I had in mind when entering university was to go into something creative. I wasn't quite sure at the time however being a graphic novel illustrator was always my dream. Now, my dream has not shifted but more has been added on. I now would also like to become a packaging designer. In my 4 years at GCM, I have come to enjoy topics related to packaging including sustainability, plastics and design. I hope to pursue higher education related to these topics or land a job that can allow me to refine these skills.

What are you most proud of that you have accomplished throughout your time in GCM?

I'm most proud of the diverse and versatile portfolio I've built through this program. From UX/UI design to packaging and branding, I've had the opportunity to develop skills across a wide range of design disciplines.



[LinkedIn](#)



Julien
Auger

Joy Barai

Minor(s): Criminology

Throughout your time within the GCM program, how have you “decoded” both your interests and talents within the program and how they connect with one another?

Before GCM, I studied Computer Science, where I enjoyed learning the technical aspects of applications but felt limited in expressing my creativity. GCM has provided the perfect opportunity to combine both my creative and technical skills, allowing me to contribute to building accessible and inclusive products. GCM has also sparked my interest in studying the laws and ethical use of creative work. I am on a mission to research ways to make technical applications more graphically accessible and reduce barriers in user experience.



Osrah Barekzai

Student Group(s): TMUTAGA



[LinkedIn](#)



What are you looking forward to the most post grad and joining the creative industry?

Getting a job that aligns with my aspirations and career goals that is related to graphic design, and furthering my education with a graduate program.

What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

Before entering university, I was unsure of what I wanted to do, and where I wanted to go in the future. I was leaning towards being an educator, and ever since then I've only been more determined to become an educator since entering GCM. I found more of a passion in educating than working directly within the industry.

What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

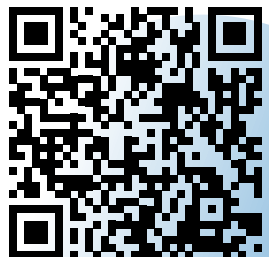
I didn't have a specific dream job, but I knew since high school that I wanted to be a graphic designer. Now, in my final year of GCM, my goal hasn't changed much, I'd love to work in marketing, ideally with an agency or department in fashion or beauty. My experience in student groups has helped confirm my passion for design. I'd also like to expand my design skills by exploring UX/UI, as I've recently developed an interest in it.



Minor(s): Communication Design
Concentration(s): Publishing
Student Group(s): Filipino Student Association (FILMET), TRSS

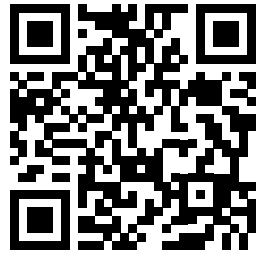
**Angelica
Barut**

[LinkedIn](#)



Max Berardi

Student Group(s):
TMUTAGA, Phoenix Challenge



[LinkedIn](#)

What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

When I entered GCM, I had the goal in mind to become a graphic designer. Now leaving university, I still want to work in some creative position, but now as a creative lead or in a production role. I love work where I can get my hands dirty and seeing my designs come to fruition. After 4 years in GCM I've been able to hone my skills and learn every aspect that comes together to make our industry thrive. Getting to work in each part of the production line from creating the initial concept to adding those finishing touches to the job has only furthered my passions.



Grace Bongard



[LinkedIn](#)



What are you looking forward to the most post grad and joining the creative industry?

What I'm most looking forward to post-grad is building a career that I'm truly passionate about. The creative industry offers such a wide range of opportunities, and I'm excited to explore different areas while doing work that inspires me.

What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

When entering university, the career I wanted more than anything was to be a musician. I think that will always be a dream of mine. Over the past 4 years, I have discovered my passion for user experience design. I would love to find a way to combine my love for music and passion for UX design into a single role.

What has been the highlight for you during the GCM program?

The highlight of my GCM career was my involvement in the Ted Rogers Marketing Association, specifically attending the Met Marketing Conference.

Throughout your time within the GCM program how have you “decoded” both your interests and talents within the program and how they connect with one another?

Throughout my time at GCM I was able to discover my passion for graphic design and print!



Minor(s): Communication Design

Student Group(s): TMUTAGA, Ted Rogers Marketing Association, Organization of Latin American Students (OLAS)

Daniela
Bonilla
Flamenco

[LinkedIn](#)



Lindsay Buckingham



LinkedIn

What are you looking forward to the most post grad and joining the creative industry?

I'm thrilled for opportunities to think innovatively, tackle challenges, and bring ideas to life.

Throughout your time within the GCM program how have you "decoded" both your interests and talents within the program and how they connect with one another?

My passions and talents are deeply rooted in creativity. Many of my interests revolve around the arts, and I find that my strengths thrive when I can channel my creativity toward a project. I excel in projects that allow me to create, particularly when collaborating with a strong team, as this synergy generates better outcomes.



Wenlong Cai

Concentration: Digital Graphic Output



What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

The ideal career I had in mind when I entered university was to become a graphic designer, where I could share my creative ideas and bring them to life. With all the knowledge I've gained from my program. Nevertheless, my mindset about my future career hasn't shifted, but I've developed a deeper understanding of the field and more tools to achieve my goals.

What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

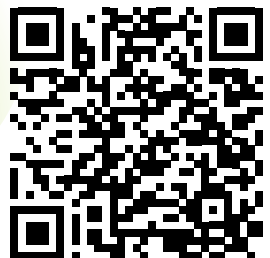
My ideal career that I had in mind when entering university was to be a Graphic Designer/Photography however that has now changed over the years of completing my degree. I now want to become a Art Director in the Design and Photography Creative Industry. When I traveled abroad through the summer intensive courses, I got to immerse myself not only in European culture but in my creative thesis projects. I got to combine all of my creative strengths, including design, photography, and conceptual thinking, into cohesive projects that told a compelling and impactful story. That is where I thrive the most. In understanding the overall bigger picture of a project and executing it from start to finish. That is why I want to become a Art Director in Design for the Creative Industry.



Minor(s): Communication Design
Concentration: Publishing

**Felicia
Caravello**

[LinkedIn](#)



Diana Carnovale

Minor(s): Marketing, English
Student Group(s): TMUTAGA



[LinkedIn](#)

What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

Exiting high school, I torn between biology and art, but I knew in the back of my mind I wanted to be in a creative field somehow. I was the art kid in high school (although I didn't like being told what to draw) and ran the yearbook club. I had no idea what GCM was until my comp-tech teacher recommended the program as a way to bridge the gap between leadership and design. I think I initially imagined myself as an Art Director, I love being creative, but also always find myself in leadership roles. I suppose that hasn't changed much considering my internship was as a Design PM and I took on presidency of TMUTAGA. Perhaps some things are meant to be, and maybe that Art Director role is on my horizon.



Serin Chan

Concentration(s): Packaging
Student Group(s): TMU UX



[LinkedIn](#)

What has been the highlight for you during the GCM program?

My biggest highlight during the GCM program was going abroad on an international exchange to South Korea, and making so many sweet memories in Asia.

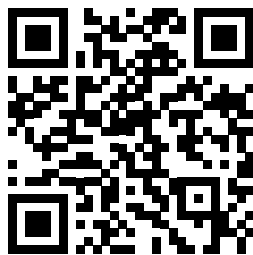
What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

The dream career I had in mind when entering university was to be a UX Designer. Over the years I've developed more of an understanding of this field through clubs, students and workshops, and to this day I wish to pursue this career!



Chloe Chan

Minor(s): English,
Communication Design
Student Group(s): MetPack



[LinkedIn](#)



What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

My dream career that I had in mind when entering university was to be a book cover designer. With my passion and love for reading and graphic design, it seemed like the perfect job. However, after my 4 years in the GCM program and my time as a marketing intern, I am definitely open to pursuing other careers. A career as a book cover designer is still my dream job, but as my time in university comes to an end and I prepare to enter the workforce, I'm excited to see where my path takes me and the potential dream jobs I'll find along the way.

What were the most challenging classes or projects for you throughout your time in GCM and how were you able to overcome those challenges?

The most challenging yet rewarding project and class is the Business Plan course. It tested our real-world problem solving skills while combining all we've learned at GCM. My team consisted of all highly ambitious and motivated individuals that were passionate about putting their 110% into this project. In groups like these, approaches and thought-processes are bound to clash but we were able to minimize this by transforming conflicting ideas by combining our individual passions for tech, jewelry, and fashion into a smart-tech custom 3D printed jewelry company.



Student Group(s): GCMCU

Jacob
Chan

[LinkedIn](#)



Jessie Chen



[LinkedIn](#)

Minor(s): Communication Design
Concentration(s): Publishing

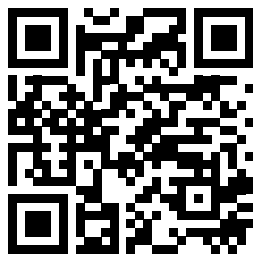
What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

When entering university, my ideal career was to become a graphic designer. However, throughout my time at GCM, I've had the opportunity to expand my skill set and gain experience across various courses. I learned how diverse the industry is and discovered new career paths that align with my growing interests. I'm now excited to pursue a role that combines design and production, with a focus on creating work that is not only visually engaging but also environmentally sustainable and accessible!



