



THE OFFICIAL

INTERNSHIP HANDBOOK

FOR EMPLOYERS

**Toronto
Metropolitan
University**

**School of Graphic
Communications Management**
The Creative School

VERSION 16, UPDATED July 2026



ABOUT

ABOUT THIS HANDBOOK

This handbook is designed to be a **comprehensive resource for employers about the GCM internship program**. The content of this handbook was collected from a variety of sources including GCM's website:

(www.torontomu.ca/gcm), internship preparation presentation for third year students, the GCM Student Handbook, and information from GCM faculty including the Chair of the School of Graphic Communications Management, Natalia Lumby, and Contract Lecturers, Diana Varma, Kevin Gregg and Donna Cormier. This document was designed by Mary-Anne Buerano.

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ABOUT

THE SCHOOL OF GRAPHIC COMMUNICATIONS MANAGEMENT

The School of Graphic Communications Management (GCM) at Toronto Metropolitan University (previously Ryerson University) provides a unique experience for its senior students to help them gain real world experience, apply practical knowledge, and transition into the workplace. GCM students provide valuable skills to employers in various areas, including but not limited to: design, premedia, press, post-press, estimating, sales, marketing, digital media, asset and business management. We sincerely appreciate the involvement of employers in our internship program.

CORE FUNCTIONS

The core function of internship is to provide GCM students with an experiential learning opportunity that enables hands-on application of concepts, builds professional contacts, and strengthens their knowledge of the industry. It is also an opportunity for interns and employers to work closely with one another in a mentorship style relationship to facilitate work integrated learning.

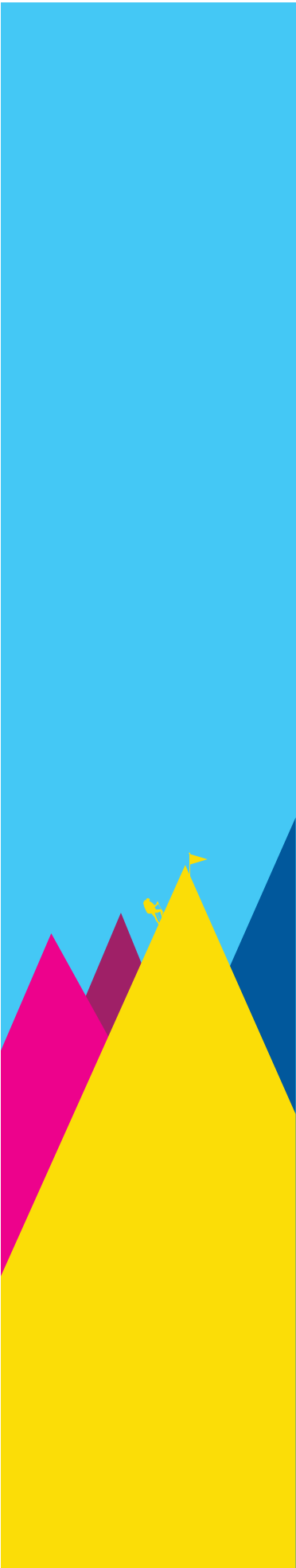


GCM's internship program requires students to complete **300 hours of paid work**. Students are eligible to start an internship as soon as they have successfully completed the pre-requisite courses: GCM 220, GCM 375 and GCM 370.

While students typically find placements during the summer between their third and fourth year, students can begin their internship as early as the Winter term of their third year.

The internship is evaluated in an internship reflection course, WKT 608 that takes place AFTER they have completed their work hours. Many companies continue to employ interns part-time throughout fourth year and hire them full-time after graduation.

GCM helps students find internships through our annual Career Fair and current job listings. Students can complete an internship in Canada or abroad, remote, in-person or hybrid, wherever they are legally permitted to work.



GOALS

FOR INTERNSHIP

Apply and strengthen an intern's knowledge of the graphic arts industries

Provide potential future opportunities

Access to major industry players and mentorship

Refine career goals

Broaden industry experience

Strengthen connections to industry

Earn money!

Strengthen resume

For the intern to learn more about themselves, their strengths, and areas for improvement

Strengthen understanding of how companies operate

Have fun!



