

# Graphic Communications Management Curriculum

Revised: March 25, 2025

FIRST YEAR		SECOND YEAR		THIRD YEAR		INTERNSHIP	FOURTH YEAR	
Fall	Winter	Fall	Winter	Fall	Winter	Summer	Fall	Winter
<b>GCM 110</b> Introduction to Graphic Communications <i>(Lec: 3 hrs)</i> Prereq: None	<b>GCM 111</b> Graphic Communication Technologies <i>(Lec: 3 hrs)</i> Prereq: None	<b>GCM 230</b> Typography <i>(Lec: 1.5 hrs &amp; Lab: 1.5 hrs)</i> Prereq: GCM 130	<b>GCM 210</b> Introduction to Packaging <i>(Lec: 3 hrs)</i> Prereq: None	<b>GCM 350</b> Estimating for Graphic Communications <i>(Lec: 1 hr &amp; Lab: 2 hrs)</i> Prereq: GCM 220, GCM 250	<b>GCM 320</b> Digital Printing Technologies <i>(Lec: 1.5 hrs &amp; Lab: 1.5 hrs)</i> Prereq: GCM 220	<b>Internship</b> Target completion for paid internships <i>(300 hours)</i>	<b>GCM 420</b> Advanced Print Production Processes <i>(Lab: 3 hrs)</i> Prereq: GCM 320	<b>GCM 470</b> Business Plan <i>(Lec: 3 hrs)</i> Prereq: GCM 370, GCM 420 Antireq: GCM 490
<b>GCM 120</b> Graphic Communication Processes 1 <i>(Lab: 3 hrs)</i> Prereq: None	<b>GCM 121</b> Graphic Communication Processes 2 <i>(Lab: 3 hrs)</i> Prereq: None	<b>GCM 240</b> Material Science for Print <i>(Lec: 1 hr &amp; Lab: 2 hrs)</i> Prereq: GCM 121	<b>GCM 220</b> Graphic Communication Processes 3 <i>(Lab: 3 hrs)</i> Prereq: GCM 120, GCM 121	<b>GCM 360</b> Colour Management <i>(Lec: 1.5 hrs &amp; Lab: 1.5 hrs)</i> Prereq: GCM 260	<b>GCM 362</b> Intro to UX/UI Design <i>(Lab: 3 hrs)</i> Prereq: GCM 220 Antireq: FCD 362, RTA 963, FPN 535		<b>GCM 460</b> Asset Management for Graphic Communications <i>(Lec: 1.5 hrs &amp; Lab: 1.5 hrs)</i> Prereq: GCM 375	<b>GCM 490</b> Thesis <i>(Lec: 3 hrs)</i> Prereq: GCM 420, GCM 460 Antireq: GCM 470
<b>GCM 130</b> Design and Layout <i>(Lec: 1.5 hrs &amp; Lab: 1.5 hrs)</i> Prereq: None	<b>CMN 279</b> Intro to Professional Communications <i>(Lec: 3 hrs)</i> Prereq: None Antireq: CMN 124, CMN 201	<b>GCM 250</b> Binding and Finishing <i>(Lec: 1.5 hrs &amp; Lab: 1.5 hrs)</i> Prereq: GCM 121	<b>GCM 260</b> Digital Premedia Workflows <i>(Lec: 1.5 hrs &amp; Lab: 1.5 hrs)</i> Prereq: GCM 250	<b>GCM 370</b> Management Studies <i>(Lec: 3 hrs)</i> Prereq: MKT 300	<b>GCM 372</b> Operations and Process Management <i>(Lec: 3 hrs)</i> Prereq: GCM 370		<b>WKT 608</b> GCM Internship <i>(Lec: 1 hr)</i> Prereq: GCM 220, GCM 370, GCM 375	<b>WKT 608</b> GCM Internship <i>(Lec: 1 hr)</i> Prereq: GCM 220, GCM 370, GCM 375
<b>MKT 100</b> Principles of Marketing <i>(Lec: 3 hrs)</i> Prereq: None Antireq: HTM 302	<b>GMS 200</b> Intro to Global Management <i>(Lec: 3 hrs)</i> Prereq: None	<b>MKT 300</b> Marketing Metrics and Analysis <i>(Lec: 3 hrs)</i> Prereq: MKT 100, HTM 302	<b>ACC 100</b> Introductory Financial Accounting <i>(Lec: 3 hrs)</i> Prereq: None Antireq: ACC 110, AFA 100	<b>GCM 375</b> Project Management for Graphic Communications <i>(Lec: 1.5 hrs &amp; Lab: 1.5 hrs)</i> Prereq: MKT 300, SSH 105 Antireq: CRI 500, TEC 210	<b>GCM Core Elective</b> OR <b>The Creative School Core Elective</b>		<b>GCM Core Elective</b> OR <b>The Creative School Core Elective</b>	<b>GCM 461</b> Workflow Automation <i>(Lab: 3 hrs)</i> Prereq: GCM 460
<b>Lower Level Liberal Studies</b> Table A 1 of 3	<b>SSH 105</b> Critical Thinking 1 <i>(Lec: 3 hrs)</i> Prereq: None Antireq: PHL 214	<b>Open Elective</b>	<b>Lower Level Liberal Studies</b> Table A 3 of 3	<b>GCM Core Elective</b>	<b>Open Elective</b>		<b>Open Elective</b>	<b>GCM Core Elective</b>
	<b>Lower Level Liberal Studies</b> Table A 2 of 3		<b>Open Elective</b>	<b>Upper Level Liberal Studies</b> Table B 1 of 3			<b>Upper Level Liberal Studies</b> Table B 2 of 3	<b>Open Elective</b>
							<b>Upper Level Liberal Studies</b> Table B 3 of 3	



Review the official GCM Undergraduate Calendar for your degree requirements or visit [gcm.qrd.by/gcmcalendar](http://gcm.qrd.by/gcmcalendar)

Required GCM Course
  Required Non-GCM Course
  GCM Core Electives
  Liberal Studies (Table A)
  Liberal Studies (Table B)
  Open Electives