Yu Chen Chen

Minor(s): Communication Design
Concentration: Packaging



[LinkedIn](#)



What will you miss most about the GCM program?

I will miss most of the friends I have made through the GCM program. I will also miss waking up super early in the morning to attend class. Lastly, I will miss the group projects where I met new people and bonded with familiar ones.

What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

When I started, my dream was to graduate and find a job I don't hate that's simple and mundane, just something where I can end the day without much stress. After four years, I am almost there. My ideal job would be somewhere in a growing industry like packaging. Currently, I am working in a prepress/production role in a phone case company and enhancing my packaging knowledge. My goal is to land a packaging design/structure role in the future.

What will you miss most about the GCM program?

I will miss our big family — the most inclusive, creative, and friendly GCM community that provides opportunities to make mistakes and grow.

What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

Before I entered GCM, I was a member of the yearbook team in high school. Initially, I was worried about my ability to learn the technical aspects of printing and business management, areas I had never explored before. However, GCM has taught me so much, building my confidence and skills for entering the industry. Thankfully, my dream job hasn't changed much—I still aspire to work in a creative industry.



Concentration: Packaging
Student Group(s): MetPack

Rena Chen

[LinkedIn](#)



Nicole Cheung

Student Group(s): TMUTAGA

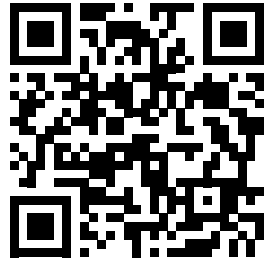
Throughout your time within the GCM program how have you “decoded” both your interests and talents within the program and how they connect with one another?

I was fortunate to have the opportunity to study abroad in Seoul, South Korea during my time at GCM. While I always had a natural curiosity for the world, I further realized my passion for learning about new languages and cultures during my exchange. The ability to pursue my enthusiasm for creativity on a global scale is a lifelong journey I hope to continue after my studies.



Erin Clemens

Student Group(s):
GCM Gradbook 2024/2025



[LinkedIn](#)



Throughout your time within the GCM program how have you “decoded” both your interests and talents within the program and how they connect with one another?

When I joined the GCM program in the first year I was interested in marketing/advertising. Now in my fourth and final year, I am very interested in the magazine industry, after taking a magazine print & production class during my third year I became really interested in creative design and page layout for magazines. I am excited to see where I end up within the creative industry in the next couple of years.

What has been the highlight for you during the GCM program?

The highlight of my time during the GCM program was GCM800. Creating and rebranding a product for a company was very fun and exciting to learn about. From mixing inks, printing, and learning about the different steps in creating stickers on the flexo was something I will remember graduating from GCM.

What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

My dream career when entering university was becoming a graphic designer. To this day, that dream still holds a firm place in my interests, and I continue striving to become a graphic designer.



Alexandra
Demidov

[LinkedIn](#)



Luciana Di Tacchio

Minor(s): Communication Design
Concentration(s): Publishing



[LinkedIn](#)

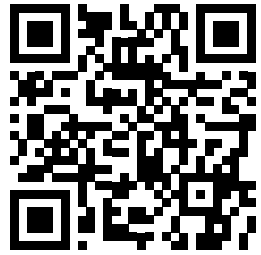
What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

When I first entered the GCM program I was dead-set on becoming a digital artist or photographer. I planned on using this program to expand my knowledge of the process that came after the design was ready. During my time here I realized that I am interested and quite like all of the technical aspects that come with the publishing and pre-media processes. Having learned all of this, after graduating I hope to be working as a designer in the publishing industry.



Hannah Domaoa

Minor(s): Communication Design
Concentration: Publishing
Student Group(s): GCM
Ambassador Program



[LinkedIn](#)



What were the most challenging classes or projects for you throughout your time in GCM and how were you able to overcome those challenges?

Some of the most challenging classes for me throughout my time at GCM were definitely the business courses in 1st and 2nd year. Adjusting from the COVID structure was very hard for me, and those courses felt much more overwhelming than some of the core classes in the program. I had to learn to give myself some grace rather than being upset with myself, and remind myself that learning is just that— I am experiencing something new and gaining new knowledge in an unfamiliar field. It's okay to not be good at something right away, and it's okay to acknowledge that by asking for help and being patient with yourself.

What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

Ever since middle school I was certain I wanted to be a graphic designer. My first two years in the GCM program really fortified my design skills. Until I got to third year and took the magazine publishing class, I realized I wanted to live out my "The Devil Wears Prada" dreams and become a magazine publisher in New York City. That's the ultimate dream job for me.



Concentration(s): Publishing
Student Group(s): GCMCU

**Nagham
El-Sayed**

Portfolio



Ashley Fung

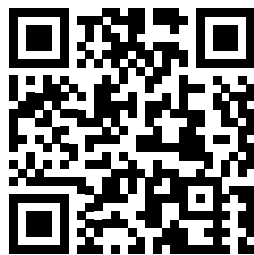
What were the most challenging classes or projects for you throughout your time in GCM and how were you able to overcome those challenges?

The most challenging classes were the ones that had one huge project, and you would have to follow short deadlines to complete the project section by section. Time management was the most important factor to keeping on track, as it was very easy to loose track of what you have done and what you have not finished yet.



Jayna Gandhi

Minor(s): Marketing
Student Group(s): GCM Colloquium



[LinkedIn](#)



Throughout your time within the GCM program how have you “decoded” both your interests and talents within the program and how they connect with one another?

As I evolved through GCM, I found that my talents and interests aligned with one another. I've always been a creative and solution-oriented person with a specific interest in visual design, so getting to hone these skills throughout my education and work experience has been a privilege. Whether its designing campaigns for work, creating a digital asset management from scratch, wire-framing a website, or project managing as the President of GCM Colloquium, I have been faced with many opportunities to creatively execute tasks both large and small. GCM has provided me with a diverse toolkit of technical, design, and managerial skills, so I feel well equipped to tackle what's next!

What were the most challenging classes or projects for you throughout your time in GCM and how were you able to overcome those challenges?

Some of the most challenging assignments within GCM have been the most rewarding and the one that stands out the most is the GCM420 group project. This is a semester long group project where we bring together everything we have learned at GCM to create something that we are proud of. This project has really tested us as students preparing us for what's to come once we graduate. The most important thing is to communicate and be honest with your peers, and in doing so, anything is possible.



Student Group(s): Phoenix Challenge

**Ethan
Garfield**

[LinkedIn](#)



Celeste Gauthier



[LinkedIn](#)

Minor(s): Psychology

Concentration: Publishing

Student Group(s): TMUTAGA, TMU

Bold Varsity Women's Curling



Throughout your time within the GCM program how have you “decoded” both your interests and talents within the program and how they connect with one another?

Whenever someone would ask me what program I'm in I'd always say, "It's everything related to the printing industry plus a sprinkle of graphic design." GCM has taught me exactly that: what communicating messages through creative outputs can look like through printing and its many related fields. Coming into GCM, I knew I had an interest in graphic design, but didn't fully understand the scope of what that could look like professionally. I now know how to use my design skills in innovative ways while following industry best practices, how what I do affects the changing world around me, and ways I can expand on skills and interests that I didn't even know I had like my interest in publishing and my knack for project management. At the end of it all, I feel so lucky to have experienced this all alongside our small but mighty GCM community.

Hope Ghobrial

Minor(s): Philosophy



[LinkedIn](#)



What were the most challenging classes or projects for you throughout your time in GCM and how were you able to overcome those challenges?

My time at GCM came with many challenges, from difficult classes and professors to demanding assignments and workloads. I have always struggled with mathematics, which made courses like Estimating, Marketing, and Accounting especially tough. My success in these subjects would not have been possible without the incredible community I found at GCM. Some days felt like a battle, even beyond these three courses. While the material might have been manageable, certain classes presented emotional challenges that were very hard to overcome. The friends that I made were truly blessings, and I owe them my deepest gratitude for helping me overcome these challenges.

What were the most challenging classes or projects for you throughout your time in GCM and how were you able to overcome those challenges?

One of the most challenging classes / assignments was Project Management or GCM 375. The term project was one of the most difficult projects in the curriculum. This was mainly because it was an entirely new concept where we had to use the skills we learned to create a brand that is able to tackle an issue within the industry. Having a group of 8 to complete the project was beneficial for overcoming potential challenges because it allowed us to spread out the workload. In the end, the project was successful and it was satisfying to turn a concept into a fully fledged brand.



Concentration(s): Publishing

**Gabriel
Gonzalez**

[LinkedIn](#)



Jaden Gu

Concentration(s): Packaging



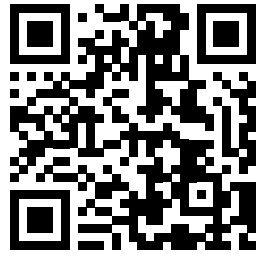
[LinkedIn](#)

What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

When I entered university, my dream career was to become a graphic designer for startup brands. By the beginning of my third year, I shifted my focus to the entertainment industry, with high hopes of building a career in advertising and packaging within that field. This shift inspired me to pursue a concentration in packaging. Now, in my fourth year, after completing an internship and experiencing the fashion industry firsthand, I'm motivated to aim for a career in packaging within the fashion industry.



