



kwantlen.ca/design

foundations in design
FIND

fashion marketing
FMRK

graphic design for marketing
GDMA

interior design
IDSN

product design
DEPD

fashion design & technology
FASN



**KWANTLEN
POLYTECHNIC
UNIVERSITY**

context



REVEALING

DESIGN THINKING

Great design thinkers observe the world in minute detail. They notice things that others do not and use their insights to inspire innovation.

Tim Brown

foundations in design

fashion marketing

graphic design for marketing

interior design

product design

fashion design & technology

understanding



research



in order of appearance

FOUNDATIONS IN DESIGN **FIND**
FASHION MARKETING **FMRK**

GRAPHIC DESIGN FOR MARKETING **GDMA**
INTERIOR DESIGN **IDSN**
PRODUCT DESIGN **DEPD**
FASHION DESIGN & TECHNOLOGY **FASN**

HOW TO APPLY
CONTACT US

WELCOME

KWANTLEN'S FACULTY OF DESIGN

At Kwantlen Polytechnic University, we're exceptionally proud of our design programs. As a graduate, you'll develop a foundation in research and design that supports your personal and professional goals.

Kwantlen is a teaching-focused university where we bring together students, teachers, guest lecturers and alumni to create a student-centred learning environment. Offered at the Richmond campus, our programs provide specialized facilities including computer labs, sewing and production labs, and design studios.

Please visit kwantlen.ca/design for in-depth course information, career opportunities, admissions and portfolio requirements, and steps for how and when to apply.



MEET THE DEAN

Congratulations for taking the first step toward changing your future by considering Kwantlen Polytechnic University and the Faculty of Design as your place to study. As you take the next step to change your life, by studying design at an institution where human-centred design is paramount, you will be embarking on a path toward changing the lives of those around you through your work.

For an individual to succeed in a modern economy filled with vibrant cultural and technological shifts, he or she will not only need a solid grounding in their discipline, but also the ability to adapt and think critically.

Undertaking a foundation certificate program in FIND allows for a solid grounding in skills and design thinking. The Faculty offers four different degree programs that find the balance of critical creative theory and practice. It is here that the study of fashion design (FASN), graphic design for marketing (GDMA), interior design (IDSN), and product design (DEPD) provide four years of rigorous professional education toward a clear understanding of their discipline. To undertake a path that examines the expanding world of fashion marketing (FMRK), a student could enroll in this diploma and work with the Faculty of Business in a joint program of study.

The power of design is that it is dynamic and constantly questions boundaries. Education, like design, searches to expand the knowledge base of its students and through research, explore and question existing paradigms.

Kwantlen graduates demonstrate the traits of being adaptable, critical, and creative. Studying in the Faculty of Design will give you an opportunity to develop your own personal vision and share in Kwantlen's vision of creating better tomorrows.

GEORGE VERGHESE

Dean, Faculty of Design

FIND

certificate



kwantlen.ca/find

In this one-year certificate program, you will FIND your design discipline, FIND your design passion, and FIND pathways to your design career.

Explore design possibilities, develop fundamental skills and investigate what's important to you as a designer with the FIND program. You will build a dynamite portfolio in a creative environment that celebrates diversity of thought, values, and learning styles. Gain a broad knowledge of various design disciplines and form an understanding of common theories, methodologies, and processes. During the program, you'll investigate a variety of design techniques, mediums and materials in two and three-dimensional contexts.

FOUNDATIONS IN DESIGN

Graduates of FIND leave with a solid understanding of design and go on to complete diplomas and degrees in a variety of design disciplines.

HELLO

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blogs.kwantlen.ca/find
facebook.com/KwantlenFIND



PROOF

"I will take away a strong portfolio to get into the school I want and the career I've been waiting for. More importantly, I will take away an experience that will last me a lifetime. Thank you [FIND] for an amazing year!"

Joe, 2010 Grad



THE ROOTS OF THE PROGRAM

- Design Processes, Methods & Materials
- Design Explorations
- 2D Design
- 3D Design
- Designing for Humanity
- Drawing for Design
- Colour Theories
- Communication Through Visual Language
- Design History I & II
- Drafting for Design

PROOF

"I will take many things away from this program. I learned so much about the world of design and really appreciate all this program did for me."

