

GRAPHIC COMMUNICATIONS MANAGEMENT CURRICULUM

YEAR 1		YEAR 2		YEAR 3		YEAR 4	
GCM 110 Introduction to Graphic Communications (Lec. 3 hrs)	GCM 111 Graphic Communication Technologies (Lec. 3 hrs)	GCM 230 Typography (Lec. 1.5, Lab 1.5)	GCM 210 Consumer Packaging (Lec. 3 hrs)	GCM 350 Estimating and Selling for Graphic Communications (Lec. 1.5, Lab 1.5 hrs)	GCM 320 Digital Printing Technologies (Lec. 1.5, Lab 1.5)	GCM 420 Advanced Print Production Processes (Lab 3hrs)	GCM 470 Business Plan OR GCM 490 Thesis (Lec. 3 hrs)
GCM 120 Graphic Communication Processes 1 (Lab 3 hrs)	GCM 121 Graphic Communication Processes 2 (Lab 3 hrs)	GCM 240 Material Science for Print (Lec. 1, Lab 2 hrs)	GCM 220 Graphic Communications Processes 3 (Lab 3 hrs)	GCM 360 Colour Management (Lec. 1.5, Lab 1.5 hrs)	GCM 362 Web and Cross-Media (Lab 3 hrs)	GCM 460 Asset Mgmt. for Graphic Communications (Lec. 1.5, Lab 1.5 hrs)	GCM 461 Workflow Automation (Lab 3hrs)
GCM 130 Design and Layout (Lec. 1.5, Lab 1.5)	CMN 279 Intro to Professional Communications (Lec. 3 hrs)	GCM 250 Binding and Finishing (Lec. 1, Lab 2 hrs)	GCM 260 Digital Premedia Workflows (Lec. 1.5, Lab 1.5)	GCM 370 Management Studies (Lec. 3 hrs)	GCM 372 Operations and Process Management (Lec. 3 hrs)	Core Elective 3 of 4	Core Elective 4 of 4
MKT 100 Principles of Marketing (Lec. 3 hrs)	GMS 200 Intro to Global Management (Lec. 3 hrs)	MKT 300 Marketing Metrics and Analysis (Lec. 3 hrs)	ACC 100 Introductory Financial Accounting (Lec. 3 hrs)	GCM 375 Project Mgmt. for Graphic Communications (Lec. 1.5, Lab 1.5)	Core Elective 2 of 4	Open Elective OR Core Elective	Open Elective OR Core Elective
Liberal Studies Table A 1 of 3	SSH 105 Critical Thinking I (Lec. 3 hrs)	Open Elective	Liberal Studies Table A 3 of 3	Core Elective 1 of 4	Open Elective OR Core Elective	Liberal Studies Table B 2 of 3	Liberal Studies Table B 3 of 3
	Liberal Studies Table A 2 of 3		Open Elective	Liberal Studies Table B 1 of 3		WKT 608 Internship (Work Placement/Online)	OR WKT 608 Internship (Work Placement/Online)

Optional 6-course Concentrations The following optional 6-course concentrations may be selected from Core Electives:

Concentration in Graphic Output	Concentration in Leadership	Concentration in Packaging	Concentration in Publishing
Required (3) : GCM 754 GCM 802 GCM 854 Plus three (3) of: GCM 804 GCM 806 GCM 810 GCM 850 GCM 852 GCM 858 GCM 860	Required (3) : ACC 406 ENT 601 FIN 300 Plus three (3) of: FIN 401 FIN 510 GCM 746 GCM 816 GCM 850 GCM 852 GCM 860	Required (2) : GCM 800 GCM 808 Plus four (4) of: GCM 740 GCM 746 GCM 750 GCM 804 GCM 806 GCM 810 GCM 854 GCM 856	Required (3) : GCM 720 GCM 722 GCM 802 Plus three (3) of: GCM 730 GCM 738 GCM 740 GCM 746 GCM 806 GCM 810 GCM 812

Core Electives

ACC 406 Introductory Management Accounting
 ENT 601 Identifying Opportunities
 FIN 300 Managerial Finance I *
 FIN 401 Managerial Finance II *
 FIN 510 Small Business Finance *
 GCM 710 The Art of the Book *
 GCM 712 Making an Impact: The Letterpress Revival
 GCM 720 Magazine Production and Publishing *
 GCM 722 Book Production and Publishing*
 GCM 730 Fulfillment Signed, Sealed and Delivered
 GCM 738 Photoshopped! The Art of Image Retouching *
 *Also listed on Open Elective Table

GCM 740 Accessibility for Graphic Communications*
 GCM 746 Sustainability in Print and Packaging*
 GCM 750 3D Printing *
 GCM 754 Sign and Display Graphics *
 GCM 800 Tags, Labels and Bags: Flexo Processes
 GCM 802 eBook Production and Publishing*
 GCM 804 Non-traditional Printing Applications
 GCM 806 Advanced Typography
 GCM 808 Outside the box: Package Prototyping
 GCM 810 Creativity, Clients and Design*

GCM 812 Out of a bind: Adv Binding and Finishing
 GCM 816 Sales and Customer Relationship Mgmt GCM
 GCM 818 Press Troubleshooting Simulation
 GCM 850 Directed Studies I: Issues and Trends
 GCM 852 Directed Studies II: Issues and Trends
 GCM 854 Advanced Material Science
 GCM 856 Colour Theory and Measurement
 GCM 858 Advanced Workflows
 GCM 860 Advanced Variable Data Printing

Minors available to students in Graphic Communications Management

Accounting Acting/Dance Studies Biology Business Essentials Caribbean Studies Chemistry Child and Youth Services Communication and Design Computer Science Criminology Curatorial Studies Disability Studies	eBusiness Economics English Entrepreneurship and Innovation Environment and Urban Sustainability Ethics Family Supports and Community Practice Fashion Studies Film (Cinema) Studies Finance	French Geographic Analysis Geography Global Management Global Narratives Global Politics and Development Health Services Management History Human Resources Management Information Technology Management Labour and Employment Relations Law	Marketing Mathematics Music and Culture News Studies Nonprofit and Voluntary Sector Management Occupational Health and Safety Organizational Leadership Philosophy Photography Studies Physics Politics Professional Communication	Psychology Public Administration Public Relations Real Estate Management Retail and Services Management Sales Management and Service Quality Social Innovation Sociology Spanish Tourism Visual Studies
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Open Elective Table

IMPORTANT NOTE: Certain courses **cannot be taken** for Open Elective credit in some programs. Please see Open Elective Table Restrictions for more information <http://www.ryerson.ca/calendar/2018-2019/index.html>

This is the site for Open Elective Courses: <http://www.ryerson.ca/calendar/2018-2019/open-elective-table.html>