Eileen Guan



[LinkedIn](#)



What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

When I first entered university, my ideal career path was somewhat unclear. I initially enrolled in the Business Management program at TMU, choosing it because it felt like a safe, practical choice. I thought a business degree would open a wide range of career options. However, I quickly realized I lacked passion for the field and was drawn to something more creatively fulfilling. This realization led me to transfer to the Graphic Communication Management program, a decision that changed everything for me. In GCM, I discovered a true love for design and creativity. Designing and bringing fresh ideas to life became something I genuinely looked forward to. Now, my dream career is one where I can blend creativity and strategy, contributing to projects that are both visually engaging and purposeful. Shifting into a creative field has given me a sense of direction and fulfillment I didn't expect but deeply appreciate.

What will you miss most about the GCM program?

Having access to all the equipment and supplies!

What were the most challenging classes or projects for you throughout your time in GCM and how were you able to overcome those challenges?

GCM420 was a very hands on class but the support of my group members and instructors allowed me to excel and overcome challenges.



Student Group(s): TMUTAGA

**Mishel
Haimov**

Amy Heisterberg



[LinkedIn](#)

Minor(s): Philosophy
Concentration: Publishing
Student Group(s): TMUTAGA,
GCM Colloquium

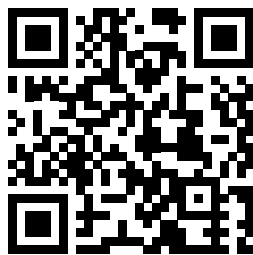
Throughout your time within the GCM program how have you “decoded” both your interests and talents within the program and how they connect with one another?

During my time in GCM, I’ve explored various areas of interest and expanded my understanding of design and production. My publishing concentration and my minor in philosophy have further developed my problem-solving and critical thinking skills. I enjoy combining the creative aspects of graphic design with the strategic elements of production planning and project management. I look forward to opportunities to apply these skills in the future.



Aya Hilal Dakduk

Student Group(s): TMUTAGA



[LinkedIn](#)



What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

Before entering university, my dream career was in the creative field – I envisioned myself as a graphic designer or UX designer. After four years in GCM and a valuable internship, I realized I thrive in roles that combined creativity, strategic planning, and organizational skills. I've discovered my ideal path is working as a production coordinator at a dynamic marketing agency.

What were the most challenging classes or projects for you throughout your time in GCM and how were you able to overcome those challenges?

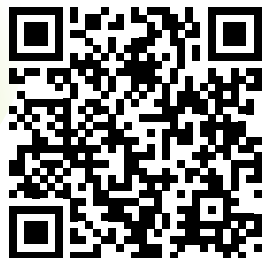
The most challenging classes during my time in GCM were probably Marketing and Accounting. Although they are both part of the GCM curriculum, the content and teaching structure is a lot different compared to the main GCM courses. I often find myself struggling when it came to the theories and applying it on my own. I was able to overcome this by having study sessions with my classmates and taking advice from them. I took the time to review how a problem is solved and compare it with others to see if we're on right track. Getting feedback was really helpful as it helped me make improvements in certain rough areas.



Minor(s): Communication Design

Michelle
Hou

[LinkedIn](#)



Fahma Jama

Concentration:
Digital Graphic Output



[LinkedIn](#)

What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

My ideal career going into university had to do with something in the realm of web design, I didn't have a solid idea yet but now after spending four years at GCM I've been equipped with the tools to now specifically know what I want which is to go into UX/UI design. Being able to learn the skills in GCM and find a internship that also allows me to grow and learn within the UX/UI design space is very rewarding and makes me very excited for what the future holds!



Isabel Jordan



[LinkedIn](#)

Minor(s): Marketing

Student Group(s): GCMCU, MetPack,
Society of the Creative School



What were the most challenging classes or projects for you throughout your time in GCM and how were you able to overcome those challenges?

Challenging classes and assignments were always accomplished with the power of friendship. To the friends who save seats in class for you, pick up lecture notes, or are always down for a sweet treat, you make the world go round – thank you for your service. Shout out to Sam Riga for being the best Estimating partner (she carried me). To Jean Lee, who saved two groups (including mine) with a plant tour connect for GCM 372. To my Tilly's Burger shop co-founders. To my passionate student club presidents. Not enough space for the proper credits, but it takes a village and I'm grateful to have experienced uni with you amazing people!!

Throughout your time within the GCM program how have you “decoded” both your interests and talents within the program and how they connect with one another?

Throughout the GCM program, I've discovered a strong interest in print production, particularly the hands-on process of bringing designs to life in tangible formats. Initially, I was drawn to graphic design, but as I learned more about the production side—such as materials, processes, and final execution—I realized that I enjoy the technical aspects of transforming concepts into printed pieces. The program helped me connect my design skills with a deeper understanding of production workflows and how different printing techniques can impact the final product. I learned how to not only create designs but also how to optimize them for various print media, ensuring quality and effectiveness. This combination of creativity and technical knowledge has become my core strength and has shaped my career path within the print production field.



Concentration: Packaging
Student Group(s): MetPack

**Pooja
Khatri**

[LinkedIn](#)



Erica Knott- Mcmillan



Minor(s): Marketing, Psychology
Concentration: Publishing

[LinkedIn](#)



Throughout your time within the GCM program how have you “decoded” both your interests and talents within the program and how they connect with one another?

Throughout my post-secondary experience, I've decoded my interests and talents by exploring the publishing industry, which has seamlessly connected with my love for books. Each course and project revealed aspects of print production and publishing that fascinated me, from typesetting and production to cover design, sparking a genuine passion within myself. My interest in the industry grew stronger as I realized how the technical and creative skills I have developed in GCM could support my goal to work in publishing, blending my love for storytelling with visual design and production. This journey has clarified my path, showing me that my passion for books and creative production are not only compatible but can fuel a meaningful career in the publishing and print production industry.

Brianna Latter



[LinkedIn](#)



What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

When I first attended university, the dream career I had in mind was to become a graphic designer. Now, my dream is that I want to work in the video game industry, either in writing, game design, or concept art. Although the dream has changed, it still carries that same creative element.

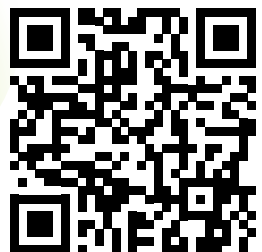
What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

When I first entered university, my ideal career was to become a graphic designer, creating visual designs for brands and media. However, my interests have evolved through my experiences in GCM. I'm now drawn to the technical side of print production, specifically as a prepress or production artist, or to the packaging field as a packaging designer. This shift reflects my growing interest to combine my creativity with hands-on, detail-oriented work, contributing to the quality and functionality of final products.



Concentration: Packaging
Student Group(s): GCM Colloquium,
MetPack, Society Of The Creative
School, TMU KSA (Korean
Student Association)

[LinkedIn](#)



Jean
Lee

Kejeha Levene- Johnson



[LinkedIn](#)

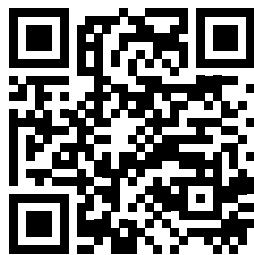


What was your dream/ideal career you had in mind when entering university? What is it now, and how much has the answer changed?

Instead of changing, I would say my vision developed because I knew I wanted a career related to design, but I didn't know how to pursue that. So, when I was in my first year of the program and had the opportunity to create an infographic poster, I was happy to discover that I enjoyed poster design. Later, I had to develop and pitch the branding I created for a music festival. It was a fantastic experience because I was able to think about how I could translate the same design style to different print and digital assets. Afterward, I independently researched brand identity design to have a streamlined design process and develop this newfound passion. For this reason, in terms of a career, I can see myself in a place where I can create or find ways to apply a company's design system to various assets.

Jennifer Li

Concentration: Publishing
Student Group(s): TMUTAGA



[LinkedIn](#)



What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

Initially, I sought to become a graphic designer but I soon turned my sights towards print production and management. I came to enjoy the challenging technical lab work in GCM, and after my second year I discovered an interest in book production. Since then, I've set my sights on entering the publishing industry after graduating.

Throughout your time within the GCM program how have you “decoded” both your interests and talents within the program and how they connect with one another?

Throughout my time within the GCM program, I have developed a true understanding of the ways in which my interests and talents are interconnected. As an avid reader, books have always ranked high on my list of interests. In GCM, this literary interest translated into pursuing the publishing concentration and connected me to courses which I not only found intriguing, but have enlightened me from an industry standpoint as well. Additionally, my talents of hard work, ambition and attention to detail have connected me to my interests of maintaining my punctuality and GPA, through achieving success in solo assignments, group projects and all manner of presentations and industry events.



Minor(s): Communication Design
Concentration: Publishing

**Joanne
Liao**

[LinkedIn](#)



Breanna Liotine



[LinkedIn](#)



What will you miss most about the GCM program?