Ali, 2010 Grad

Now completing Kwantlen's Graphic Design for Marketing program



TAKE ROOT

take flight



A flair for fashion and good business sense are necessary ingredients for success in the field of Fashion Marketing. This diploma program combines fashion and business knowledge with relevant skills that lead to a dynamic career in the industry.



FASHION MARKETING

You will gain an awareness of sustainable fashion and textiles as they relate to the world. Explore industry trends and learn important leadership skills through work experiences, participation in fashion events, and excursions to fashion companies.

Graduates of Fashion Marketing have gone on to work for apparel companies, apparel distributors and marketing companies.

Fashion Marketing Diploma graduates may ladder directly to Kwantlen's third year of the Bachelor of Business Administration Degree Programs (BBA).



PROOF

"I was struck by [their] determination and initiative to take the resulting shoot that extra step and expose it beyond the classroom by submitting it to String Magazine.... Their shoot, which seems to have parallel themes with these students' own story, is published [in our magazine] and stands as proof of a job well done by a group of very determined and capable fledgling fashionistas."

*Maria Hernandez
Editor-in-Chief
String Magazine*

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viable



DO WHATCHA LOVE

"The opportunity to design for diverse markets and industry links with companies like MEC and Off the Wall challenged us with real-world projects. When I graduated from Kwantlen, I felt like I was already part of the industry. The program definitely prepared me for the fashion industry and I can truly say I love my job and the company I work for!"

*Edina Bartell, Production Management
Global Collective Design Inc., Arson/Orb labels*

GDMA
degree



kwantlen.ca/GDMA

Graphic Design for Marketing (GDMA) is a four-year degree program that provides students with a balanced and unique education in graphic design, marketing, business, technology and liberal education. Our dynamic and relevant curriculum is sought after by industry with graduates prepared to engage in the expanding boundaries of graphic design.

GRAPHIC DESIGN FOR MARKETING

In addition to design fundamentals and software instruction, you will gain a solid understanding of the design industry through field studies, mentorship and marketing courses. You'll also prepare a comprehensive portfolio that includes graphic design, marketing and promotional concepts for a wide range of products and services, including the promotion of corporate, institutional, and social initiatives.

Graduates may pursue entry-level positions in graphic design firms, in-house graphic design departments, advertising agencies, public relations agencies, publishing houses, public service organizations, corporations, and educational institutions.



courage

SURVEY SAYS

Selected quotes from survey respondents as part of the GDMA Program Review.

"Kwantlen students are the best prepared, the most coachable and the most practical in their approach to design, of the students I have hired."

"The instructors are excellent as they come from the design 'field' and bring first-hand knowledge and talent to the classroom."

"I would prefer a Kwantlen grad over many other schools."

"The class sizes are a definite plus. The fact that we are also all together for 4 years adds to the group feel!"

HELLO

kwantlen.ca/GDMA
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gdma.ca/studentwork



EAVESDROPPING

"I decided on GDMA because I knew it would be more difficult than any other program I applied to. Particularly because all the other schools didn't require that I go through such a rigorous application process... GDMA accepts only the absolute best that every individual can do."



PROOF

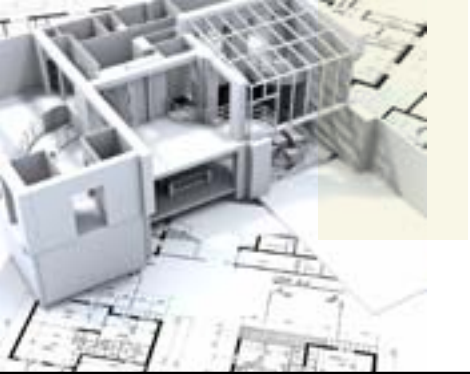
This book is proof. She designed this book, cover to cover.

