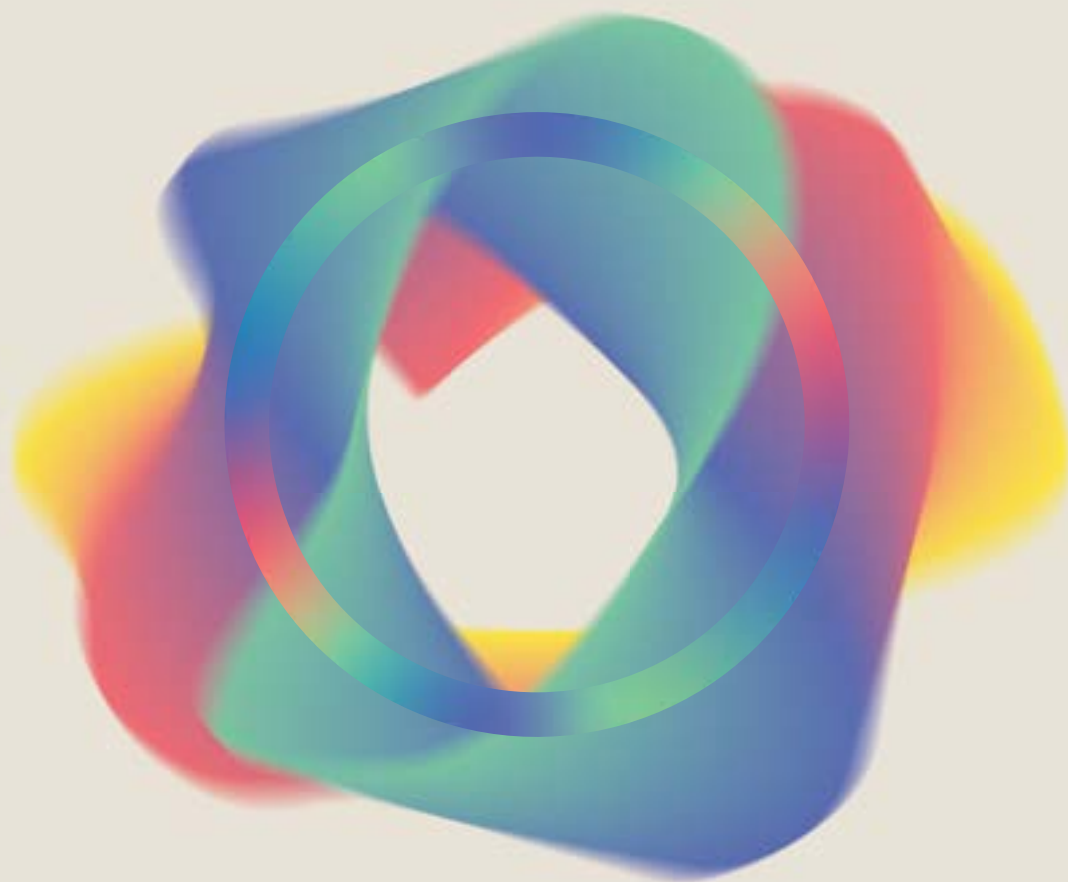


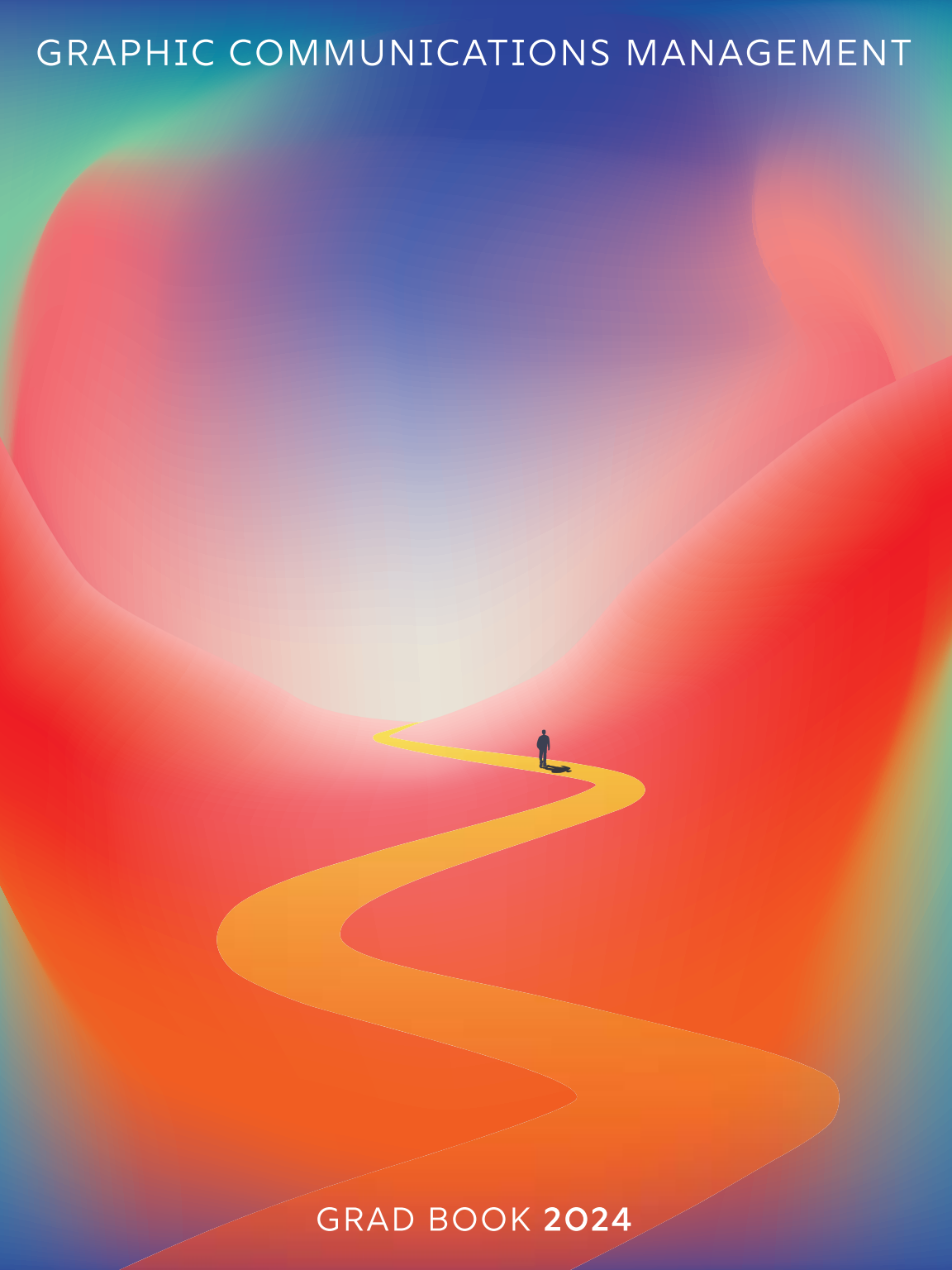
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GRAPHIC COMMUNICATIONS MANAGEMENT



GRAD BOOK 2024

ABO



TMU Heidelberg Centre

G

OUT

The School of Graphic Communications Management (GCM) at Toronto Metropolitan University is the only interdisciplinary four-year undergraduate program in Canada dedicated to the printing industry. In offering a Bachelor of Technology, students explore printed and digital channels, obtaining the creative, technical, and business expertise required to succeed in an ever-evolving industry.

Students gain valuable transferable skills in a hands-on learning environment supported by a strong faculty who advocate for their continuous growth and development. With international exchange partnerships and paid internship opportunities, the program supports students in kick-starting their careers. Through four optional concentrations in Graphic Output, Leadership, Packaging, and Publishing, students have the opportunity to pursue specialized learning streams and ambitions.

GCM ensures graduates are prepared to enter the workforce. These individuals are the next generation of leaders and innovators who will be at the forefront of an industry that connects the world through creative solutions.

GCM

A MESSAGE FROM THE CHAIR



NATALIA LUMBY

Dear Graduating Class of 2024,

As we turn the page to the next chapter, I'm brimming with pride and gratitude. Your journey as Graphic Communications Management students has been extraordinary. You are arriving at the finish line today despite a global pandemic. This is no small feat.

Over the last four years, you have explored the dynamic world of graphic communications, honed your skills, and embraced the ever-evolving industry. We celebrate these achievements and are excited to see what is next for each of you!

Your journey does not end here; it merely takes a new path. As alumni, let us continue to be good citizens, both within our industry and in the broader community. Our responsibility extends beyond personal success

to contributing positively to the world around us. Let's use our skills and knowledge to inspire, innovate, and drive positive change.

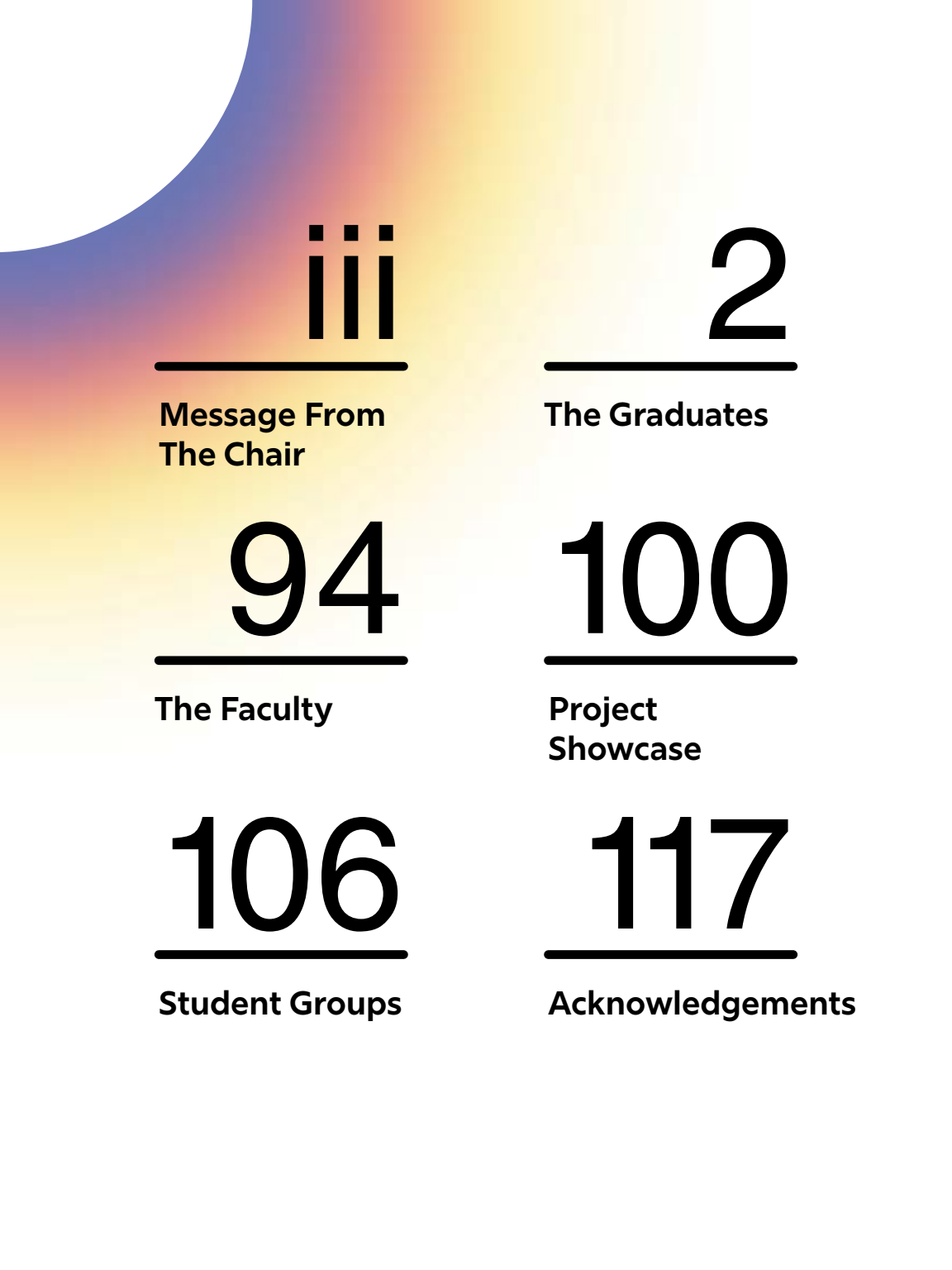
I'd also like to express our heartfelt gratitude to the exceptional faculty and staff who have nurtured our growth. I am sure that their mentorship has been invaluable. Additionally, we extend our sincere thanks to our industry partners who opened their doors to you during internships and, more importantly, after graduation. Your guidance and experience have been instrumental in shaping student's professional lives.