I will miss the warmth of the GCM community the most. Everyone at GCM has been so welcoming and supportive over these last 4 years. There is a genuine positive support system in the GCM community that goes beyond TMU. I will miss bonding with others about shared industry dreams, passions and experiences.

Akima Lok



What will you miss most about the GCM program?

I will miss the resources that are provided like the equipment and Adobe software licence.

What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

I wanted to go into real estate but after the web design and accessibility class, I have shifted my interest to UI and UX design.

What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

When I first entered university, I was uncertain about my career path. I'm grateful that GCM provided me with opportunities to develop a wide range of skills that now support me in my daily interactions, from sharing unique print insights to enhancing my communication abilities.

GCM also introduced me to a specialized field that few people know about, allowing me to explore career paths I never imagined I'd be interested in. My summer internship experience enriched this journey, expanding my learning beyond the classroom with valuable insights and hands-on knowledge that I'll carry forward.



Minor(s): Communication Design
Concentration: Packaging
Student Group(s):
Phoenix Challenge

Jacky
Luo

[LinkedIn](#)



Cecilia Ly

Minor(s): Communication Design
Concentration: Packaging



[LinkedIn](#)

What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

My ideal career when entering university was to work as a packaging designer. Now, I am more interested in working in branding or a graphic designer. I loved the courses I took when pursuing my packaging concentration and value the skills I learned. I ended up creating some pieces that I am very proud of, and up until the end of my third year I was sure that was what I wanted to go into after graduating. But after finishing my third year and my internship, I realized that I really loved working on branding and design. While I am still interested in the packaging industry, there are so many other things that I would love to explore as well. Regardless of what I end up doing, I know that my skills from GCM will help me to succeed!



Julie Malone

Student Group(s): TMUTAGA,
Student Council, Kappa Beta Gamma



[LinkedIn](#)



What has been the highlight for you during the GCM program?

Throughout my GCM experience a highlight was getting the opportunity to be a research assistant for Martin Habekost in a project about sustainability in expanded colour gamut. This wonderful opportunity opened so many doors to the experiences I've had in GCM and shaped me into who I have become today.

What were the most challenging classes or projects for you throughout your time in GCM and how were you able to overcome those challenges?

During my time in the GCM program, I often experienced challenges that tested both my skill levels and my career goals. With time, I learned to rely on my ability to be flexible, a team player and the ability to trust myself.

Throughout my four years, I have had many different assignments that have helped grow my skill set. From the iconic Tim Hortons Peach Drink Label, to the Pringles can redesign to a 3D Igloo model, each of these challenges changed how I looked at print and allowed me to find creative solutions to different problems.



Minor(s): Communication Design
Concentration: Packaging

**David
Mandarino**

[LinkedIn](#)



Jaclyn Marco



[LinkedIn](#)

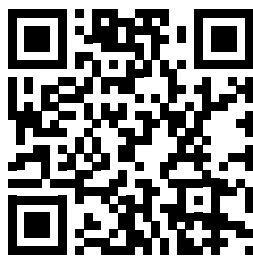
Minor(s): Communication Design
Student Group(s): TMUTAGA, Filipino
Student Association (FILMET)



What are you most proud of that you have accomplished throughout your time in GCM?

One of my proudest accomplishments was travelling to Dallas, Texas, for the TAGA student competition with TMUTAGA. It was an incredible experience to meet such talented peers from around the world while showcasing our team's journal. It was a truly unforgettable moment with an amazing team.

Mattea Marrese



Student Group(s): TMUTAGA

matteamarrese.com



What are you looking forward to the most post grad and joining the creative industry?

I'm excited to grow as both a professional and a creative as I apply the skills and knowledge I have gained from the program and my professors. I can't wait to contribute to meaningful projects and continue learning as I enter into the industry.

What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

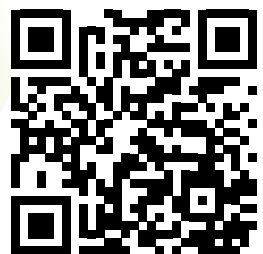
When I entered university, my dream job was to be a graphic designer. The world of design fascinated me, and I was excited to explore that creative space. However, throughout my studies at GCM, I was introduced to bookbinding, design and layout, and book publishing, opening me up to a career path I had never considered before. Now I'm excited to pursue a career in book publishing. The more I learned about the process of bringing a book to life, the more I realized that it was the perfect blend of creativity and structure for me.

What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

My dream career in mind when entering University was to work in the Hospitality and Tourism Industry. In high-school I was passionate about the travel and tourism industry, learning about different businesses in tourism destinations. However my ideal career now is working in the packaging industry. During the first year at GCM I found out I was interested in the industry. From designing, branding and marketing materials that protect products and goods. All things considered, I'm interested in a career in the packaging industry.



[LinkedIn](#)



Sonya
Martalog

Erin McGann



[LinkedIn](#)

Throughout your time within the GCM program how have you “decoded” both your interests and talents within the program and how they connect with one another?

Throughout my time in the GCM program, I feel like I have learned so much about my interests and talents! During my first year in the program, I wasn't entirely sure what I wanted to do for my future career, but as I took more GCM courses, I realized that I really enjoy photography, advertising, and project management. Working on group projects showed me how much I enjoy leading and collaborating with others. I'm excited to find a career that allows me to combine creativity with management.



Lauryn Meek

Student Group(s): TMU Bold
Women's Basketball



[LinkedIn](#)



What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

When I began university, my goal was to work in sports marketing, driven by my experience as both an athlete and a creative student. I am still passionate about contributing to this industry and promoting the stories of hardworking athletes across the nation.

What are you looking forward to the most post grad and joining the creative industry?

I am looking forward to working with different companies and learning more about the creative industry. I wish to build more relationships with business people and to constantly grow and evolve in my skills and creativity.

What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

I have always been drawn to magazines. Growing up, I was completely obsessed with printed publications, collected so many issues and eventually started imagining myself as a designer or even a creative director for one of those companies. While printed magazines are not as popular as they once were, they still hold a special place in my goals for the future.

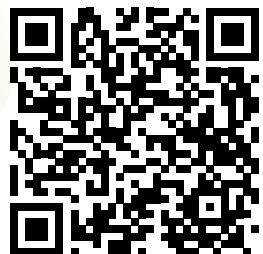
Over the years, my curiosity has led me to explore some exciting paths, like marketing, brand design, and UX/UI design. I am also intrigued by the idea of working in a printing company, as I am eager to take on new challenges. I love how each project is unique, constantly pushing me to think creatively and approach problem-solving in fresh ways.



Minor(s): Communications Design
Concentration: Publishing
Student Group(s): GCM Gradbook
2024/2025, TMUTAGA, INTRO
Runway & Exhibit 2024 & 2025

**Isa Morales
Leon**

[LinkedIn](#)



Dylan Muzzi

Student Group(s):
GCM Colloquium



[LinkedIn](#)

What were the most challenging classes or projects for you throughout your time in GCM and how were you able to overcome those challenges?

The most challenging classes and assignments for me were definitely the imposition projects, the in class assignments we had to do for 461, and the finance part of the business plan. I was able to overcome them by working hard with my group members, asking my peers for assistance, and asking the pros for their guidance and opinions.



Isabella Napolitano

Minor(s): Psychology



[LinkedIn](#)



What were the most challenging classes or projects for you throughout your time in GCM and how were you able to overcome those challenges?

For my GCM 420 class, my group members and I who became great friends of mine from the program designed the brand, Cherry on Top where we used different machines and techniques to make a recipe book, box, stickers, measuring cups, and aprons. We combined our skills and interests and created something we can use in the future and keep a momentum of the program and to keep something we are proud of. We were able to go from rough sketches, to mock up files, to real life printed outputs which is one of my favourite things to see.

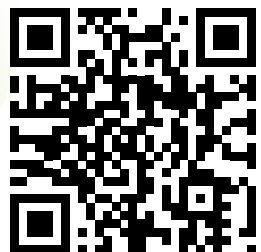
What was your dream/ideal career you had in mind when entering University? What is it now and how much has the answer changed?

My ideal career I had in mind when entering university was being a graphic designer, but now I'm more passionate about prepress and want to pursue a position in that field. This isn't a huge departure from my original career aspirations as graphic design is heavily associated with prepress, I've just become more fascinated with it and colour management and the technical expertise it requires. Despite this, I'm still open to pursuing graphic design positions in the future.



Minor(s): Communication Design
Concentration: Digital Graphic Output
Student Group(s): TMUTAGA, GCM
Colloquium, HTSS

[LinkedIn](#)



Sarib
Nazir

Hailey Oliveros



[LinkedIn](#)

Concentration: Publishing

Minor(s): Communication Design

Student Group(s): WITM (Women in Information Technology Management)

What are you most proud of that you have accomplished throughout your time in GCM?

I am most proud of my personal and professional growth. Before university, I was quite doubtful of my creative abilities. However, the support of students and staff, along with the engaging curriculum, has given me the confidence and skills to become the designer I've always wished to be.