"Kwantlen connects you to the professional world. This program's third and fourth year builds students' industry networks. My fourth year connected me to a great mentorship opportunity that directly lead to me being hired shortly after graduation at one of Canada's top creative agencies. After working there for over three years, I left to start my own practice. In addition to helping transform me into a design thinker, GDMA's business and marketing courses have prepared me to run my own practice, allowing me the freedom to take on the creative projects and clients I am most passionate about."

*Chelsea McKenzie, B.Des
2007 Grad*

Judge for yourself:

linkedin.com/in/ChelseaMcKenzie



IDSN
degree



kwantlen.ca/interiordesign

INTERIOR DESIGN

Join the Interior Design program and learn every facet of the 'built environment' through a mix of design studio experience, technical lectures, building and space studies, and design theory.

Looking for a career that combines your love of design with your love of interiors and architecture? Take a look at Kwantlen's Interior Design (IDSN) program. After completion of your degree, you will have the skills necessary to work in a variety of design areas such as commercial, residential and healthcare. Graduates of IDSN are often employed prior to graduation and many go on to open successful design firms.



This is an accredited* four-year degree that provides students with design and technical knowledge that will propel them into a professional career in interior design.

*IDSN is accredited by the Council for Interior Design Accreditation [CIDA].

THE AWARD GOES TO

Kwantlen students win awards. IDSN students took 1st, 2nd and 3rd place respectively in the 2011 General Paint S.W.E.E.T. Design Contest.



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HIRED

"We have been hiring Kwantlen graduates for the last eight years and have been consistently impressed with the quality of their education, their attitude and the speed with which they grow in our firm. It's reassuring to know that year after year, Kwantlen produces designers that are well prepared for practice."

Carol Jones, Principal, KASIAN



JET SETTING

Partnerships with institutions across North America and Europe allow IDSN students to choose a semester abroad.



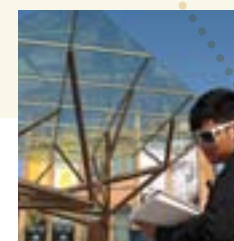
VANCOUVER

In their 3rd year, students select another country and travel together to study that country's art, interiors, architecture, and culture.

BARCELONA

ISTANBUL

SANTIAGO



PROOF

"Entering into Kwantlen's Interior Design program was one of the best decisions I've made. Because you move throughout the program with the same group of students and faculty, you create close relationships that will carry on in your professional and personal life after graduation. The program...provided me with a strong foundation of interior design that will allow me to successfully contribute to the industry!"

Lisa Yip, 2011 Grad



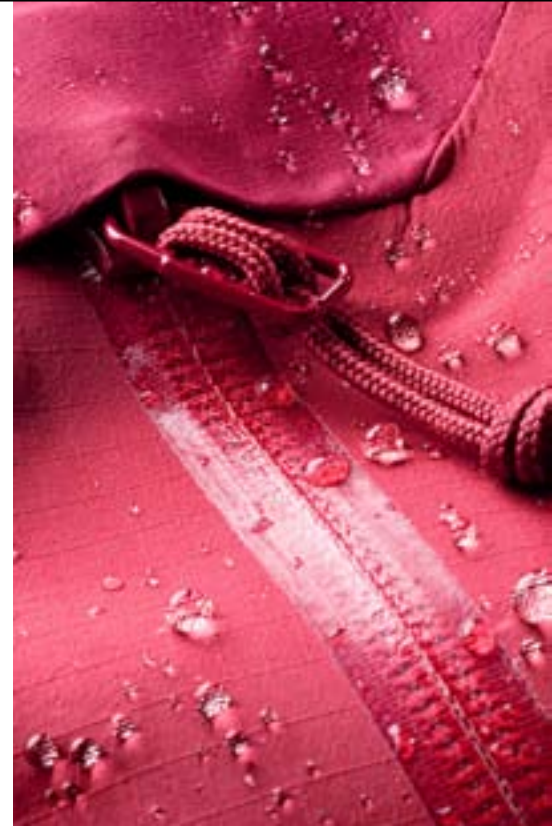
leadership



Amongst the first of its kind in Canada, Product Design (DEPD) focuses on a growing demand in the industry. You will develop a broad range of innovative, technical and interdisciplinary leadership skills that are necessary to become specialists in the field of product design. This new degree will set you up with marketing and business skills, prototype and product development, and materials research to improve the effectiveness and performance of recreational products.