Congratulations, Class of 2024! The future is ours to shape, and I have no doubt that it will be an amazing one.

**With pride and gratitude,
Natalia Lumby**



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A hand holding a large, multi-colored balloon with shades of yellow, orange, red, purple, and blue. The background is white.

SAY *hello*

TO THE

**GRAD
UATES**

Lina Abu Errub



Portfolio:

[https://linaportfolio.
my.canva.site/](https://linaportfolio.my.canva.site/)



LinkedIn:

[http://linkedin.com/in/
linaabuerrub6614441b9](http://linkedin.com/in/linaabuerrub6614441b9)



What is your area of interest?

I'm passionate about design in general. I like to explore different aspects of graphic design. I see graphic design as a way of creative expression, whether I'm expressing myself or a client. I love being able to design work that can make an impact.

LINA

Ayesha Alam

Concentration: Packaging

Portfolio:

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



LinkedIn:

[https://www.linkedin.
com/in/ayesha-alam-
1b92341b5/](https://www.linkedin.com/in/ayesha-alam-1b92341b5/)



Share a GCM project that you're proud of!

Throughout my four years at GCM, there have been many opportunities for design and printing projects. There are many that I am proud of, and I learned something through them all. One of the first projects I really enjoyed and was proud of was the portfolio book created in GCM 220 because it is a compilation of previous GCM projects. This project encompassed the entire book design, printing, and binding process, which was really interesting.

I would say that I am much more proud of my updated portfolio website created for GCM 370. This portfolio contains GCM projects, personal projects, as well as projects completed for extracurricular clubs at the university. Currently, there are a few projects I am working on for GCM 420, GCM 800, and GCM 750 that, once finished, will be added to my portfolio and list of projects I enjoyed!

AYESHA

Rochelle Balba



Minors:
French &
Computer Science

LinkedIn:
<https://www.linkedin.com/in/rochelle-bal-ba-6853451b7/>



What was a meaningful takeaway from your internship?

During my internship, I had the pleasure of meeting an incredible team and experiencing a large variety of jobs within the industry. I was able to be part of jobs that involved project management for in-store display designs, short CGI and animation projects, social media account monitoring, updating lines of code for website assets, and other digital projects.

A piece of advice that I would give to students is to just never be afraid to ask questions and to take full advantage of the resources given to you.

ROCHELLE

Charles Bautista

Concentration:
Graphic Output

Minor:
Communication Design

LinkedIn:
<http://www.linkedin.com/in/bautista-charles>



Describe your growth since first year.

Absolutely! After my first year, I took the first step into leadership and became involved in my community. I successfully ran for Second Year Rep, and ever since, I have dedicated myself to our program's Course Union.

Throughout my experience, I have been able to foster my confidence, creative thinking, and communication skills, which are essential for leading a team. Fast forward to today, I was elected as the Executive Vice President after my time as the VP of Equity during my third year.

Ultimately, my goal was to become more involved in my community, and by joining the GCMCU, I have achieved this.

CHARLES

Samantha Benezra



Minors:
French &
Communication Design

Portfolio:
<https://www.instagram.com/odellaxdesigns/>



LinkedIn:
<http://linkedin.com/in/samantha-benezra-a5177a22b>



Share a GCM accomplishment that you're proud of!

If you were to tell me that I started a successful business in my first year of university, I wouldn't have believed you. I'm beyond proud of how Odella's Designs has grown and how far it's taken me. I've made so many connections through this business and met my favourite celebrities through my work, which I cherish deeply. My passion for crafting started with a RyePack sticker event in December 2020, and two months later, with all the equipment and designs ready, I launched my greatest accomplishment.

SAMANTHA

Sonia Bhatti

Concentration:
Packaging

Minors:
Marketing &
Communication Design

LinkedIn:
<https://www.linkedin.com/in/sonia-bhatti>



What is your area of interest?

My primary area of interest lies in marketing, particularly within the thrilling realm of sports. I'm deeply passionate about crafting innovative campaigns that resonate with audiences, leveraging the dynamic energy and emotional connections inherent in sports. It's a space where strategy meets creativity, allowing me to explore avenues like fan engagement, digital media, and brand loyalty.

In essence, my concentration revolves around using marketing as a vehicle to amplify the passion and thrill associated with sports, crafting campaigns that transcend traditional boundaries and foster enduring connections with fans.

SONIA

Angelica Cardenas



Concentration:
Packaging

Minor:
Communication Design

LinkedIn:
<https://www.linkedin.com/in/angelicacardenas/>



Share a GCM project that you're proud of!

The GCM project I am the most proud of is my GCM 800 Flexography group project. After two years online, it was my first big project using the equipment in person. Learning about flexographic printing and producing our own job was a great experience. I loved working hands-on throughout the entire production process, from creating our design to watching our work being printed, I was proud of what my group and I produced. #TeaMU

ANGELICA

Miguel Castro

Minor:
Disability Studies

Portfolio:
<https://miguelcastro.xyz/>



LinkedIn:
<https://www.linkedin.com/in/miguel-castro-2807271b5/>



Share a GCM accomplishment that you're proud of!

I was the Creative Director for TMUTAGA this year, and to be able to have real experience in the design industry has been truly helpful and eye-opening. As Creative Director, I was in charge of all things design and ensuring that everything we outputted followed our theme. Alongside those tasks, I was also able to work with a great team and build some great memories that have definitely made my time at GCM very memorable. Being able to see my designs and concepts in the flesh has been amazing, and TMUTAGA has made me super excited to pursue a career similar to this post-graduation.

MIGUEL

Jacob Chan



Concentration:
Packaging

Minor:
Communication Design

Portfolio:
https://www.instagram.com/jays_design_portfolio



LinkedIn:
<http://www.linkedin.com/in/jacobhchan>



What was a meaningful takeaway from your internship?

My internship was at Minoh Inc. in a print production and signage installation role, which was unexpected as I did not have experience handling presses and machinery prior to this. Each day, I had new projects with rapid deadlines and new skills to learn; this developed my ability to learn new systems and processes at high speeds as there was no time for mistakes.

However, I wouldn't have been successful without Minoh's welcoming and friendly team who was invested in developing my skills and teaching me everything they could. If you're entering a new field or position and you're feeling any type of imposter syndrome, always remember to ask as many questions as you can because your team is always there to support you!

JACOB

Glen Chan-Choong

Minor:
Communication Design

Portfolio:
[https://glenchangoong.
myportfolio.com/](https://glenchangoong.myportfolio.com/)



LinkedIn:
[https://www.linkedin.
com/in/glen-chan-
choong-59bb4a1a8/](https://www.linkedin.com/in/glen-chan-choong-59bb4a1a8/)



Share a GCM project that you're proud of!

One project that comes to mind is the project completed in GCM 375, which was a large, group-based term project. I think I was definitely tested in different ways, from time management to communication and setting deadlines. It was the first time I was a “lead” for a group of people, so learning to manage others was also an interesting learning curve. As for creative projects, I’m proud of the album cover I created for GCM 738, which you can find in my portfolio!

GLEN

Haixin (Esther) Chen



Concentrations:
Packaging & Publishing

Minor:
Communication Design

Portfolio:
<https://www.linkedin.com/in/haixinestherchen1201/overlay/1635526137591/sin-gle-media-viewer/?profileId=A-CoAADQLNuMBOAEWqmMsD-2zukKnfiSdYwqnOqic>



LinkedIn:
<https://www.linkedin.com/in/haixinestherchen1201/>



Share a GCM accomplishment that you're proud of!

I'm proud of several achievements during my time in the GCM program. I participated in The PPA 2022 Design Challenge, collaborated on the Global Case Challenge with Hong Kong Baptist University, and joined the AUAS's Cross-Cultural Data Visualization Project in partnership with the Netherlands Amsterdam University of Applied Sciences. Additionally, I represented TMU's Creative School at Dongguk International Summer School and received an 'A' grade. In my junior year, I secured a valuable internship related to my field, gaining essential work experience before graduation. I've also been actively involved with the TMU's Chinese Students & Scholar Association for all four years of my journey at post-secondary school. In 2022, I served as Vice Director of the Administration Department and now hold the position of Director. These experiences have significantly enriched my education and prepared me for future endeavours.

ESTHER

Mei Xi Chen

Concentration:
Packaging

Minors:
Law &
Music and Culture

LinkedIn:
<https://www.linkedin.com/in/mei-xi-chen/>



Share a GCM accomplishment that you're proud of!

My proudest GCM project was being a part of GCM's Phoenix Challenge team, working with highly skilled individuals guided by professors Ian Baitz and Kris Krystosiak. We brainstormed, troubleshooted, and problem-solved to produce a 'Frosh Folder' product from beginning to end. From the design, custom die, ink mixing, and printing on the Comco Cadet Flexo Press, it was an enriching learning experience. We attended InfoFlex 2023 to share our project with industry professionals, which was a great culmination of our hard work and dedication.

MEI XI

Mingting Chen



Concentration:
Packaging

Portfolio:

<https://christychen8200.wixsite.com/mingting-chen>



LinkedIn:

<https://www.linkedin.com/in/mingting-chen/>



Describe your growth since first year.

Reflecting on my growth from freshman year to now, my growth trajectory is remarkable. I began to have a basic understanding of drawing but was not yet familiar with professional design software. However, with countless hours of practice and a deep understanding of the knowledge I learned, I took my skills to a level I once thought was unattainable.

At the same time, I also developed a mindset of design innovation through countless group assignments and brainstorming. This mindset has led to many breakthroughs in my projects, where I am constantly experimenting with new perspectives on design.