Gina Park

Minor(s): Communication Design



[LinkedIn](#)



What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

My original dream job when I first started GCM was working as packaging designer. And now my dream job is working as a marketing coordinator or graphic designer for a fashion or beauty company. My answer has not changed much since my time in GCM, I just have narrowed down my career choices further. I'm excited to see what the future beyond GCM is like.

What has been the highlight for you during the GCM program?

The highlight of my GCM journey was my exchange experience. I met wonderful people, explored creative fields I hadn't imagined, and soaked up every moment. Looking back, it feels like a dream each day full of laughter, learning, and inspiration. I can't wait to explore the world and gain insights to new people and experiences.



Student Group(s): Society of
The Creative School

**Bhanukshi
Pathirana**

[LinkedIn](#)



Christine Joyce Peralta



[LinkedIn](#)

Concentration(s): Publishing

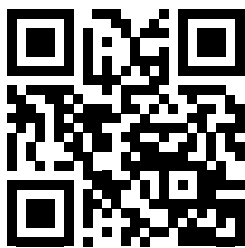
Student Group(s): GCM Ambassador
Program, GCM Gradbook 2024/2025



What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

Communications technology has always been my favourite class in high school, but I never thought I could study and make a career out of it. I was set on applying for Accounting programs in Ontario until I discovered GCM during university applications season. I applied to five university programs, and GCM was the only contrasting option as the others were Accounting programs. When the time came, the signs and my heart were pointing to choose GCM. Four years later, I'm happily approaching the finish line with a concentration in publishing and a Bachelor of Technology which I am very proud to achieve. I am officially one step closer to working in the production side of the publishing industry, and I am excited to see where life takes me to get there.

Anna Petrela



annapetrela.com



What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

I think before joining GCM I didn't know exactly what I wanted to do. The possibilities seemed endless (and they still are!), but I think now as I wrap up my time at GCM I feel more confident in wanting to pursue roles in brand direction/curation. The end goal is to work my way to a Creative Director/Art Director role for companies in the beauty and wellness industry.

Throughout your time within the GCM program how have you “decoded” both your interests and talents within the program and how they connect with one another?

In the GCM program, I've realized how my interests in strategy and storytelling align with my talent for understanding audience needs and market trends. Working on projects involving brand positioning, campaign design, and customer engagement showed me how I can blend creativity with data-driven insights to create impactful marketing strategies. I've learned to approach marketing as both an art and a science, using my knowledge of visual communication to build compelling messages that resonate with target audiences while meeting business goals.



Student Group(s): TMUTAGA,
GCM Ambassador Program

**Bella
Pham**

[LinkedIn](#)



Marion Pollard



[LinkedIn](#)

Student Group(s): TMU Bold
Figure Skating

Throughout your time within the GCM program how have you “decoded” both your interests and talents within the program and how they connect with one another?

In high school, I took pride in my eye for design, especially in my visual and media arts classes. Transitioning to the GCM program, design remained my primary interest, and I gravitated toward design-focused courses. Some of my favourite courses were Design and Layout, Photoshopped, Advanced Typography, 3D Printing, and Magazine Publishing. These courses offered opportunities to combine my graphic design skills with my other interests—creating visuals for music, sports, food, and fashion. My interest in packaging design has also grown, and I enjoy creating graphics for packaging—something I’m excited to explore further post-graduation. Furthermore, I value the more technical courses I have taken as they have helped me become a smarter designer.



Danika Poon



[LinkedIn](#)

Minor(s): Communication Design

Concentration: Packaging

Student Group(s): MetPack



Throughout your time within the GCM program how have you “decoded” both your interests and talents within the program and how they connect with one another?

Throughout my time in the GCM program, my natural inclination for organization and attention to detail has guided me toward roles within printing workflows that demand precision and careful planning. This focus led me to pursue a minor in Communication Design and a concentration in Packaging, where I contributed to developing structured layouts and refining projects with an emphasis on functionality and aesthetics. This skill set has been valuable across all stages, from premedia to post-press, where precision is essential at each step. These opportunities have deepened my interests, particularly in courses that provided a suitable challenge, allowing me to expand my thinking and continually learn new approaches within the industry.

Throughout your time within the GCM program how have you “decoded” both your interests and talents within the program and how they connect with one another?

When I first started the GCM program, I wasn't entirely sure what I wanted to do or where I would fit in. It's been a joy to explore the many facets the program offers, from design and production to business strategy and project management. This exploration allowed me to try new things and discover where my strengths truly lie. Over time, I've realized that my analytical mindset, paired with my ability to organize and guide others, makes me well-suited for leadership roles. Connecting these strengths with the program's diverse opportunities has not only helped me grow but also clarified the direction I want to take in my career.



**Aedriel
Pureza**

[LinkedIn](#)



Darrab Qureshi



Minor(s): Communication Design
Concentration: Packaging
Student Group(s): GCMCU, MetPack

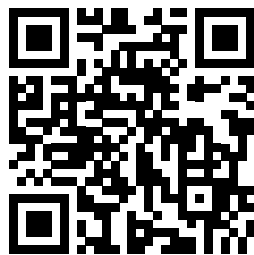
[LinkedIn](#)



What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

To be honest, I wasn't exactly sure what my dream career would be when I first entered university. All I knew was that I wanted to do something creative, and GCM seemed like the perfect fit. From packaging to printing, design, and management, I got a taste of it all, and somewhere along the way, I found my passion for management! I love leading and guiding people, and through roles like Project Manager for the PCC and Co-President for the GCMCU, I gained the experience that confirmed my path in Project Management.

Samantha Riga



[samanthariga.
myportfolio.com](https://samanthariga.myportfolio.com)

Minor(s): Marketing
Student Group(s): GCMCU,
CanCulture Magazine



Throughout your time within the GCM program how have you “decoded” both your interests and talents within the program and how they connect with one another?

Before starting GCM, I only knew I liked to draw and thought I'd maybe get into graphic design. This program opened my eyes - especially when I took Magazine Production - to all the different ways those two interests could turn into many careers. I learned how to combine illustrations with design and layout to make a cohesive brand or vision. Before university I was worried that I would only enjoy branding and graphic design. Today, I know that there are so many pathways that my career could go in. As long as I can be creative in my work, I'll love what I'm doing.

What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

I've always wanted to be a Creative Director, and this program has been instrumental in helping me build the skills to make that goal a reality. GCM has given me the chance to explore a wide range of areas, from design to production, while also developing my problem-solving and collaboration skills. Whether it was tackling complex packaging projects, managing deadlines, or working with peers on branding ideas, each experience helped me understand the balance between creativity and strategy.

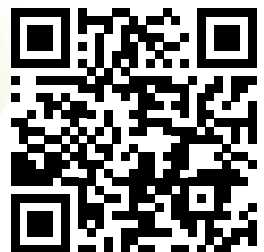
I've learned how to stay organized under pressure, adapt to new challenges, and communicate ideas effectively – skills that are essential for pursuing a career in the creative industry. I'm leaving GCM feeling prepared and excited to continue learning and growing as I contribute to innovative and impactful campaigns!



Concentration: Packaging

**Stef
Samson**

[LinkedIn](#)



Cinthia Sathiaseelan

Minor(s): Philosophy
Concentration(s): Publishing
Student Group(s): GCMCU



[LinkedIn](#)

What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

My dream job was to be a graphic designer when I entered university but now it is having a job that allows me to be a graphic designer, photographer, storyteller and much more. I want to have passion in my dream job and for that to happen I need to do more than one profession in my life.



Aslan Shahid



What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

I was really confused in general with life when I joined GCM. I had switched from being a business major and wasn't really sure what I wanted to do. I think GCM has really helped explore my interest in design work and taking on creative projects. I currently work in a marketing positioning and think I'd like to sharpen my skills up a bit more and maybe work for a design agency one day.

What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

Coming into GCM my ideal career was to be a book cover designer. More than anything I loved to design and create, and I loved any and everything to do with books. GCM gave me the opportunity to learn and practice aspects of both, but it also opened my eyes to possibilities that I hadn't even thought of as an option. After taking Bindery and Finishing, and Book Production and Publishing, I've fallen in love with the art of bindery. Now, at the end of my university career, my dream job would be to own a bindery, or work in book production.



Minor(s): English
Concentration(s): Publishing
Student Group(s): TMUTAGA

[LinkedIn](#)



**Talea
Shaw**

Shaizal Siddiqui



[LinkedIn](#)

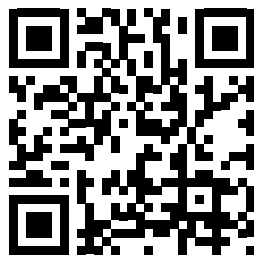


What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

When I started university, law was my ideal path because I admired its structure and impact. But as I got involved in marketing, I discovered a whole new set of interests in storytelling and strategy, especially in digital media. Now, I'm figuring out whether to pursue law or focus on a marketing career. I'm drawn to both for different reasons—law for its analytical challenge and marketing for its creativity. Exploring both options is helping me understand where I might make the biggest impact.

Steven Song

Concentration(s): Publishing
Student Group(s): GCM Colloquium



[LinkedIn](#)



What were the most challenging classes or projects for you throughout your time in GCM and how were you able to overcome those challenges?