PRODUCT DESIGN

Arc'teryx Equipment Inc. © 2011



Graduates of Product Design will go on to work for apparel and manufacturing companies as product developers, designers, product buyers, packaging designers, environmental product designers, and independent consultants.

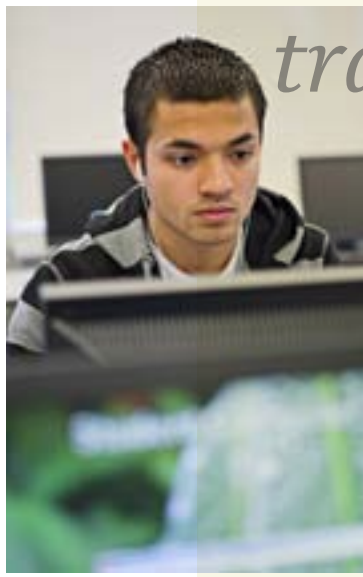
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FIND YOUR NICHE

Mentorship and work experience will be a critical part of students' senior year. Design firms will engage students in the design process from idea development to manufacturing and marketing. Students will also design an original product and create a sample line for a specific niche market in soft goods.

Broadly speaking, product design might be concerned with the efficient and effective generation and development of ideas through a process that leads to new products; whilst industrial design might be concerned with the aspect of that process that brings the sort of artistic form and usability usually associated with craft design to that of mass produced goods.

Richard Morris, "The Fundamentals of Product Design"



trailblazer



I think that good designers must always be avant-gardists, always one step ahead of the times.

Dieter Rams

FASN

degree



kwantlen.ca/fashion

This is a four-year bachelor's degree that prepares students for careers in fashion design, production, marketing, and computer technology.

FASHION DESIGN & TECHNOLOGY

Make an impact in the world of fashion and nurture your creative talents with the Fashion Design & Technology (FASN) program.

You will develop design concepts using practice-led research along with creative and technical skills to work within the apparel industry. Projects include creating collections for mass and niche markets with a local and global perspective. Get ready to be part of "The Show" as your final semester culminates in a fashion show where your creations are featured to an audience of over 3,000 members of the community and industry.

Since 2005, 90% of graduates successfully entered the apparel industry. Graduates of the program are sought after and quickly progress to supervisors, technical specialists, and other leadership roles.

HELLO

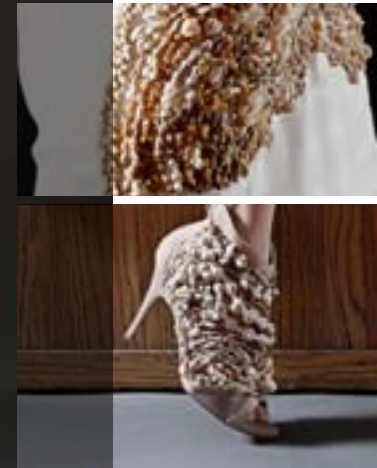
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DETAILS CAN MAKE OR BREAK

Earl Mabaquiao won the national 2011 Télio Competition and was also a finalist for the London-based Hand and Lock Prize. Earl was chosen from among hundreds of contestants from around the world.

"We live in a world of fast fashion. We don't take the time to appreciate the work. I... appreciate every single detail that comes into making a dress — every bead and every stitch that provides a beauty for the design."

Earl Mabaquiao, 2012 Grad



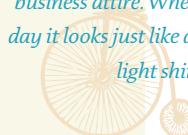
Kwantlen alumni Kiomi Renwick offers inventive and stylish solutions to attire cyclists, perfectly suited to the requirements of today's urban environment. "Cavalier" is geared toward a 35-55 year old urban man who rides his bicycle to work in business attire. When they're walking around in the day it looks just like a normal coat, but at night when light shines on it, it lights up.

PROOF

If you are passionate about the fashion industry and it is your dream to work in it, this is the best place to get your career started.

Not only will you leave the program grounded in the fundamentals of the industry but you will also leave with industry experience and contacts.