In addition to this, my experience in group projects has taught me the value of leadership, collaboration, and effective communication. I learned to use the strengths of different team members to foster an environment of mutual respect and collective growth.

MINGTING

Melissa Cheng

Concentration:
Publishing

LinkedIn:

<http://www.linkedin.com/in/melissa-cheng-191ba6254>



What is your area of interest?

One of my areas of interest is publishing, specifically for books and magazines, as I am currently doing a Publishing concentration. I have not only learned about the publication aspect of books, magazines, as well as eBooks, but I have also learned about the production and design sides.

Additionally, I am also interested in visual communication using graphic design because I love using different software such as Adobe Illustrator and Photoshop to create artwork that can help articulate information into something fun and engaging. With this being said, I am also interested in UI/UX design because I find it very fascinating to create a seamless user experience digitally while also implementing my graphic design skills.

MELISSA

Jian Chi



Concentration:
Graphic Output

Minor:
Communication Design

Portfolio:
<https://jianchi.myportfolio.com/>



LinkedIn:
<https://www.linkedin.com/in/jian-chi-IO/>



What is your area of interest?

My areas of interest are graphic design and the printing processes of the publishing industry. My enthusiasm for graphic design is driven by my passion for creative problem-solving and commitment to achieving set objectives. I enjoy the nature of graphic design, which presents both enjoyable and challenging aspects. This field requires an array of problem-solving strategies, demanding that a designer carefully discern the most effective solutions. From my personal experience, I also value the feedback loop that comes from this creative process, as it shows me valuable insights into alternative perspectives.

My affinity with literature also played a pivotal role in shaping my career aspirations. The uniqueness of production for different publications has captivated my interest. As someone who excels in hands-on experiences, I am naturally drawn to the printing aspects of publishing, including pagination and binding processes.

JIAN

Aisharja Chowdhury

Concentration:
Packaging

Minor:
Computer Science

Portfolio:
<https://www.aisharja-chowdhury.com/>



LinkedIn:
<https://www.linkedin.com/in/aisharja-chowdhury-402161207/>



Share a GCM accomplishment that you're proud of!

My proudest GCM accomplishment is being the Creative Director for the 2022-2023 TMUTAGA team, which, under our collaborative effort, received the prestigious awards in Best Publication Design and Publication Production. This experience allowed me to lead a creative project from its inception to completion. Working on the rebranding and development of the team's journal was a fulfilling and enlightening journey. I acquired valuable skills in team leadership, project management, and design. I'm grateful for the opportunity to make a lasting contribution to our group's identity. In addition, I was honoured to become the Co-President for the 2023-2024 TMUTAGA team alongside Wendy Yang. Leading the team and steering our vision for the future has been a rewarding and insightful experience. It has deepened my understanding of collaboration, organizational dynamics, and the importance of clear communication within a team.

AISHARJA

Lashaiya (Shai) Coleman



Minor:
Music and Culture

LinkedIn:
<https://www.linkedin.com/in/shai-coleman-2366a5201/>



Tell us about your aspirations after graduation!

I hope to spend the summer back at TC Transcontinental as a Graphic Layout Artist, focus on developing my small businesses so that I'll be able to work with more clients, and create and sell more of my own products.

I also hope to network with speakers, mentors, and business owners abroad, which will provide me with direction for successful business operations. I plan on challenging my music background and developing more musical knowledge (music production) so I can produce songs, score my own sheet music, and perform at different venues.

I also hope to travel somewhere nice and possibly move away to California to pursue all my dreams and achieve all the goals I have in mind! :)

SHAI

Angelo Corpuz

Minor:
Communication Design

Portfolio:
<https://tcorpuz9e9e.my-portfolio.com/welcome>



LinkedIn:
<https://www.linkedin.com/in/thomas-angelo-corpuz-759435237/>

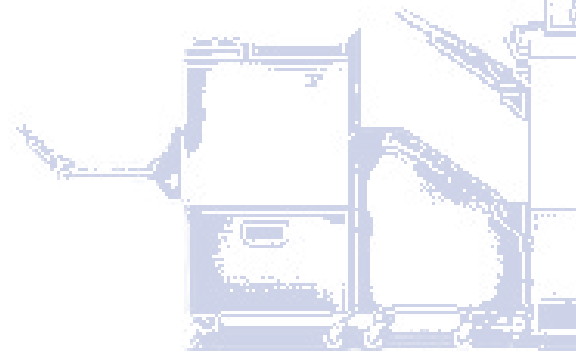


What is your area of interest?

My main area of interest is creative photography. I spend my time honing my technical skills and developing a unique creative style. The avenues of photography that I enjoy the most are portraiture and concert photography. My attraction towards photography draws from my desire to document memories and visualize the world through a lens that is far more surreal and alluring than what we are able to experience in the moment.

ANGELO

Jefferey Dam



Concentration:
Graphic Output

Portfolio:
<https://jeff571676.wix-site.com/jefferey-dam-s-portf>



LinkedIn:
www.linkedin.com/in/jefferey-dam-3b89a4252



Tell us about your aspirations after graduation!

If you had asked me three years ago what I wanted to do after graduation, I definitely would have said graphic design, but now it is unclear. After my internship and learning more about the different equipment that goes into printing, I could see myself becoming a press operator. There is something about printing and turning designs into something tangible that really excites me.



JEFFEREY

Jasmine Dawdy

Concentration:
Packaging

Portfolio:

<https://jasminedawdy.myportfolio.com/>



LinkedIn:

<https://www.linkedin.com/in/jasminedawdy/>



Share a GCM accomplishment that you're proud of!

My time at GCM has given me many things to be proud of, but what will always stand out to me was being chosen to attend a course on 3D Modelling and 3D Printing in Belgium the summer before my third year. This international class at TMU's partner school, Artevelde University of Applied Sciences, gave me the opportunity to learn about modelling in several different CAD softwares from experts who travelled from four different countries around the world to teach a small group of selected students.

I was especially proud to learn I had been one of the top students in terms of classroom engagement and quality of work. This experience has left me with great memories, a big interest in 3D printing, and a huge desire to always keep taking chances as I never know what opportunity is waiting for me next.

JASMINE

Samantha Deally



Minor:
Psychology

LinkedIn:

<https://www.linkedin.com/in/samanthadeally/>



What was a meaningful takeaway from your internship?

During my internship, I worked as a Design and Print Intern for Cutting Edge Signs in Whistler, BC. My internship was an extremely meaningful opportunity as I gained real industry experience in an area of interest I really enjoy. I was able to take all the skills that I learned in my GCM courses and apply them to my internship. After my internship, I was able to do the same: taking the lessons I learned and applying them to my coursework.

SAMANTHA

Rache Dijamco

Concentration:
Publishing

LinkedIn:

<https://www.linkedin.com/in/rache-dijamco-610296222/>



Tell us about your aspirations after graduation!

After graduation, I plan to take a few months to travel with my family and friends. Being the first one in my family to graduate outside our home country, it's a huge deal for me and my family. All of our hard work paid off, and it truly is a time for celebration. Travelling has always been something I've enjoyed, but never had the chance to experience much.

After that, I'm excited to start my journey in the corporate world. Hopefully, this is in digital marketing or book production, or maybe it will be something completely unrelated to GCM. Regardless, I am nothing but excited to start my journey!

RACHE

Sophie Dreu



Concentration:
Graphic Output

LinkedIn:

<https://www.linkedin.com/in/sophie-dreu/>



What was a meaningful takeaway from your internship?

My internship was super rewarding. I was a project planner in a pretty big company, and the experience of actually being able to see everything— design, prepress, plate making, and printing—in person rather than reading about it in textbooks and lectures was so much more engaging and interesting than I expected. If anything, it was exciting to hear people talk about things I've learned in GCM and actually understand what they're saying.

SOPHIE

Milena Dubajic

Concentration:
Graphic Output

Minor:
Communication Design

LinkedIn:

[https://ca.linkedin.com/
in/milenadubajic](https://ca.linkedin.com/in/milenadubajic)



Tell us about your aspirations after graduation!

I would love to be a social media manager, working closely with a company on their TikTok, Instagram, and all their socials! I believe my skills would be best in this field as I also enjoy creating content for social media. Finding a remote job would be ideal where I would love to travel and work at the same time.

MILENA

Farah El-Gergawi



Minor:
Marketing

LinkedIn:

<http://www.linkedin.com/in/farahjergawi>



What is your area of interest?

As of now, I am still trying to gain as much knowledge and insight as possible about the different roles in the industry that I am interested in going into. Alongside GCM, I am completing a minor in Marketing, and I have taken an interest in digital asset management. Outside my program, I completed a User Experience course taught by General Academy and am completing a certification in Digital Marketing Management at the University of Toronto.

For my internship, I was a Creative Intern who created visuals using Illustrator, Photoshop, and Indesign for PR and assisted in campaigns. I am trying to keep my options open, but at the same time, make sure that what I'm learning goes well with my degree so I can benefit from it in the future.

FARAH

Hannah Elrayis

Portfolio:

<https://qrco.de/bdn1Lc>



LinkedIn:

<https://www.linkedin.com/in/hannah-elrayis/>



Tell us about your aspirations after graduation!

Becoming a graphic designer has been a long and pending aspiration of mine. Although it's a familiar dream for alumni to pursue coming out of this program, the opportunity to conceive creative identities has been my passion for a long time. My life has always centred around visual storytelling, and I want to translate those childhood dreams into an adult career.

While I aim to work for a design agency post-graduation, I really want to delve into freelancing at some point to focus on cultivating my design skills and build a strong portfolio that really encompasses my identity as a designer. Every artist has their visual trademark, and while I have yet to discover mine, I hope I can unearth my creative persona in the near future.

HANNAH

Kyle Eser



Minor:
Philosophy

Tell us about your aspirations after graduation!

After graduation, the main thing I aspire for is the time to figure out how I truly want to live my life and how I can do things that create a sense of purpose for myself. Currently, nothing stands out as something that I want to do for the rest of my life. I think that I am in a period of time where I should be doing as much as I can to experience and find out what really matters to me.

The closest thing to that would be content creation through videos. I've always admired people online who have been able to make a life for themselves by making what they want and sharing it with others who enjoy what they have produced. I think that if I could do something along those lines, I could get closer to living a life I can be wholeheartedly proud of.

KYLE

Stephen Fernandes

Portfolio:

<https://www.sfdesigns.art/>



LinkedIn:

<https://www.linkedin.com/in/stephen-fernandes-646b40193/>



Describe your growth since first year.

I have learned and grown a lot since I began studying at GCM. One of the biggest things I had to learn was how to design and create with restrictions and to meet certain specifications. Through design briefs for assignments or client projects, I have learned how to come up with creative solutions to meet these requirements.

Moreover, I gained insight into the printing and production processes, from pre-press to post-press, including digital and offset printing, binding, and finishing. Understanding the technical aspects of printing helped me make informed design choices and communicate properly.

Overall, my education equipped me with the skills and knowledge to thrive in the dynamic and ever-evolving field of graphic communications management.

STEPHEN

Sandrita Fernando



Minor:
Film (Cinema) Studies

Portfolio:
<https://sandritafernando.myportfolio.com/>



LinkedIn:
<https://www.linkedin.com/in/sandrita-fernando/>



What was a meaningful takeaway from your exchange?