Up until now, I think the DAM system in GCM460 is the most challenging. I believe this course is not simple; it required me to spend a lot of time understanding how the system works and the many logical relationships within it. I kept asking the professor for guidance, doing my own research, and consulting my classmates. In the end, I finally solved the problem.

Grace To



[LinkedIn](#)

Concentration: Packaging
Student Group(s): GCM Colloquium,
The International Issues Discussion
Series, TMU KSA (Korean Student
Association)



Throughout your time within the GCM program how have you “decoded” both your interests and talents within the program and how they connect with one another?

For as long as I can remember, I've loved arts and crafts. Even at a young age it was so rewarding when a simple idea successfully turned into a materialised object. My Mom, being my biggest supporter, would always encourage me to pursue my creative ideas (even when I would make a giant mess of things). Fast forward to my packaging studies at GCM, being able to sketch and being nimble with my hands have come in handy plenty of times when trying to formulate my ideas and articulate them through prototypes. Beyond physical skills, having a mind that loves to creatively solve problems and often pulls inspiration from all kinds of places has been my greatest asset.

What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

When I started University, I pictured myself as a graphic designer, diving into art and design all day. But as I continued my GCM journey, I began to love the print production process as a whole—from coming up with ideas to picking materials, running the press, coordinating, and solving problems along the way. Having realized this, my ideal career now is in project management, where I get to be involved from the first sketch to the final product!

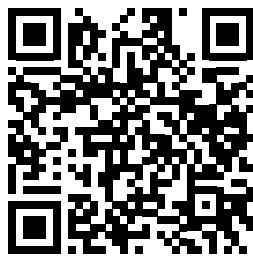


[LinkedIn](#)



Kathy
Tran

Claire Tran



[LinkedIn](#)

Minor(s): Marketing
Concentration: Packaging
Student Group(s): GCMCU, GCM
Gradbook 2024/2025



Throughout your time within the GCM program how have you “decoded” both your interests and talents within the program and how they connect with one another?

I was always someone who excelled in visual arts and design. While I knew I had a creative spirit within me, I always wanted my talent to be backed up by something more “solid” and specialized. At GCM I pursued a concentration in Packaging and fell in love with ArtiosCAD, CapePack and dieline creation. I deeply enjoyed learning about packaging solutions as well as the sustainability movement along with it. Through packaging I was also able to learn about accessibility, leading me to my interests in AODA Design compliance. Overall, GCM has opened so many doors for me in terms of what I want my post-grad career to look like. I was able to find things that speak to my creativity, but also allow me to apply it to solutions used in the Graphic Communications industry, digitally and in packaging.

Rosie Tran

Concentration: Packaging



[LinkedIn](#)



What were the most challenging classes or projects for you throughout your time in GCM and how were you able to overcome those challenges?

The most challenging class I have taken throughout my time in GCM is ACC 100. Introductory Financial Accounting definitely stands out from the other required GCM courses as it differs from our usual curriculum. The main accounting concepts are hard to grasp, and working with numbers and different accounts can be confusing. Thankfully, I had a wonderful instructor who made my time with accounting easier, as they were clear and precise when teaching. In addition to this, I attended their open office hours for extra help, during which they took the time to review extra practice and answer any questions. Utilizing the additional help and resources helped me overcome my struggle with this course. It may not have been easy, but I proudly passed with a good mark.

Throughout your time within the GCM program how have you “decoded” both your interests and talents within the program and how they connect with one another?

During my time in the GCM program, I’ve had the chance to explore my interests in marketing and graphic design. I was able to apply these skills further by joining a student group for a semester. I’m also fortunate to have an internship that has allowed me to expand my knowledge in these areas, as well as explore new learning opportunities in social media and data analysis.



Student Group(s): Filipino
Student Association (FILMET)

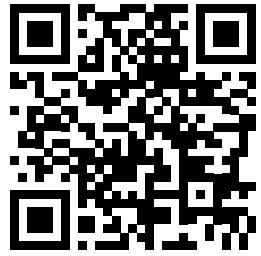
Bea
Trono

[LinkedIn](#)



Tammy Tsang

Minor(s): Communication Design
Concentration: Packaging



[LinkedIn](#)



Throughout your time within the GCM program how have you “decoded” both your interests and talents within the program and how they connect with one another?

During my time at GCM, I discovered my interests in design, print technology, and problem-solving through joining multiple elective courses. Originally drawn to the creative side of graphic design, I recognized that my technical skills in industry software and print processes were equally strong. Projects that required creative and technical implementation, such as digital-to-print production, allowed me to see how these strengths could connect. With a passion for creativity and technology, I can bring ideas to life with precision and innovation. This has extended my path further in graphic communications, driving me to be a creative thinker and problem-solver.

Jaziel Tunti



LinkedIn



What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

My dream/ ideal career is work for myself and open up a creative agency. I'm a marketing and communications specialist currently, however I know that my time at GCM, my current job, and the experiences that I will attain along the way, will all be helpful to the shaping of my future and to my career.

Throughout your time within the GCM program how have you “decoded” both your interests and talents within the program and how they connect with one another?

Throughout my time in the GCM program, I've been able to decode my interests and talents, especially in web design and UX design. Early on, I had a general interest in technology and digital platforms, but it wasn't until taking Layal Shuman's class on interactive design that I truly began to focus my passion. The class provided me with the opportunity to explore how users interact with digital spaces and how to design intuitive, user-friendly experiences. Through projects that emphasized both aesthetics and functionality, I discovered that I thrive when I can blend creativity with user-centric problem solving. My attention to detail and ability to empathize with users allowed me to refine my web and UX design skills, and Layal's guidance in the course helped me gain a deeper understanding of the design process. This class ultimately helped me connect my passion for design with my desire to create meaningful, impactful digital experiences.



Student Group(s):
MetPack, Kappa Beta
Gamma

Luisa
Vicente
Rached De
Oliveira

[LinkedIn](#)



Josephine Wang



[LinkedIn](#)

Concentration(s): Publishing
Student Group(s): GCM Colloquium

Throughout your time within the GCM program how have you “decoded” both your interests and talents within the program and how they connect with one another?

The GCM program has helped me connect my love for design, sustainability, and technology in ways I never expected. Through projects like redesigning eco-friendly packaging and exploring digital asset management, I realized how much I enjoy using creativity to solve real-world challenges. Each course has been a step in discovering what I’m good at and what I’m passionate about, showing me that I can make a difference with visual communication. It’s been an amazing journey of learning how my skills and interests come together!



Minrui Wen

Student Group(s): TMUTAGA, Supported Learning Groups Leader



[LinkedIn](#)



Throughout your time within the GCM program how have you “decoded” both your interests and talents within the program and how they connect with one another?

At first, I thought I liked the creative side of the program. But now I'm better at the production side. Even in group projects, I'm taking on the production side of the project. I feel like the production and business side suits me and it is something I'm better at.

What are you looking forward to the most post grad and joining the creative industry?

I'm looking forward to meeting GCM grads, exploring my career path, and enjoying life not as a full-time student!

Throughout your time within the GCM program how have you “decoded” both your interests and talents within the program and how they connect with one another?

When I first started university, I pictured myself working mainly in print design, but my interests have expanded into dynamic areas of design. Now, I’m inspired by the world of digital media, especially creating engaging social media ads and crafting unique packaging designs. I’ve also developed a passion for brand identity, from designing memorable logos to defining cohesive colour palettes and typography. Lately, UX/UI design has captured my interest, and I’m excited by the challenge of prototyping websites that combine visual appeal with seamless user experiences. Together, these areas fuel my vision for a creative career where I can bring brands to life both online and in print.



Student Group(s): Metropolitan Data Science Association (MDSA)

**Yoonie
Won**

[LinkedIn](#)



Justin Woo

Minor(s): Communication Design
Concentration: Publishing



[LinkedIn](#)

What were the most challenging classes or projects for you throughout your time in GCM and how were you able to overcome those challenges?

Coding a complex ebook proved to be quite difficult since it just did not seem to work properly. The secret to solving this problem was to take a step back, look through all the lines of code to find out what could be causing the issues and look through online tutorials for useful tips or tricks I could have missed.



Michelle Xu



[LinkedIn](#)



What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

Honestly, coming into university, I had no clue what I wanted to do. But GCM helped me find a dream to be an event or project coordinator! I love working with different people to bring big ideas to life! To bring people together and create something unforgettable.

What will you miss most about the GCM program?

Definitely the incredible community, the awesome people, and all the fun projects we get to pull off and succeed together!

What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

I always wanted to be involved in the creative field but had a very vague idea of what I wanted to do specifically and when I went into GCM I got more confident that this was the right choice. I say this because I want a career that doesn't confine me to a single path. The variety of ways I can apply what I learned in this program is what I was looking for, I started out just knowing I would end up as a graphic artist but now I know I want to incorporate what I learned in print processes and use that in my work.



Student Group(s):
GCM Gradbook 2024/2025

**Robin
Yanik**

[LinkedIn](#)



Melanie Yim

Minor(s): Communication Design
Concentration: Packaging



[LinkedIn](#)



Throughout your time within the GCM program how have you “decoded” both your interests and talents within the program and how they connect with one another?