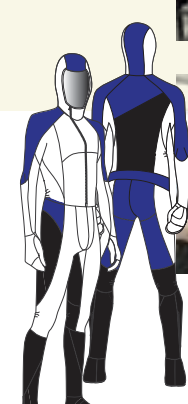
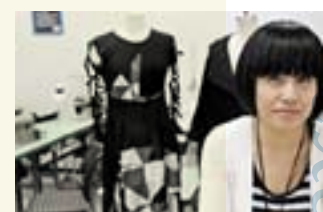
Celeste Makow, 2005 Grad



QUALIFIED

I'm a big fan of Kwantlen Polytechnic University. I've employed over 30 graduates from the Fashion Design and Technology program. They come from Kwantlen so well qualified that I hire them directly. It shows that commitment to the four-year degree program gets very positive results. I look forward to many more of my designers and technical staff coming from Kwantlen.

Chip Wilson, Founder of lululemon



Execution



HOW TO APPLY



“A goal is a dream
with a deadline.”

Napoleon Hill

APPLICATION TIMELINE

November 1	Applications open for the Fall term Apply online at kwantlen.ca/apply
March 31	Application deadline for the Fall term
April /May	Portfolio review and interviews
May	Admission decisions mailed to all applicants Acceptance deposit (commitment fee) deadline
June	Course registration opens for Fall term
September	Fall courses begin

For more information, visit
kwantlen.ca/calendar/2011-12/ar/apptimelines.html

PROGRAM ADMISSION REQUIREMENTS

All applicants must meet Kwantlen's General University admission requirements. Complete details at kwantlen.ca/generaladmission.

For applicants for the Faculty of Design, the following program admission requirements apply:

- » English 12 with a minimum grade of B (or equivalent) is required for Fashion Design & Technology, Graphic Design, Interior Design and Product Design
- » English 12 with a minimum grade of C+ (or equivalent) is required for the Fashion Marketing Diploma
- » English 12 with a minimum grade of C (or equivalent) is required for the Foundations in Design Certificate
- » Portfolio Review and Interview Session*

**Successful applicants will receive an invitation to the required Portfolio Review and Interview Session.*

CONTACT US

Faculty of Design | kwantlen.ca/design

To learn more about admission, refer to *Your Admissions Guide* online at kwantlen.ca/admission, drop by one of our Student Enrolment Services offices on any campus, or call 604.599.2000

FOUNDATIONS IN DESIGN

Designation Earned: **Certificate**

Program Length: Eight months of full-time study (September to April)

Details on Portfolio requirements are online at kwantlen.ca/design/find/portfolioreview

FASHION MARKETING

Designation Earned: **Diploma**

Program Length: Two years of full-time study (September to April)

Additional requirements are online at kwantlen.ca/calendar/2011-12/design/fashionmarketing-dip.html

GRAPHIC DESIGN FOR MARKETING

Designation Earned: **Degree or Diploma**

Program Length: Four years of full-time study (September to April) for degree, three years for diploma

Details on Portfolio and Interview requirements are online at kwantlen.ca/design/gdma/portfolios

INTERIOR DESIGN

Designation Earned: **Degree**

Program Length: Four years of full-time study (September to April)

Program Accreditation: Council for Interior Design Accreditation (CIDA)

Details on Portfolio and Interview requirements are online at kwantlen.ca/interiordesign

FASHION DESIGN & TECHNOLOGY

Designation Earned: **Degree or Diploma**

Program Length: Four years of full-time study (September to April) for degree, two years for diploma

Details of Portfolio and Interview requirements are in the Info Guide online at kwantlen.ca/fashion

PRODUCT DESIGN

Designation Earned: **Degree**

Program Length: Four years of full-time study

Details on Portfolio and Interview requirements are online at kwantlen.ca/design/Product_Design/applicationprocess

*Design creates culture.
Culture shapes values.
Values determine the future.*

Robert L. Peters



Faculty of Design
kwantlen.ca/design

Yeah, there is way more online.
*Obviously we wouldn't waste your time
with a QR code if it wasn't worth it.*