Last year, I had the incredible opportunity to spend a semester abroad in South Korea at Dongguk University. My semester abroad was a meaningful time in my life where I really felt as if I left all sense of familiarity to embark on a new journey.

During my time in South Korea, I had the chance to learn and experience Korean art and design. Visiting various museums, installations, galleries, and beyond greatly impacted the way I think about art and the history tied to it. The institution I studied at is well known for its film program. Therefore, I had the incredible opportunity to partake in their film production and theory courses, which bridged the gap between my interests in film and design with added cultural context. International exchange is a chapter in my life that I will always fondly look back on.

SANDRITA

Jasdeep Gaidu

Portfolio:

<http://sparrow-kangaroo-cxet.squarespace.com>



LinkedIn:

<http://www.linkedin.com/in/jasdeep-gaidu-a0a880209>



Describe your growth since first year.

My skills and experience within the realm of design have significantly grown since first year. When I was just starting out, I had no skills or experience with Adobe Creative Cloud, and it was my goal to develop this as I knew that software in Adobe Creative Cloud is important to learn if I wanted to work within the design field.

Now in fourth year, I have learned the essentials of using programs such as Adobe Illustrator, Photoshop, InDesign, and XD. I have also become more comfortable working with others because many projects require consistent and clear communication to complete projects effectively. These are valuable lessons that I have learned throughout my years at GCM.

JASDEEP

Sandra Galante



Concentration:
Graphic Output

Minor:
Communication Design

LinkedIn:

<https://www.linkedin.com/in/sandra-galante-80339a268/>



Share a GCM project that you're proud of!

I am very proud of the eBook I created in my third year at GCM. It was inspired by the game Animal Crossing. I was even able to animate the cover of the ebook so that Tom Nook waves at his desk while he welcomes you to the island.

SANDRA

Manya Ganju

Minors:
Marketing &
Communication Design

LinkedIn:

<https://www.linkedin.com/in/manyaganju/>



Tell us about your aspirations after graduation!

Upon graduating from the Graphic Communications Management program, my aspirations are firmly rooted in the dynamic realm of global marketing. Combining my passion for creativity and communication, I aim to leverage my graphic communication skills to significantly influence the marketing landscape. I am enthusiastic about joining a global company where I can contribute my expertise in visual communications to create compelling marketing campaigns that resonate with diverse audiences worldwide. My goal is to embrace innovative strategies and creative solutions to drive brand recognition, engage audiences, and generate meaningful connections with customers. I hope to enhance visual storytelling, elevate brand aesthetics, and create memorable marketing experiences for customers. I aspire to work collaboratively within a diverse and talented team, fostering an environment of creativity and innovation where I can contribute strategic insights and help shape the future direction of marketing initiatives.

MANYA

Shannon Gill



LinkedIn:

<http://www.linkedin.com/in/shannon-gill-a30a79257>



What is your area of interest?

GCM has expanded my array of interests. I have a passion for integrating accessibility in graphic communications and all media. Throughout my time at GCM, I developed a keen interest in project management, digital asset management, and social media marketing. I love using workflows to take a project from ideation all the way to output and delivery.

From the start of this program, my focus has been on branding. With every organization or company I worked for, I always paid attention to the branding and how it was implemented. I am always brainstorming ways to make a brand stand out, be consistent, and remain relevant. I particularly like to analyze dying brands and think about what caused their downfall, as well as how one would revive them. It's become my own fun game to play.

SHANNON

Carl Glorioso

Concentration:
Publishing

Minor:
Communication Design

LinkedIn:

<https://www.linkedin.com/in/carl-glorioso-31a4681b7/>



Share a GCM project that you're proud of!

A GCM project I was proud of was the high-fidelity prototype we had to create for GCM 362. This project made me more interested in UX/UI design, and I realized that I could do this for a living! It was fun to learn Adobe XD and have the creative freedom to remodel a restaurant's website to make it more accessible in a mobile format.

CARL

Jessica Gu



LinkedIn:

<https://www.linkedin.com/in/jessica-gu-9b99711b3/>



Describe your growth since first year.

I have grown tremendously since first year in both my skill set and my ability to work with unique individuals in a wide array of fields. My main goal was to try out many different mediums and explore them through internships and personal work. Since 1st year, I have worked with startups in the Innovation Boost Zone (IBZ) program and completed my internship in Fredericton.

I got to explore so many insightful fields like creative consultancies, the cybersecurity field, and the game development industry. I explored all these fields while being able to contribute and grow my skill sets in design and marketing.

JESSICA

Masarra Haddad

Concentration:
Publishing

Minor:
Communication Design

LinkedIn:
<http://www.linkedin.com/in/masarrahaddad>



Tell us about your aspirations after graduation!

After graduation, I'm pursuing two main directions. The first is to earn my Masters in Design. The second involves entering the workforce, gaining valuable experience, and possibly starting my own business. Between both paths, I plan on travelling as much as I can and making all of my dreams come true.

MASARRA

Sarah Hobbs



Minor:
Communication Design

Portfolio:
<https://siahobbs.wixsite.com/sarahhobbs>



LinkedIn:
<http://www.linkedin.com/in/siahobbs>



Describe your growth since first year.

I have become a more independent and strong woman in STEM. During first year, I felt like I was shy and had no clue what I was doing with my life where I was in a bit of a limbo. Now, after achieving and finding a successful internship and full-time job for when I graduate, I feel more stable and excited about what's to come next. I no longer feel like I'm stuck in limbo, unsure of what I am going to do with my life.

SARAH

Andy Huang

Concentration:
Publishing

Portfolio:

<http://www.azeehuang.ca>



LinkedIn:

<https://www.linkedin.com/in/andyzhuang>



What is your area of interest?

I have a genuine passion for crafting impactful marketing collateral, and I'm dedicated to honing my skills using Adobe Suite applications. This creative journey allows me to explore a wide array of design possibilities, from visually compelling graphics to persuasive content layouts.

My goal is to not only create aesthetically pleasing materials but also to ensure they effectively communicate the intended message. Adobe's versatile tools empower me to experiment with diverse design elements, sharpening my proficiency in graphic design, photo editing, and digital illustration. By continually expanding my skill set, I stay at the forefront of the dynamic marketing industry, ready to meet new challenges head-on.

ANDY

Anabia Javiad



LinkedIn:

<https://www.linkedin.com/in/anabia-javid-763027227/>



What was a meaningful takeaway from your internship?

During my internship at a legal tech startup, where I served as the Marketing Ambassador, I gained a unique perspective on going beyond my comfort zone. While the legal tech field was new to me, it presented an exciting opportunity to learn and grow. I had to adapt to the fast-paced, innovative environment of a startup, which required both resilience and adaptability.

Interacting with a diverse team and tech-savvy individuals broadened my cultural awareness and taught me to appreciate the dynamism of the tech industry. Networking in this context not only expanded my professional contacts but also provided insights into the intersection of law and technology.

ANABIA

Katrina Javier

Minor:
Communication Design

Portfolio:
<https://katjavier.myportfolio.com/>



LinkedIn:
<https://www.linkedin.com/in/katrina-javier-439306205/>



Describe your growth since first year.

It's been a humbling time growing since first year of university. However, I believe there are aspects that first-year me would be very proud that forth-year me has achieved. Although half of it occurred during the pandemic, I have accomplished quite a few of my goals. I was able to build a portfolio website consisting of projects that I have worked hard on and that I am very proud of. Not only that, I have applied my time and talent to positions that have helped me grow as a creative. I strayed away from part-time retail positions and was able to work in roles such as Creative Director and Graphic Designer.

First-year me would not believe it, but I have truly grown to enjoy marketing. Thanks to my creative roles, which have always gone hand-in-hand with marketing, I feel a genuine passion for marketing now.

KATRINA

Kaitlyn John



Concentration:
Packaging

LinkedIn:

<https://www.linkedin.com/in/kaitlyn-john2002/>



Share a GCM accomplishment that you're proud of!

In the third year of my GCM career, I competed in the Phoenix Flexography Challenge as the project manager. The process helped deepen my understanding and my love of flexography. It was a challenging process, but being a part of the flexographic workflow from ideation to creation was worth it. What the team and I created was a frosh week folder for incoming GCM students. We wanted to help them get excited about what they can create here. Starting school during the pandemic hindered my hands-on experiences, and this was my chance to make up for it.

During this experience, I learned how to run the flexo press in the basement of GCM and how to image and mount plates. The accompanying trip to InfoFlex in Ohio was an amazing learning opportunity for me, and I look forward to finding my place in the industry after graduation.

KAITLYN

Noushin Kaiser

Concentration:
Publishing

Minor:
Communication Design

Portfolio:
<https://tinyurl.com/nk-portfolio>



LinkedIn:
<https://www.linkedin.com/in/noushin-k/>



Tell us about your aspirations after graduation!

Ever since I've found what I'm passionate about, I am determined to learn as much as I can to pursue it and do it well. From illustration and composition to, more recently, UX/UI, I have been aiming to work with different creatives and expand my knowledge on these topics. This is my aspiration after graduation, and for this, I am grateful for my time at GCM. The ability to network, learn, and grow alongside my peers has truly led me to improve my own work. Whenever I was stuck on a project, receiving feedback and constructive criticism was a message away.

I hope to work in an environment where a similar culture thrives. Whether I'm working on a magazine cover, advertisement, or any creative project, I hope to discover my own style while still being able to have fun and collaborate with others. You can never stop learning!

NOUSHIN

Arushi Kalra



Concentration:
Packaging

Minor:
Communication Design

Portfolio:
<https://arushihkalra.wixsite.com/portfolio>



LinkedIn:
<https://www.linkedin.com/in/arushi-kalra/>



Share a GCM accomplishment that you're proud of!

Over the past three years, my involvement in the GCM community allowed me to gain skills and insights to contribute to the growth and betterment of GCM. My most noteworthy accomplishment is having the honour of representing my program as the GCM Director at the Society of the Creative School and as the GCM Course Union President in my fourth year. Through active networking and collaboration with other programs within the Creative School, I pioneered and spearheaded numerous innovative projects, enhancing the legacy of GCMCU.

I am extremely proud to bring in new large-scale social collaboration events as well as student professional development events to GCM with a very ambitious and passionate team of 21 student leaders. These experiences have brought my undergraduate journey at GCM to a fulfilling conclusion.

ARUSHI

Rebecca Karton

Concentrations:
Publishing & Packaging

Minor:
English

Portfolio:
<https://sites.google.com/view/rkartonportfolio/home>



LinkedIn:
<http://www.linkedin.com/in/rebecca-k-bb3863201>



Share a GCM accomplishment that you're proud of!

My involvement in TMUTAGA as a Co-Production Director has been a challenging reward. When I began, my book production skills were heavily limited by online learning, so I had a steep learning curve to plan, produce, and deliver the printing and binding of a student journal using machines I'd never touched.

The bumps and bruises I encountered felt worth it when seeing the final product, and I knew I had to do it all over again, but more ambitiously. Bringing the Creative Director's concepts to life has been a joy.

REBECCA

Wasan Kebrit



Minor:
Marketing

LinkedIn:

<https://www.linkedin.com/in/wasan-kebrit-84973a20a/>



What was a meaningful takeaway from your internship?