All internship opportunities must be approved by GCM's Internship Coordinator and align to Ontario ESA standards.

<https://www.labour.gov.on.ca/>





INFORMATION FOR EMPLOYERS

ROLE OF THE EMPLOYERS

IN THE INTERSHIP EXPERIENCE

We sincerely appreciate each and every employer who participates in GCM's Internship Program. You play a critical role in the success of the program and the development of our students.

One of the best ways to recruit and retain talent is to hire and mentor students as interns.

Direct supervisors play an integral role in the internship process and we hope that they will facilitate a mentorship-style working relationship with the intern to make the learning experience as valuable as possible. Supervisors can enrich the internship experience by providing training, assigning work, monitoring performance, conducting performance evaluations, providing encouragement, providing feedback, and helping to integrate the intern into the culture of the organization. Hands-on work experience is the fundamental reason that the GCM internship program is so successful and it is the reason a large part of why our students graduate from the GCM program with technical skills, business knowledge, and confidence.

When a student is working on site, it is expected that employers provide students with a site and safety orientation as part of a larger orientation. As with all employees, we expect employers to provide interns with the protective equipment necessary to perform their job.

NOTE! GCM's Internship Coordinator will be contacting interns and employers about site visits/phone calls during placements. These visits are not meant to be "spot checks", but rather an opportunity to connect with the intern and employer to ensure that the internship experience is positive for both parties.

- Provide a contract or written agreement of roles, responsibilities, and expectations to the intern.
- Sign all internship forms required by the university (provided to the intern by Toronto Metropolitan University).
- Provide the intern with a safe working environment, including a comprehensive site orientation.
- Provide adequate formal and informal training to the intern in order for them to feel confident completing the tasks you assign.
- Provide on-going mentorship to students to promote professional development.
- Provide informal and formal feedback of progress. You will receive an email from GCM's Internship Coordinator towards the end of the internship placement with a link to an online evaluation form that will count towards the student's grade and confirm the total amount of hours they have worked.
- Respond to the Internship Coordinator's request for a site visit/phone call.



EXPECTATIONS

OF THE EMPLOYER

POSITIONS

THAT QUALIFY

EXAMPLES OF POSITIONS THAT QUALIFY

- Estimator
- Customer Service Representative
- Salesperson / Account Manager
- Manager / Assistant Manager
- Premedia Operator
- Press Operator / Assistant
- Bindery Operator / Assistant
- Packaging Specialist
- Marketing Specialist
- Digital Media Specialist
- Lab Technician
- Technical Support
- Graphic Designer
- Business Development
- Management Position
- Web/App Design/Development
- eBook or ePub Development
- Print Buyer / Purchaser
- Quality Control / Inspection

An internship position is a great opportunity if a student will be using **GCM-specific skills** in internship, they are **paid** for their work (at least minimum wage) AND they are working in a location where they are surrounded by **members of industry**.

WORKING FOR

- Design Company
- Ad Agency
- Equipment Manufacturer
- Software Company
- Paper Company
- Ink Company
- Vendor of Consumables
- Printer or Premedia
- Brand Owner
- Publisher, Magazine or Publication
- Research Organization
- Government (City, Provincial or Federal)
- A University, School or Other Institution
- Non-Profit Organization

POSITIONS

When students are seeking out opportunities and they are unsure as to whether or not they would qualify as an internship, they should ask themselves the following:

THAT QUALIFY

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Is this a position where I will be mentored by experts in the graphic arts industry?

Will this be an experiential learning opportunity where I will be given ample opportunity to learn new skills related to what I've already learned in GCM?

Will I be surrounded by the culture of the industry in a structured environment?

Will this opportunity allow me to grow my abilities and expand my expertise?

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If students answer “yes!” to all of the above, they are well on their way to finding a great internship. If they answer “no” to any of the above questions, it is likely not a suitable internship experience. There is a difference between an “internship” and a “summer job” and the School of Graphic Communications Management wants students to have the best possible experience, which is why a “yes” is required when answering the above questions. This is truly for the students’ benefit, both now and for their future career.