One of my long-time interests has been making crafts, which sparked my interest in design. The GCM program provided me with a great opportunity to put my passion into practice by allowing me to design my own stickers, posters, and other printed products. Along with these artistic interests, the program taught me about important parts of running a business, such as marketing, financing, and managing. By combining my artistic hobbies with my new business skills, I've gained the confidence to open my own small business, turning my talents and passions into real, consumable goods.

Tina Zou



[LinkedIn](#)

Minor(s): Communication Design

Concentration: Packaging



What was your dream/ideal career you had in mind when entering university? What is it now and how much has the answer changed?

Entering university, I aspired to pursue a career in graphic design. The well rounded program has provided me with comprehensive technical skills in effectively utilising Adobe programs, understanding various printing operations, and project management. Learning about the entire printing process has been incredibly beneficial. Completing my internship as a graphic designer has offered valuable insight into the industry, reinforcing my desire to pursue graphic design as my dream career. However, learning about the industry and completing my degree with a minor in communication design and concentration in packaging, I have developed an interest in a career in prepress.

FACULTY

&

STAFF

FACULTY

Tenured Faculty

Ian Baitz

Dr. Ehsan Behzadfar

Dr. Reem El Asaleh

Dr. Martin Habekost

Dr. Krzysztof (Kris) Krystosiak

Chris Kular

Natalia Lumby

Dr. Jonghun (Jay) Park

Art Seto

Dr. Abhay Sharma

Dr. Layal Shuman

Christopher Smyth

Contract Lecturers

Dwight Alexander

Alyssa Andino

Laura Brady

Jason Cole

Donna Cormier

Lee Eldridge

Dixon Fan

Nikita Kuzmin

Hayden McGreal

Kyle Sassman

Will Snyder

Diana Varma

Andrew Wong

Jay Wong

STAFF

Mohammed Khaled Ahmed

Hirra Farooqi

Taras Karpiuk

Stephanie Law

Scott Millward

Lina Nasso

Darsan Sivanantharajah

Learn more about the Staff
& Faculty at GCM [here](#).



STUDENT GROUPS



GCMCU

The GCM Course Union (GCMCU) is an elected and student-led team that represents the GCM student body within Toronto Metropolitan University. The executive team and class representatives take part in organizing social gatherings, academic events, trips off campus and intramural athletic teams. The team continues to develop new and creative events and collaborations that extend beyond GCM and into the Creative School, with the help and support of Faculty Advisor and Chair of GCM, Natalia Lumby.

PHOENIX CHALLENGE

The Phoenix Challenge is a flexography focused competition that is usually held at the annual international FTA Flexo Forum during the spring. Past teams have competed in Las Vegas, Atlanta, San Diego and New Orleans. The competition brings together teams of up to 6 students from universities across the U.S, with our GCM student team being the only one from Canada. Each year, students have been pushing the limits and raising the boundaries of what they create and produce, reflecting the capabilities of GCM students.



COLLO QUIUM



COLLOQUIUM

The Colloquium Team takes on the immense responsibility of organizing the GCM End-of-Year Show, which brings together students and industry professionals. Industry speakers share their experiences and expertise in their respective fields with a mix of student and industry attendees. With the support of Faculty Advisor Reem El Asaleh, Colloquium provides students with the opportunity to learn and listen from industry experts and network with prospective employers in an open environment that encourages discussions.

METPACK

METPack is a Toronto Metropolitan University student group involved in creating opportunities to learn more about packaging. Members become involved and engage in the packaging industry through both local and international trips, events and competitions. METPack allows for students interested in the packaging industry to expand their knowledge and learn from industry professionals during events alongside team members also interested in packaging. With the help and support of Faculty Advisors Jay Park and Natalia Lumby, MetPack allows for students interested in the packaging industry to further their skills and knowledge in this specific area of the industry.



TMUTAGA

TMU TAGA

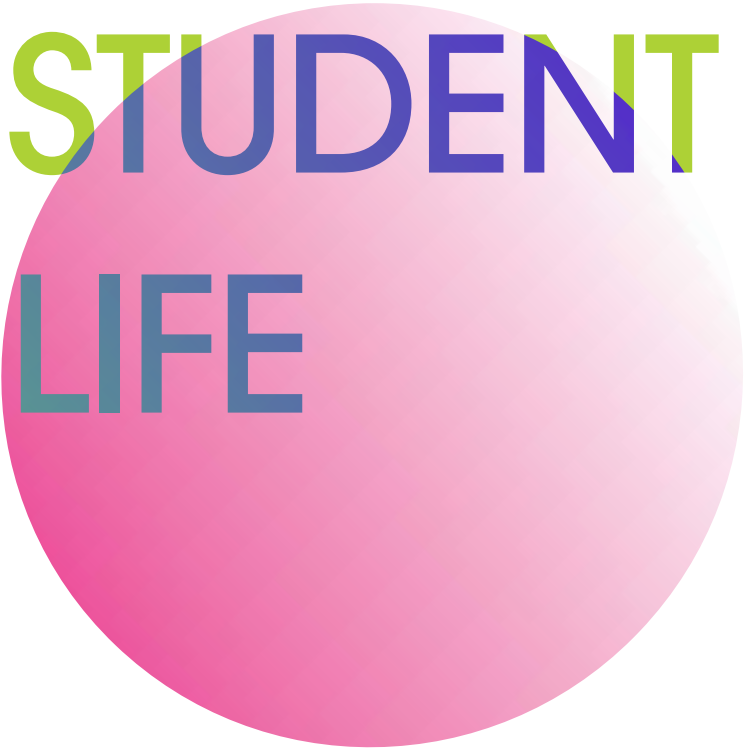
TMUTAGA is a student group that proudly represents both GCM and TMU as the only Canadian student chapter of the Technical Association of the Graphic Arts (TAGA). The team members are dedicated to the annual creation and production of the technical journal that showcases the academic achievements and excellence of Graphic Communications Management students. Publishing their own annual journal that contains research has won several top prizes at conferences/competitions all over North America, including Dallas, Portland and San Francisco. With the guidance and support of Faculty Advisor Martin Habekost, TMUTAGA has established themselves a legacy of excellence and success within the industry, and continue to push themselves and what they create.

GRADBOOK

The GCM Grad Book Committee is the dedicated team that has brought both the digital and printed version of this year's 2025 GCM Grad Book to life over the course of six months. The publication celebrates the graduating students and their collective time within the GCM program. Each student has a dedicated page to showcase their accomplishments, student group and extracurricular involvements, and testimonials of their time within the program. This book also serves as a recruitment tool which is made available to prospective employers at the annual GCM Career Fair, while the digital version is made publicly available and accessible for future employers.

With the guidance of Faculty Advisor Diana Varma, this year's Grad Book Committee consisted of six dedicated members who worked together to create and produce the book in its entirety. Combining creativity, design, technology, innovation and business entrepreneurship, the team utilized a myriad of learned skills.



A large, soft pink circle with a subtle radial gradient, centered on the page. It serves as a background for the text.

STUDENT LIFE











ACKNOWLEDGEMENTS

SPECIAL THANKS!

THANKS TO SPONSORS – SPICERS

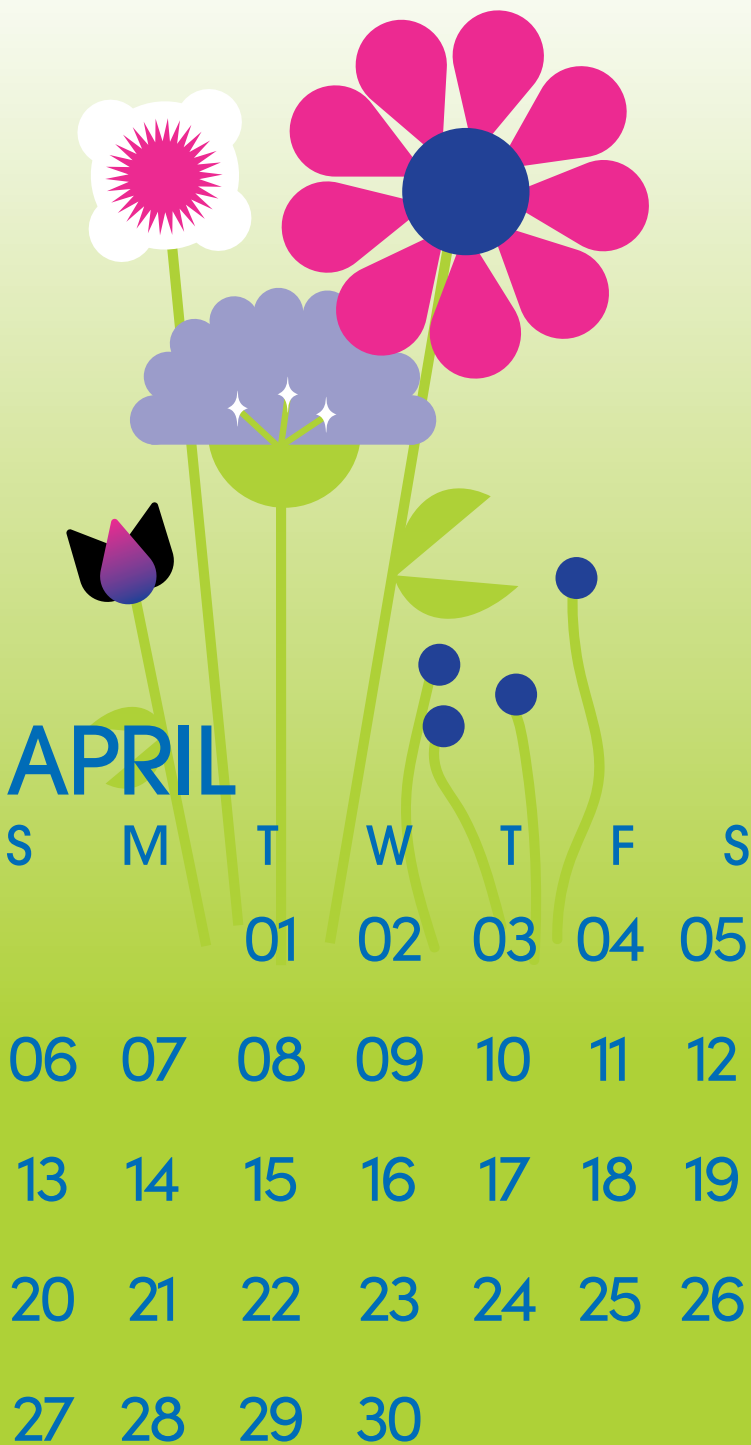
The GCM Grad Book Committee would like to extend a thank you to our generous sponsors SPICERS for the donation of paper for this project.