My internship at Stickeryou as a Marketing Intern has been a valuable experience with significant takeaways. I had the chance to apply my academic knowledge to real-world situations and enhance my communication skills by tailoring content for various digital channels, emphasizing audience segmentation, and creating engaging content. This experience improved my writing, design, and content marketing skills while teaching me to adapt to the ever-changing digital landscape.

I also built meaningful relationships with my colleagues, expanding my professional network. My supervisor served as a role model and mentor, further enriching my experience. In summary, this internship has equipped me with practical skills and knowledge for my future career. I found it rewarding, and I'm excited to apply these takeaways in my professional journey.

WASAN

Urooj Khan

Concentration:
Packaging

LinkedIn:

<https://www.linkedin.com/in/urooj-k/>



Share a GCM accomplishment that you're proud of!

I am really proud to have participated in the PPA competition twice in a row and to become the VP of Competitions at METPack because of it. Though I never placed, it was a great learning experience for me, and I loved the friends I made along the way because of it!

UROOJ

Ruqaya Khedr



Minor:
Marketing

Portfolio:
<https://ruqayakhedr.my-portfolio.com/welcome>



LinkedIn:
<http://www.linkedin.com/in/ruqaya-khedr>



Describe your growth since first year.

In the last four years, I have experienced significant growth since my first year in the program. I have broadened and enhanced my technical skills within the Creative Suite (Adobe Illustrator, Photoshop, InDesign). I also developed a deeper understanding of what goes into design, expanding my ability to develop visually appealing designs. I have strengthened my time management skills by balancing various classes and assignments.

Throughout the last four years, I have developed a creative portfolio through the work I have done in GCM and outside of university. Overall, I have grown both as a student and an individual, and I look forward to what the future entails.

RUQAYA

Leigh Anne Kintanar

Minor:
Music and Culture

Portfolio:
[https://leighkintanar.
myportfolio.com/](https://leighkintanar.myportfolio.com/)



LinkedIn:
[https://www.linkedin.
com/in/leigh-kintanar](https://www.linkedin.com/in/leigh-kintanar)



Describe your growth since first year.

As someone who entered first year with little to no idea what I was getting myself into here at GCM, I am proud of how much I've grown and have learned to appreciate and love the printing industry.

Being a part of the Graphic Communications Course Union was a goal I had in mind ever since first year, and being a part of it for two years in a row has helped me grow so much as an individual and a leader. I still have so much to learn and grow as I continue my journey in this industry.

LEIGH-ANNE

Megan Knoblauch



Minor:
Philosophy

LinkedIn:

<https://www.linkedin.com/in/megan-knoblauch/>



What is your area of interest?

I am passionate about design and creating for both digital and print outputs. I am a creative problem solver with experience using the Adobe Creative Suite and Mailchimp. Throughout my studies, I had the opportunity to learn about design and layout, typography, and accessibility. I am also knowledgeable about a variety of print processes, including offset, flexography, and digital. I embrace opportunities that allow me to demonstrate my diverse skill set, knowledge, and creativity.

MEGAN

Aanya Kumar

Concentration:
Packaging

Minor:
Communication Design

Portfolio:
<https://aanyakumar.my-portfolio.com/hi-there>



LinkedIn:
<http://www.linkedin.com/in/aanya-kumar-964a75202>



Describe your growth since first year.

Going into first year, I was set on becoming a graphic designer. However, as I developed my knowledge about print and packaging and explored my interests; it led me to discover other career paths that interest me.

Now that I am in fourth year, I have developed interests in packaging dielines, DAM creation, and integrating processes of a job in the most strategic way possible. Looking forward, I would like to explore these interests in relation to my original passion for graphic design.

AANYA

Michaela Kwan



Concentration:

Packaging

Minor:

Communication Design

Portfolio:

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



LinkedIn:

[http://www.linkedin.
com/in/michaela-kwan](http://www.linkedin.com/in/michaela-kwan)



What is your area of interest?

Throughout my GCM experience, my passion for packaging design has flourished. This encompasses everything from graphic and structural design to turning a concept in to a tangible product. What originally drew me into GCM was packaging design, and my enthusiasm for it has only deepened over time. I am passionate about creating sustainable and accessible designs, and I plan to continue doing so in whatever I decide to pursue in the future.

Also, graphic design is and always will be my passion, and working on this Grad Book (hope you like it!) has been so fulfilling in my final year of undergrad. I hope to look back on my years in GCM with fondness and this book will be a reflection of my time here.

Additionally, in my spare time, I've been dabbling in a mix of 3D design, UX design, and content creation. Incorporating these new found skills in personal projects alongside my other commitments.

MICHAELA

Mya Leggo

Portfolio:

<https://www.canva.com/design/DAFYvQ6P8Zk/jUz-J64AO3Xj8vZu-5uWOrg/view?website#2:mya-leggo>



LinkedIn:

<https://www.linkedin.com/in/mya-leggo123/>



Share a GCM accomplishment that you're proud of!

I am most proud of my extracurricular involvement. While not specifically related to GCM, I have been in the student group TRACE (in TRSM) since first year, growing from a delegate to Graphic Designer to VP of Marketing and ending my final term as Executive Vice President.

MYA

Shannon Li



Concentration:
Publishing

Minor:
Communication Design

Portfolio:
<https://shannonli.my-portfolio.com/work>



LinkedIn:
<https://www.linkedin.com/in/shannon-li-0102a9200/>



Tell us about your aspirations after graduation!

After graduation, I would like to either start my own business doing freelance design or work as a graphic designer for an established company. If I were to create my own business, I would offer a range of products and be open to commissions as well. To elaborate, I would create unique designs in different mediums such as stickers, pins, illustrations, crochet items, jewellery, and more.

If freelance design does not work out for me, I would choose graphic design as my next career goal because I want to be able to utilize my creative and technical skills to create artwork for established companies.

SHANNON

Marisa Lo

Concentration:
Packaging

LinkedIn:

<https://www.linkedin.com/in/marisa-lo-09b795204/>



What was a meaningful takeaway from your internship?

During my internship, I learned many professional and technical skills in printing, such as operating digital presses, using different materials, real-life applications in production, and more. These skills are valuable in my future career. It also provided me with a deep understanding of how the printing industry operates. I gained insights into the industry's trends, challenges, and best practices, which are invaluable when making career decisions.

Through working in the printing company, I built a professional network. I not only met people in the company but also connected with clients and the company that we collaborated with. It was a great opportunity to learn about the different facets of the printing industry.

MARISA

Rebecca Lorefice



LinkedIn:

<https://www.linkedin.com/in/rebecca-lorefice-534531256/>



What was a meaningful takeaway from your internship?

During the summer, I had the opportunity to work for Marks as a Project Coordinator Intern. It was an incredible opportunity to gain real-life experience in the industry. I had the pleasure of working with people all over the world. I developed many valuable skills, such as time management, effective communication and leadership. This experience has given me so much insight into having a project management career, which is what I tend to do after graduation.

REBECCA

Joey Low

Concentration:
Packaging

Minor:
Communication Design

LinkedIn:

<https://www.linkedin.com/in/joeylow>



What is your area of interest?

I'm really interested in learning more about packaging design and its eco-friendly aspects. This area of study has not only captivated my curiosity but also ignited my passion for finding innovative solutions in the world of packaging one day. Furthermore, during my recent internship, I had the opportunity to delve into the dynamic realm of social media marketing. The challenges and responsibilities I undertook in that role have deepened my fascination with the ever-evolving landscape of digital marketing.

With these dual interests in packaging and social media marketing, I'm excited to explore the synergy between them, as well as how they can complement each other. By combining these two passions, I hope to contribute to a more sustainable world in my future job.

JOEY

Mandy Lu



Minors:
Psychology &
Marketing

LinkedIn:

<https://www.linkedin.com/in/mandy-rq-lu/>



Tell us about your aspirations after graduation!

After graduation, I'm excited to dive headfirst into the professional world, where I can apply and expand upon my interests. I'm eager to work with innovative teams, embrace new challenges, and contribute to impactful projects.

I want to explore my professional interests, and my long-term goal is to continually refine my skills and grow into a position of leadership where I can shape and guide projects that make a positive difference. No matter the kind of role(s) I take on in the future, I'm dedicated to leaving a lasting mark in my field.

MANDY

Vanessa Lum

Minor:
Communication Design

Portfolio:

<https://nessaread.wix-site.com/vlumdesigns>



LinkedIn:

<https://www.linkedin.com/in/vlum/>



What is your area of interest?

I aspire to build my profession as a graphic designer, and as a result, my studies have primarily focused on my interests in graphic design and visual communication. I have completed a minor in Communication Design. This academic achievement allowed me to more thoroughly study the intricacies of visual communication, enabling me to convey ideas and messages effectively through design. Learning the fundamental principles of design—such as layout, typography, colour theory, and composition—will ensure the success of my career as a graphic designer.

After studying abroad in South Korea, I have developed a passion for UX Design and hope to explore it further with my future career prospects. My passion for packaging design, videography, and social media management has been further enhanced through my experiences in GCM and abroad.

VANESSA

Samir Macklai



Minor:
Public Relations

Portfolio:
<https://www.samir-macklai.com/>



LinkedIn:
<https://www.linkedin.com/in/samirmacklai/>



Describe your growth since first year.

I feel that since first year was an online environment, I did not have much initiative to join any extra curriculars. I wasn't able to experiment with a lot of things and "start my 20s" because our lives revolved around a screen.

I'm happy that as I look back, I completed over five internships, worked with some of the biggest names in celebrity beauty, and built a personal brand around who I am. Also, my ability to network has grown exponentially, and I surpassed my goal of reaching 500 connections on LinkedIn.

I am so proud of every accomplishment and connection I made, and this is something that I'm so happy to take further in my career.

SAMIR

Kate Marchand

Concentration:
Publishing

Portfolio:

<https://katemarchand.wixsite.com/my-site>



LinkedIn:

<https://www.linkedin.com/in/kate-marchand-465123206>



Tell us about your aspirations after graduation!

After graduation, I am excited to begin my journey in this evolving industry. For as long as I can remember, I have wanted to work in the world of books. To this day, I aspire to work as a creative in publishing. I strive to bring authors' stories to life in a special way. Working on this Grad Book has further validated that books are unique works of art, and being part of the publishing process is such a rewarding experience.

I look forward to working with like-minded creatives and innovative teams. I am eager to find creative design solutions and embrace the challenges I may face throughout my career.

KATE

Amber Marques



Minor:
Marketing

LinkedIn:

<https://www.linkedin.com/in/ambermarques>



What was a meaningful takeaway from your internship?

My internship at Minoh Inc., a print and signage fabrication company, was an invaluable experience that served as a stepping stone in my career. I stepped into various aspects of marketing, from building websites to designing content for social media. I was exposed to real-world projects, which allowed me to apply knowledge from my time at GCM and expand my skill set. Website development, content creation, and report writing provided me with the chance to enhance my learning but also gave me a solid foundation for future endeavours in the industry. The support and mentorship from my employer were instrumental in my growth as an individual. I am eternally grateful for the trust they placed in me and the opportunities they provided me with. Overall, my internship was a transformative experience, combining technical skills with a deeper appreciation for the collaborative and creative aspects of marketing. It has shaped my aspirations!