IMPORTANT: Students wishing to work for family businesses are discouraged due to issues of impartiality in evaluation. Additionally, students working in a family business are unlikely to receive the same type of work experience as they would elsewhere, which could be disadvantageous to the student in the long-term. For this reason, the internship must be at an “arm’s length relationship” from the employer(s) and supervisor(s). Internships where the employer or supervisor is a fellow student, family member, or close friend are not permitted.

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When is the internship start and end date?

We allow students to work full time on site from May to August, part time and remotely throughout the school year. Students must complete a minimum of 300 hours. Start and End dates are up to the employer and agreed to by the student.

How many interns can I hire?

A single department within a company can hire no more than 3 GCM interns to work at the same time in the same location.

Is an internship a requirement for a GCM student to graduate?

YES

What if the position I'm hiring for falls outside of the jobs listed in "Positions that Qualify" section?

If you are unsure as to whether the internship position you are looking to fill is suited to a Graphic Communications Management student, please do not hesitate to contact GCM's Internship Coordinator at gcminternship@torontomu.ca.

What is the average hourly wage for GCM interns?

Employers must meet the minimum wage requirements in Ontario and follow Ontario ESA. Compensation will vary depending on the scope of work, organization size, and the level of responsibility involved. **Average range for GCM Internships is \$20-\$25/hr paid in regular installments**

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EMPLOYER FAQs

QUESTIONS?

If you have any questions or concerns about this process, please do not hesitate to contact GCM's Internship Coordinator who can be reached at gcminternship@torontomu.ca.

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Does GCM's internship qualify as a co-operative and the Ontario Co-operative education tax credit?

No, we are an internship, not a co-op. However, see above for Canadian government grant opportunities.

What if I can't pay my intern? Students must earn a total of 300 hour paid work integrated learning hours to meet their graduating requirements. There are government grant opportunities available through many programs that companies can apply for subsidy.

Magnet <https://swpprogram.ca/>

EMC <https://emccanada.org/research-insights/manufacturing-gps>

TOP <https://occ.ca/talent-opportunities-program/>

BIOTalent <https://www.biotalent.ca/programs/student-work-placement-program/>

How do I hire a GCM intern?

GCM hosts a Career Fair in spring free for employers to interview students for summer internships. See our website for dates and information. <https://www.torontomu.ca/gcm/alumni-partners/career-fair/>

If you have a position to be filled outside of the Career Fair timeline, please send the position in PDF to the GCM internship coordinator to be posted to our job board.

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EMPLOYER FAQs



EXPECTATIONS

OF THE INTERN

Prior to starting their internship, it is the intern's responsibility to read and sign a contract with their employer and to keep a copy for themselves. Under no circumstances should the student accept an internship based upon a verbal agreement. Students are also required to complete a waiver and EHS Certification provided by TMU.

- Act in a professional manner at all times.
- Uphold Toronto Metropolitan University's Policy 61 - Student Code of Non-Academic Conduct
- Uphold all agreements made with the employer.
- Facilitate the signing and uploading of all internship forms required by Toronto Metropolitan University.
- Ask questions if unsure.
- Ask questions in the spirit of continuous learning and professional growth.
- Check TMU email regularly.

It is not recommended that the intern carry another part-time job and/or summer courses while immersed in their internship.



EXPECTATIONS

OF THE INTERNSHIP COORDINATOR

- Guide students in finding a suitable internship.
- Act as a point of contact for both interns and employers.
- Assist with solving problematic situations.
- Conduct site visits to the intern's place of employment to meet with both the intern and the supervisor to ensure a positive experience for both parties.

GCM's Internship Coordinator
gcminternship@torontomu.ca



CONTACT

DONNA CORMIER, GCM'S INTERNSHIP COORDINATOR

gcminternship@torontomu.ca

Please contact with all internship inquiries.

TARAS KARPIUK, GCM'S DEPARTMENTAL ASSISTANT

gcmadmin@torontomu.ca

416.979.5050

Please contact with all Career Fair inquiries.

**NATALIA LUMBY, CHAIR OF GCM AT TORONTO METROPOLITAN
UNIVERSITY**

nlumby@torontomu.ca

416.979.5000 (ext. 556750)



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**MENTORING IS A BRAIN
TO PICK, AN EAR TO
LISTEN, AND A PUSH IN
THE RIGHT DIRECTION**

- John Crosby

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