CALENDAR

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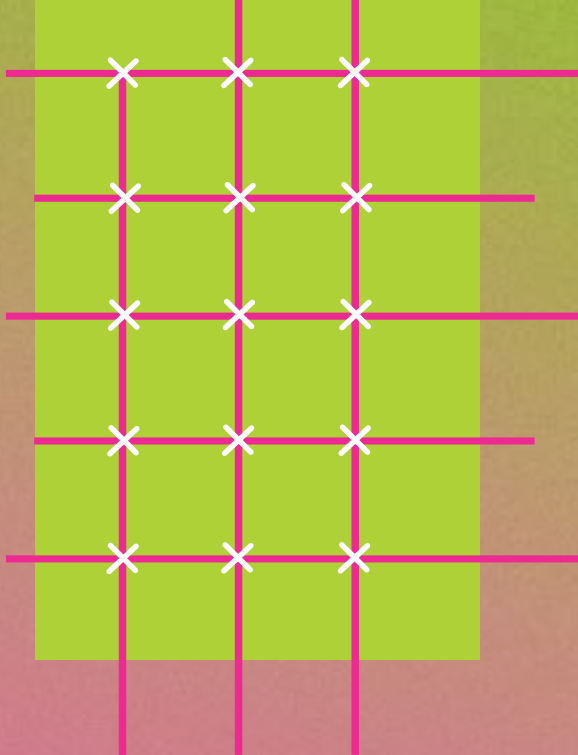
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WASHINGTON PRESS
R. HOE & CO
NEW - YORK



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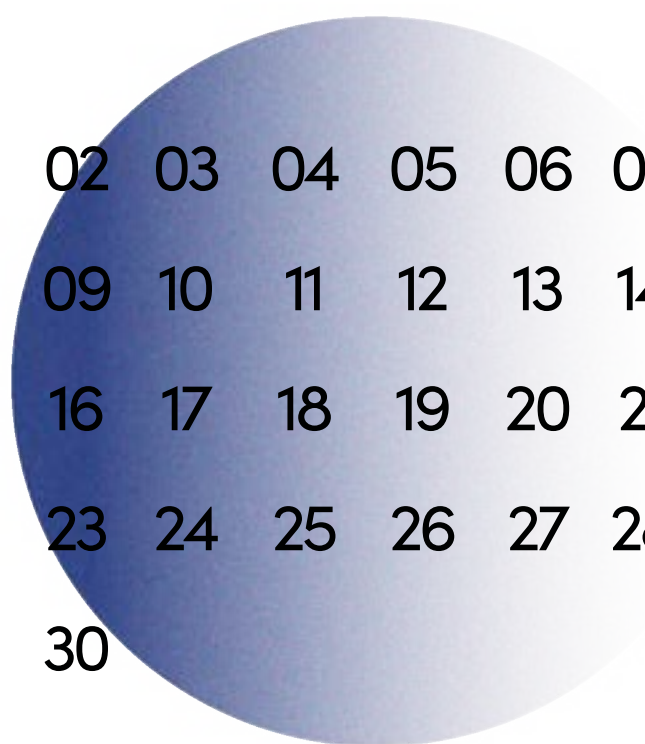
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CALENDAR

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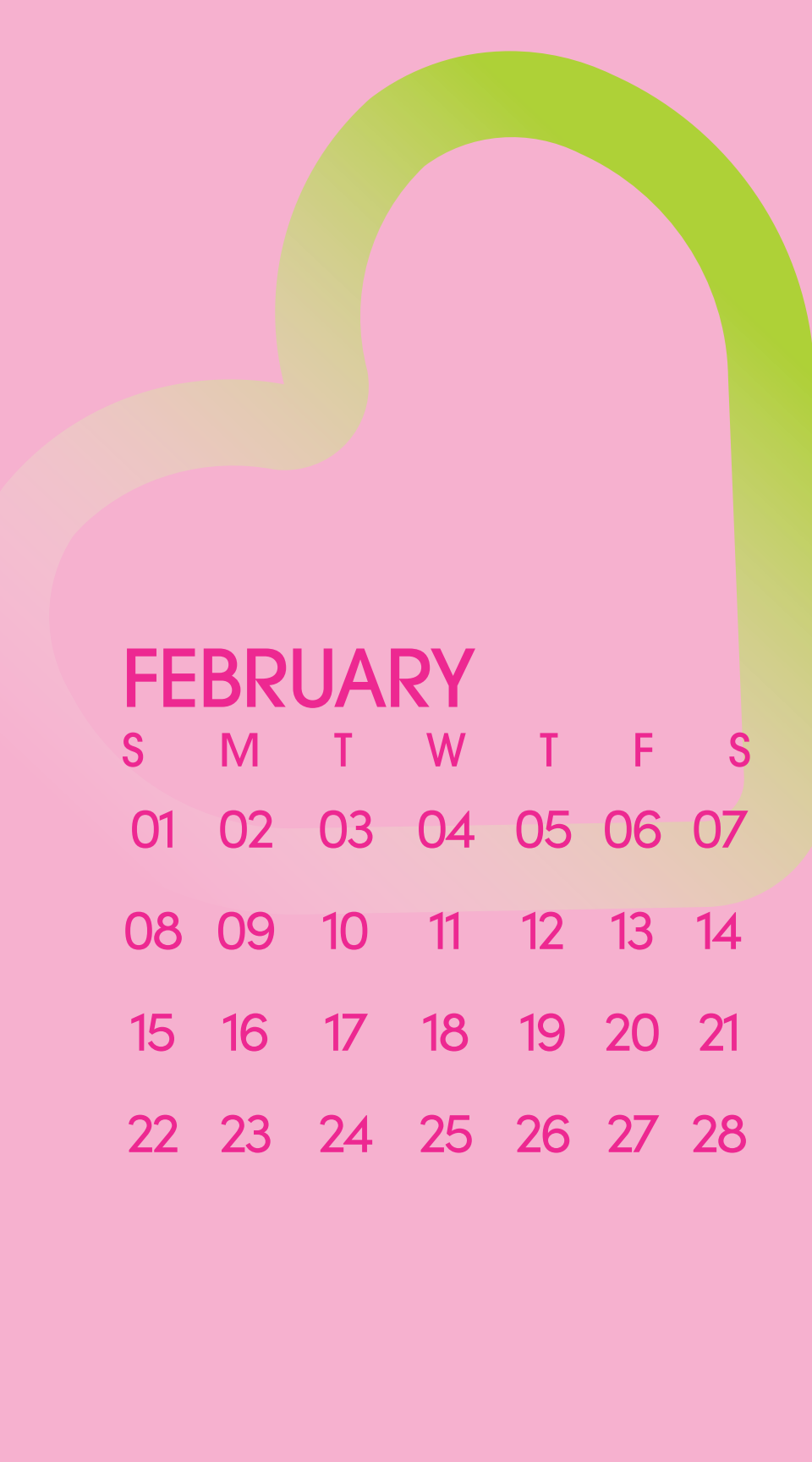
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JUNE

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JULY

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The book was designed by the GCM Grad Book Committee for 2024/2025. The entirety of the book was designed and printed in-house at the HEI Building, located at 125 Bond St, Toronto, ON. The book was bound externally by Brown Book Company Limited, located at 65 Crockford Blvd, Scarborough, ON.



GCM GRADBOOK 2024/2025

GRAPHIC COMMUNICATIONS MANAGEMENT

DECODING THE FUTURE OF THE INDUSTRY.