AMBER

Alexandra Matias

Minor:
Communication Design

Portfolio:

<http://alexandramatias.net>



LinkedIn:

<http://www.linkedin.com/in/alexandra-matias-3a5606200>



What was a meaningful takeaway from your internship?

I am extremely grateful to have had such an amazing internship experience that taught me so much. My internship provided me with insights into the operations of a graphic design team within a large company, shedding light on the key elements that contribute to a highly productive team. I also gained insights into the aspects of creating an impactful brand strategy and the critical role of educating employees on the proper usage of the brand. I also came to understand the significance of creating professional relationships with colleagues and fostering a positive workplace atmosphere. All of these new learnings are just scratching the surface of everything I learned, and there is much more to come.

ALEXANDRA

John-Michael Messina



Minor:
Marketing

Portfolio:
<https://johnmichaelmessina.myportfolio.com/>



LinkedIn:
<https://www.linkedin.com/in/john-michael-messina>



Tell us about your aspirations after graduation!

I am looking forward to finding a job within the marketing field, but I am open to design and social media marketing as well. I can't wait to see where life takes me!

JOHN-MICHAEL

Alyssa Mintzberg

Concentration:
Publishing

LinkedIn:

<http://www.linkedin.com/in/alyssamintzberg>



What was a meaningful takeaway from your internship?

I had the opportunity to complete my internship with Reach Global Marketing as a Marketing and Public Relations Intern. Throughout my work term, I made a lot of valuable connections by networking with my colleagues. This was the first job I had in the industry, and it taught me many valuable lessons about working in a team, creating meaningful marketing strategies, and prioritizing tasks. I am very grateful for the experience and am so glad I was able to continue working for this company throughout the school year.

ALYSSA

Nadine Morsi



Minor:
Economics

LinkedIn:

<https://www.linkedin.com/in/nadine-ashraf-52bb5224b/>



Share a GCM project that you're proud of!

Securing the top prize for the lip balm box design at the 2024 GCM Orientation represented a momentous milestone in my academic and professional journey as a Graphics Communications Management (GCM) student. This achievement marked a pivotal turning point, demonstrating my capacity to apply my expanding knowledge and creativity to a practical, real-world project. It involved conceiving and refining the design concept, selecting suitable graphics and colour schemes, and ensuring that the design not only captivated the eye but also adhered to the sustainability and accessibility principles that I've been cultivating throughout my studies.

This accomplishment has significantly enriched my portfolio and solidified my enthusiasm for design and packaging, inspiring me to explore further opportunities in this field. It stands as a testament to my growth and my readiness to make a meaningful contribution to the realm of graphics communications management.

NADINE

Russell Nermal

Minor:
Communication Design

Portfolio:

[https://russellnermal.
myportfolio.com/a](https://russellnermal.myportfolio.com/a)



LinkedIn:

[https://www.linkedin.
com/in/russell-ner-
mal-9b64b2190/](https://www.linkedin.com/in/russell-nermal-9b64b2190/)



Describe your growth since first year.

Since first year, I have experienced significant growth and development and have become more confident in my designs and designing process. Moreover, I gained practical experience using industry-standard software like various Adobe products, print software, Google products, etc. Throughout my journey, I have also learned various aspects of graphic communication, including advertising, marketing, packaging, and user experience design.

My future goal is to work as a graphic designer for a brand's social media, and overall, my growth since my first year at the Graphic Communications Management program has been substantial, both in terms of theoretical knowledge and practical skills, preparing me for whatever career path I decide to take.

RUSSELL

Katie Ngo



Concentration:
Packaging

Minor:
Communication Design

Portfolio:
<https://katiengo.my-portfolio.com>



LinkedIn:
<http://www.linkedin.com/in/katie--ngo>

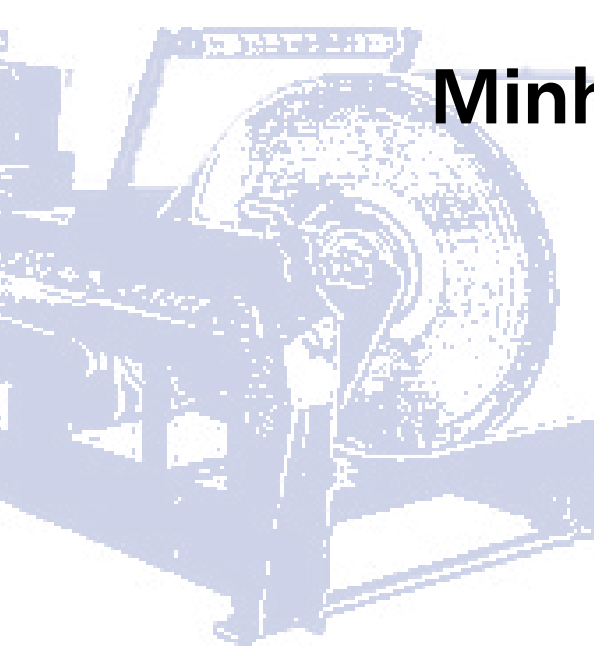


Describe your growth since first year.

Looking back at first year, I have achieved many goals I set for myself and developed greatly as a person. Being shy and reserved in my first two years, I was determined to be more involved in my last two. I opened up to my peers in class and met extraordinary people who shared the same passions as me in extracurriculars like METPack, Women in Information Technology Management (WITM), TMU UX Club, and Computer Science Course Union (CSCU).

Coming into GCM, I had little design knowledge and was not confident in my design abilities, thinking that I wouldn't be successful in finding an internship. However, through coursework and practice, I was able to land an internship position as a Graphics Coordinator for the First-Year Engineering Office, where I was offered an extended contract for the Fall/Winter terms, as well as be a graphic designer for two of my extracurriculars.

KATIE



Minh Ngoc (Chiko) Nguyen



Concentration:
Publishing

Any meaningful takeaways from your internship?

I've learned a LOT about the print industry and got to know about job positions I otherwise would not have tried. Estimating can seem daunting, but it gave me a thorough understanding of the entire printing process. I would highly recommend others to try it out at GCM's Career Fair!



CHIKO

Wafir Osman



Concentration:
Graphic Output

Minor:
Professional
Communications

Portfolio:
[http://wafirosman.
myportfolio.com/](http://wafirosman.myportfolio.com/)



LinkedIn:
[https://www.linkedin.
com/in/wafir-os-
man-9b4834210/](https://www.linkedin.com/in/wafir-osman-9b4834210/)



What was a meaningful takeaway from your internship?

A meaningful takeaway from my internship was the process of finding a company to work at for the summer. Working to improve my LinkedIn profile, as well as my portfolio, were just a few examples of the recruitment process that I was not familiar with beforehand. I also began to attend different industry events and job fairs, as well as apply to positions online.

While attending these events and learning about how to put myself out there, I also learned a lot more about the industry in general. This is why it is the most meaningful takeaway for me.

WAFIR

Anjali Persaud

Concentration:
Packaging

LinkedIn:

<https://www.linkedin.com/in/anjali-persaud/>



Share a GCM accomplishment that you're proud of!

My biggest accomplishment from my time within GCM would be my contribution to METPack. During the last three years, I worked on the METPack team to evolve it into what it has become today. From organizing packaging-focused networking events for students to representing our school at international conferences, I'm proud of what our team has accomplished and evolved into, and I hope the impact we made will positively affect all future students.

ANJALI

Robert Phan



Concentration:
Graphic Output

Minor:
Film (Cinema)
Studies

Portfolio:
<https://www.rob-ert-phan.com/>

LinkedIn:
<https://www.linkedin.com/in/robert-phan-a04bbb192/>



What is your area of interest?

I have a comprehensive marketing and multimedia background through athletics and my internships. I specialize in digital campaigns and projects through marketing/social media tools like Hoot Suite and sometimes content creation, but print will still be in my heart! <3. Feel free to call me a jack of all trades, but I will always look for ways to learn and refine old and new skills.

Currently, I'm learning about 3D modelling and renderings as I can design stunning visuals for architectural spaces and mix them with my skills in Photoshop. I can create material I'm proud of.

ROBERT

Michela Ponte

Concentration:
Publishing

Minor:
Communication Design

LinkedIn:

<https://www.linkedin.com/in/michela-ponte-a336b8191/>



What was a meaningful takeaway from your internship?

My internship allowed me to understand what it was like to work in the print industry. This was my first time working in a professional office setting, so I gained excellent communication skills as I coordinated with my team members. One of the most interesting things was that I saw the whole print process from start to finish.

This is an important takeaway because this knowledge is important not only for print-related roles but also for roles that involve design, marketing, customer service, etc. I learned that to be a good designer, you have to design with an end goal in mind, which was so important because many designers forget to do this, leading to many mistakes while printing! It was a great opportunity where I learned a lot about myself, and I got to meet a lot of great people.

MICHEL

Yasmeen Qadoumi



Minor:
Marketing

LinkedIn:

<https://www.linkedin.com/in/yasmeengad/>



Share a GCM project that you're proud of!

I take great pride in a UX/UI design project for a restaurant app, particularly in how it emphasizes the critical nature of my attention to detail. Throughout the project, I thoroughly enjoyed the design phase. It was an outlet for my creativity, allowing me to experiment with different elements, colours, and layouts. Every detail, from the choice of fonts to the placement of buttons, was a canvas for me to express my design vision.

While the project may not have been implemented or used, the process itself was incredibly valuable. It allowed me to refine my design skills, experiment with new techniques, and ultimately grow as a designer. This experience has left a lasting impact on my approach to design, and I'm eager to apply these lessons to future projects.

YASMEEN

David Quattrociochi

Concentration:
Packaging

Minor:
Communication Design

LinkedIn:
<https://www.linkedin.com/in/david-quattrociochi/>



Share a GCM accomplishment that you're proud of!

I am very proud of my involvement with the GCMCU. During my time with the club, I was able to take on various positions, as well as the President of the GCMCU, supporting GCM students in their first full year back on campus. I hope to take the skills I've learned and the connections I've made into my career.

DAVID

Andrea Rucchetta



Concentration:
Packaging

LinkedIn:

<http://www.linkedin.com/in/andrea-rucchetta-2a927b195>



Any meaningful takeaways from your internship?

Throughout my internship experience, I was unsure of what to expect when I was asked if my experience was what I had expected from prepress. When starting my internship, I had no idea how important and fun prepress is because I always wanted to be a graphic designer. Once I was settled, I really gained confidence in my role and was guided each step of the way by my supervisors and colleagues.

From my internship, I have taken away that prepress is the heart of any company, much like having ink for a printing press is vital for it to succeed. I am extremely thankful for the GCM Career Fair that gave me the opportunity to work for Sinalite, which is such an amazing company.

ANDREA

Shreya Rudrapatna

Concentration:
Packaging

Portfolio:

<https://reyasportfolio.wixsite.com/shreyarudra>



LinkedIn:

<https://www.linkedin.com/in/shreya-rudrapatna-247b15204/>



Describe your growth since first year.

Back in first year, UX/UI was only a concept to me, something I would see trending on social media or LinkedIn. Throughout the past four years, I researched what it was and how I could get myself more involved. I then spent time on case studies, learning through failures and jumping over obstacles, trying to understand how to get to human-centric solutions.

During my fourth year at GCM, I started to take more user experience-focused classes, which enhanced my knowledge on this broad topic. I felt more confident with what I knew and achieved to confidently rely on my research and design abilities. I wanted to become a more human-centred designer, empathizing with consumers by solving problems in the form of design.

SHREYA

Jasmine Sivanathan



Portfolio:

<https://jasminesivanathan2.wixsite.com/my-site>



LinkedIn:

<http://www.linkedin.com/in/jasmine-sivanathan-47ba95257>



Describe your growth since first year.

I am now open to more interests in various jobs, as during my first year at GCM, all I was exposed to was graphic design, but I didn't exactly know what I wanted to do with that. Never did I think that I would like a course on sustainability in packaging to the point that I acquired an interest in sustainability, so I'm proud that I can find myself working in various job fields.

A goal I have accomplished is my capabilities with working with software as I was only familiar with Photoshop and Illustrator, and now I've worked with Adobe XD for UI/UX designs and more.

JASMINE

Ella Small

Concentration:
Leadership

Minor:
Marketing

Portfolio:
<http://www.behance.net/ellajsmall>



LinkedIn:
<http://www.linkedin.com/in/ellajsmall/>



What was a meaningful takeaway from your internship?

I completed my internship at a local sports facility as a Marketing and Communications Coordinator, where I had a lot of creative freedom and completed a wide range of activities, helping me learn a lot about my interests. I learned that I love being in the office over working from home—I need a social connection and thrive in a collaborative workplace. Overseeing an entire part of the facility forced me to learn new skills and manage many projects all at once.

I learned not only what I am good at but where I need support. Part of my workday involved going out on the field and capturing content in real-time, and I enjoyed engaging with the product in that way. Working with such a large demographic range made me think through problems with more perspectives in mind, and I try to bring that inclusivity into every project.

ELLA

Matthew Soesito



Concentration:
Packaging

Portfolio:
<http://msoesito.myportfolio.com>



LinkedIn:
<https://www.linkedin.com/in/matthewsoesito/>



What is your area of interest?

My interests first started in photography when I was in high school, and soon transitioned into videography and motion design. Eventually, I began to take an interest in graphic design and social media and, as I continued my education at GCM, I explored different facets of both digital and print media! I also continue my hobby of photography with film!

MATTHEW

Kelly Tangtakoune

Concentration:
Packaging

Minor:
Communication Design

LinkedIn:

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Share a GCM accomplishment that you're proud of!

I am definitely proud of winning the 2023 Student AmeriStar Packaging Award with my teammates for our project created in GCM 808: Package Prototyping. We collaborated on a shelf-stable food package based on our research focused on consumer convenience. It was truly a great learning experience to partake in, and I was also very excited to witness our ideas come to life.

KELLY

Kennedy Thornton



Minor:
Communication Design

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Share a GCM project that you're proud of!

I earned the Konica-Minolta Digital Embellishment Award for my magazine cover design in GCM 720: Magazine Production and Publishing. This project taught me so much about the technical skills for applying embellishments and utilizing them to create a stunning and impactful artwork.

KENNEDY

Lia Torre

Concentration:
Publishing

Minor:
Communication Design

LinkedIn:

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lia-torre](https://ca.linkedin.com/lia-torre)



What is your area of interest?

Over the past four years, I have taken an array of courses, which has given me the opportunity to discover what areas of the industry I am most interested in. I chose to do a concentration in Publishing because I've really enjoyed classes where I'm able to contribute to a project from start to finish. Being able to see the final output of the project has always made me feel proud of my work. I particularly enjoy doing prepress work.

I've always had an eye for detail, and I enjoy setting up jobs and visualizing how they will turn out before they are sent off to production. I'm really hoping to be able to dive deeper into these areas of the industry and learn more about book and magazine publishing.

LIA

Chi-Shan Chantel Tran



Concentration:
Packaging

Minor:
Communication Design

LinkedIn:
[http://linkedin.com/in/
chanteltran](http://linkedin.com/in/chanteltran)



Tell us about your aspirations after graduation!

My aspiration after graduation is to immerse myself in the dynamic realm of packaging and graphic design. I aim to seamlessly blend creativity with functionality, contributing to the visual language of brands while aiming for more sustainable solutions. I aspire to work with innovative teams, pushing the boundaries of design to create impactful and memorable packaging solutions.

Whether it's enhancing user experience through intuitive design or crafting visually stunning narratives, I want to be at the forefront of shaping how products are perceived. My goal is to not only meet industry standards but to set new benchmarks by infusing a unique blend of artistry and strategic thinking into every project. Ultimately, I envision myself leaving a visual imprint on the design landscape, making meaningful contributions to the way we interact with and appreciate the art of packaging.

CHANTEL

Emily Vassev

Concentration:
Packaging

Minor:
Communication Design

Portfolio:
<https://www.behance.net/emilyvassev>



LinkedIn:
<http://www.linkedin.com/in/emily-vassev>



What was a meaningful takeaway from your exchange?

I had the opportunity to participate in the exchange program in the 2023 winter semester at Sungkyunkwan University in Seoul, South Korea. This was an amazing experience where I was immersed in another culture for half a year and saw many interesting designs, technology, and innovations both in school and through daily experiences exploring. I was able to delve into more areas related to graphic communications—including media UX design and photography—through courses taken there.

Overall, this was an inspiring experience that broadened my mind to designing for a global audience, given the different considerations and practices that exist around us and are particularly important in the highly connected world we live in. From the exchange program, on a more personal level, I became confident in my ability to be adaptable and quickly adjust to new situations, as well as improved my communication skills.

EMILY

Samantha Villamor

Concentration:
Publishing

Minors:
English &
Communication Design

Portfolio:
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LinkedIn:
<https://www.linkedin.com/in/s-villamor>



What is your area of interest?

For as long as I can remember, I've always loved publishing, illustration, and the graphic arts. I am captivated by the ability to tell stories through creative problem-solving, finding the best way to communicate and represent ideas and concepts. The ability to connect with others and drive change through graphic design and print production is unparalleled. Being a part of the 2022 GCM Grad Book in the Design and Layout team and now the 2024 edition as the Editorial Lead further solidifies this feeling. From primary ideation to pre-media and print production, I am interested in the entire workflow for producing publications.

During my time at GCM, I merged my interests in publishing and graphic arts with accessibility and user-centred design. I aspire to create critical and effective designs, layouts, and illustrations for various channels and through numerous mediums!

SAMANTHA

Anne Voong

Concentration:
Packaging

Minor:
Marketing

Portfolio:
<http://annevoong.com>



LinkedIn:
<https://www.linkedin.com/in/annevoong/>



Share a GCM accomplishment that you're proud of!

I have been actively involved in maintaining and running METPack, GCM's packaging student organization, for over two years. This experience stands out as my proudest accomplishment. I have dedicated significant time and effort to provide insightful, educational, and engaging opportunities related to packaging, benefiting not only the school, program, and community but also my peers.

The valuable exposure METPack has provided has allowed me to accomplish a great deal during these years. I am immensely grateful for the opportunities and experiences I have gained, which I can now look back on with gratitude.

ANNE

Hadar Wercberger



Concentration:
Packaging

Minor:
Communication Design

Portfolio:
https://www.behance.net/hadar_wercberger



LinkedIn:
<http://www.linkedin.com/in/hadar-wercberger>



Share a GCM accomplishment that you're proud of!

I am proud of the many accomplishments I have achieved over my four years at GCM. In my third year, I was chosen to represent GCM and TMU at the Phoenix Packaging Challenge in Columbus Ohio, as well as attend Flexo Forum and Infoflex. For my summer internship, I had the opportunity to work at Loblaw's Packaging Design Studio. Also, I was one of the recipients of the 2023 TLMI Academic and Vocational Scholarship.

HADAR

Ruth Workneh

Concentration:
Packaging

Minor:
Communication Design

Portfolio:
<https://ruthworknehh.wix-site.com/ruth-portfolio>



LinkedIn:
<https://ca.linkedin.com/in/ruth-workneh-91167216a>



Describe your growth since first year.

Since first year, I have experienced significant growth in several areas. One notable achievement has been my improvement in many Adobe Creative Cloud applications, like Illustrator and Photoshop, thanks to the design courses I have taken. Another goal of mine was to be involved in student clubs, which I have achieved. I was a part of GCM Colloquium and MetPack. For both of these clubs, I helped with the marketing and promotional strategies. This experience provided me with valuable hands-on experience in marketing and design fields, further expanding my skill set and broadening my horizons.

Another goal was to delve more into the print production field, and thanks to my internship, I have had the opportunity to achieve this objective. I have gained valuable insights into print production, mastering how to effectively prepare files for print and actively contribute to the production process.

RUTH

Wendy Yang



Concentration:
Packaging

Minor:
Communication Design

Portfolio:
<https://www.wendyyang.ca/>



LinkedIn:
<https://www.linkedin.com/in/we-yang/>



Describe your growth since first year.

Throughout my four years, I have pushed myself to break out of my comfort zone and become involved in many different extracurriculars that GCM has to offer. One goal I had when entering the program was to explore as many different subjects and skills as I could learn. Since then, I have been able to dive into the realms of graphic design, publishing, packaging, project management, and more.

For example, I have been a part of the TMUTAGA student group for three years, previously in creative and editorial roles, and now as the Co-President in my fourth year, which has been very rewarding! I have also been very lucky to expand my skills internationally, having attended the Interpack 2023 packaging and processing trade fair in Düsseldorf, Germany to network with packaging professionals and learn more about packaging.

WENDY

Not Pictured:

Faiza Adbi
Khadija Abrar
Simiat Agbaje
Abeeha Ahmad
Khizer Ahmad

Alina Amini
Artur Aquino
Julien Auger

Joy Barai

Kelsey Beckstead
Massimo Buffone

Sagi Dar

Sabrina Del Vasto

Iman El Menawi

Tristan Fitkin

Jennifer Foster

Brandon Gabriele

Celeste Gauthier

Isela Gomez

Celaia Gonzalez Matte

Olivia Hadfield

Jiayang He

Andrew Hoang

Zihan Huang

Precious Ilagan

Bronwyn James

Fiona Lam

Journey Lashley

Hoi Yan Lau

Madeline Lavina

Samantha Lee

Skyla Lee

Jennifer Li

William Lin Kuang

Yubing Liu

Shelly Lu

Alivia Mandolfo

Daniella Marsala

Evan Mattucci

Amna Mehdi

Drewmore Moon

Simran Multani

Dylan Muzzi

Kaitlyn Ngo

Andrew Nguy

Cindy Nguyen

Jennifer Nguyenvo

Dominique Paul

Tara Puri

Razmiya Rajab

Dylan Sahid

Julian Salvador

Kaitlin Santos

Sheashanie Sebastiaipillai

Maria Shah

Divisha Sivakumar

John Smith

Sahithya Srimurugas

Rachael Sullivan

Nour Tahan

Annie Tran

Kim Tran

Michael Valladolid

Ke Wang

Kwonwoo Yun





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Finishing Technician



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Dr. Ehsan Behzadfar

Laura Brady

Dr. Kris Krystosiak

Chris Kular

Natalia Lumby

Dr. Tannisha Lambert

Jason Lisi



Volume 6, Issue 4, Spring 2022

TUNED-IN

PROJECT

SHOW CASE

**VINTAGE
REVIVAL**

Vinyl records make a comeback in the age of digital streaming

\$10.99 CAD



78880 70647

Design by: Emily Vassev



Rebecca Karton



Alexandra Matias



Samantha Villamor



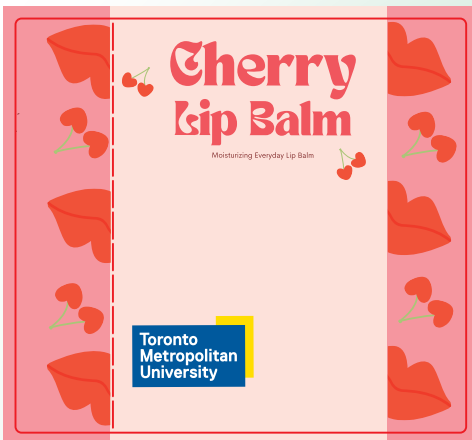
Emma Small



Cindy Nguyen, Kelly Tang-takoune, & Emily Vassev



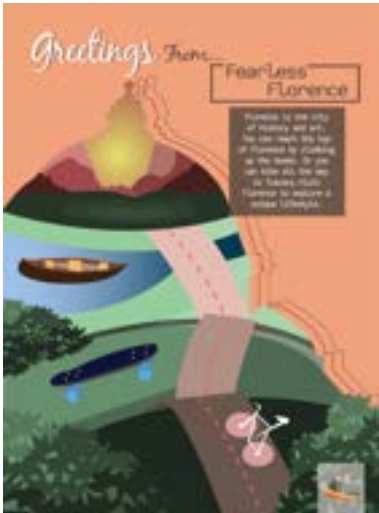
Wendy Yang



Nadine Morsi



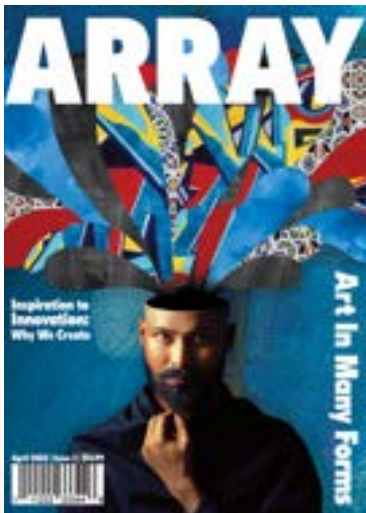
Russell Nermal



Lina Abu Errub



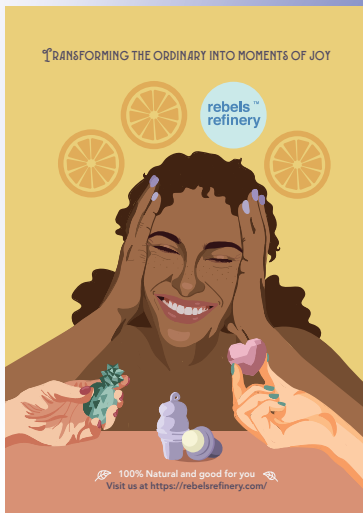
Melissa Cheng



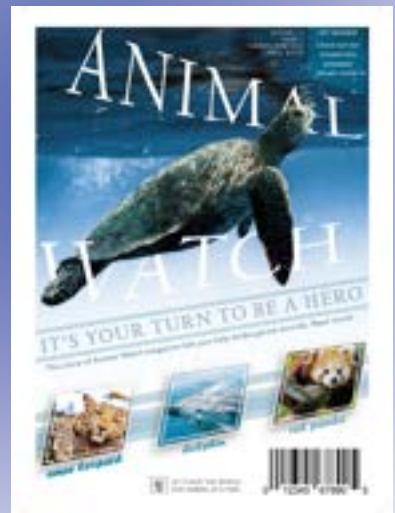
Kennedy Thornton



Michaela Kwan



Hannah Elrayis



Noushin Kaiser



Aisharja Chowdhury



Glen Chan-Choong



STUDENT GROUPS DIUUVENI

GCM COURSE UNION
COLLOQUIUM
METPACK

TMUTAGA
PHEONIX CHALLENGE
GRAD BOOK COMMITTEE

GCM COURSE UNION



The GCM Course Union is an elected, student-led team representing the student body at GCM. Our mission is to cultivate an environment of engagement and inclusivity by spearheading a range of social, academic, and professional initiatives. This year, with one of the biggest GCMCU teams so far, the highly ambitious and dedicated members are committed to continuing and

developing the legacy for GCM by incorporating new events, extensive collaborations throughout the Creative School, and delivering more resources and professional development opportunities for the students. Following a period of virtual and hybrid university life, we mark a return to a more dynamic and interactive campus experience this year!

GRADUATING MEMBERS



Arushi Kalra
President



Charles Serben
Vice President



Milena Dubajic
VP of
Administration
& Operations



Jacob Chan
Co-VP of
Events



Wasani Kebrit
Co-VP of
Events



Rache Dijamco
VP of
Academics



Raquya Khedr
Events
Associate



**John-Michael
Messina**
Fourth Year
Representative

METPACK



METPack is Toronto Metropolitan University's student group dedicated to creating opportunities to learn about packaging. Students engage with the packaging industry through several unique local and international trips, speaker events, and design competitions.

GRADUATING MEMBERS



Anji Persaud
President



Anne Voong
Vice President



Urooj Khan
VP of
Competition



Katie Ngo
VP of Finance



Manya Ganju
VP of
Marketing



Ruth Workneh
Marketing
Associate



Joey Low
Social Media
Coordinator



Angelica Cardenas
Associate
Project
Coordinator

TMUTAGA



TMUTAGA is a student group dedicated to the production of an annual technical journal dedicated to showcasing the academic excellence of Graphic Communications Management (GCM) students. Formerly known as RyeTAGA, we proudly represent GCM and TMU as the only Canadian student chapter of the Technical Association of the Graphic Arts (TAGA).

Entirely student-run with the guidance of our faculty advisor, Martin Habekost, the journal is entered into the worldwide Helmut

Kipphan Cup student competition at TAGA's Annual Technical Conference. Last year, TMUTAGA was recognized for the Best Publication Design, Best Production Quality, and the Harvey Levenson Undergraduate Student Paper Award. Having been awarded the Helmut Kipphan Cup grand prize a remarkable eight times, we continue to build upon this legacy.

This year, we are excited to attend the TAGA conference in Dallas, Texas, for an enriching experience that promises further growth and learning!

GRADUATING MEMBERS



Wendy Yang
Co-President



**Aisharja
Chowdhury**
Co-President



Katrina Javier
Marketing &
Events Director



**Rebecca
Karton**
Co-Production
Director



Miguel Castro
Creative
Director



Jasdeep Gaidu
Multimedia
Director

COLLOQUIUM

GCM Colloquium is an annual student-run conference that allows industry professionals to speak about a specific theme related to the current trends in the industry. Students are able to engage directly with a rapidly changing industry alongside professionals who witness these changes on a day-to-day basis. This opportunity provides access to networking, careers, education, and real-life applications of studied topics.

Previous themes have included Creativity & Innovation, Accessibility, Sustainability, Colour Revolution, and Printed Electronics! Colloquium 2024 explored Artificial Intelligence in Graphic Communications Management. We encouraged attendees to understand the impact and explore the opportunities that AI offers.

GRADUATING MEMBERS

Not Pictured:

Lizz Ross

VP of Corporate Relations

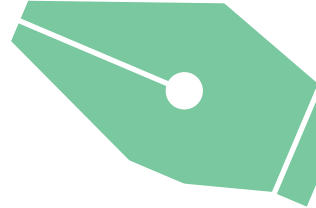
Jett Ching

Operations Associate

PHOENIX CHALLENGE

The Phoenix Challenge is a flexography competition typically held at the annual international FTA Flexo Forum each spring. Past teams have competed in Columbus, Las Vegas, Dallas, San Diego, and New Orleans.

This is a competition of teams of up to six members from universities across the U.S. We're only one team from Canada. The aim of this competition is to present projects made by flexographic printing techniques.



GRADUATING MEMBERS



Kaitlyn John



**Andrea
Rucchetta**



Mei Xi Chen



**Hadar
Werberger**

**Not Pictured:
Tristan Aus**

GRAD BOOK COMMITTEE

The Graphic Communications Management (GCM) Grad Book Committee is the team that brought this printed and digital publication to life. This long-standing, annual tradition showcases the undergraduate journey of GCM's graduating class. Made public to employers at GCM's annual Job Fair, the Grad Book is a recruitment tool for potential full-time candidates.

Guided by a faculty advisor, this year's team consists of nine students who worked together over a six-month period to produce the book in its entirety, exemplifying the three pillars of GCM: Creativity and Design, Technology and Innovation, Business and Entrepreneurship. This passionate team is responsible for every aspect of the final publication, including project management, donation acquisition, creative conception, graphic design, layout, prepress, production, binding, and distribution.

THE MEMBERS



**Kate
Marchand**
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**Emily
Vassev**
Production & Internal
Partnership



**Samantha
Villamor**
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**Glen
Chan-Choong**
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Kwan**
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& Page Layout



**Natalie
Annabelle**
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& Page Layout



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Fernando**
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Collaborator



**Lia
Torre**
Creative
Collaborator



**Massarra
Haddad**
Creative
Collaborator



ACKNOWLEDGEMENTS

A SPECIAL THANKS TO...

THANK YOU!

The GCM Grad Book Committee 2024 would like to extend our gratitude and thanks to the following individuals and organizations for their support in making this grad book a possibility and success!

Faculty Advisor

Diana Varma

Production Assistance

Peter Roehrig

Photography Assistance

Angelo Corpuz

Material & Print Donors

School of Graphic Communications

Italic Inc

Spicers





ITALIC

Italic



ascend verb

as • cend (əs 'send)

1 : to move upward

2 : to rise from a lower
level or degree

The interior body text of Ascend: GCM Grad Book 2024 is set in Rig Sans, an Adobe typeface designed by Jamie Clarke from Jamie Clarke Type.

Other typefaces used within the book include Roc Grotesk, designed by Nikola Kostić and Zoran Kostić from the Kostic Type foundry.

This book was designed by 2024 the GCM Grad Book Creative Team. The internals were printed and bound in-house at 125 Bond St., Toronto, by the 2024 Grad Book Team. The cover was printed at Italic Inc. in Toronto.

An abstract graphic of a flowing ribbon with a rainbow color gradient, transitioning from yellow at the bottom left to purple at the top right. The ribbon is composed of many thin, parallel lines that create a sense of movement and depth. It curves and loops across the upper half of the page, framing the text on the right.

The GCM Grad Book is designed to capture the 2024 graduates' remarkable transition from student to early professional. Despite navigating a challenging post-education experience in a post pandemic world, we've all demonstrated resilience to reach this point. This book reflects our extraordinary educational journey, serving as a bookmark for this pivotal chapter in our lives.