



CONESTOGA

# CREATIVE INDUSTRIES

**#THINK  
CONESTOGA**





# CREATIVE INDUSTRIES

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The School of Creative Industries offers dynamic programs that span all aspects of media, communication and design. Our programs provide you with the knowledge and skill sets needed for today's exciting and growing career market. You could pursue a career as a game designer, interactive designer, podcaster, community relations specialist, eRetail visual designer, interior decorator, multimedia editor, camera operator, 3D animator, graphic designer, media coordinator, social media analyst, motion graphics artist, reporter, event marketing specialist... and more.

The world needs creative professionals with strong technical skills. Find your passion, find your career at Conestoga's School of Creative Industries.

## Certificate - one year

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Design Foundations

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Media Foundations

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## Diploma - two years

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Advertising and Marketing Communications

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Animation

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Broadcast - Radio

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Broadcasting - Television and Independent Production

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Game - Design

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Interior Decorating

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Journalism

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Visual Merchandising Arts

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*For admission requirements and up-to-date program information, visit [www.conestogac.on.ca](http://www.conestogac.on.ca)*

## How to Apply

Apply online at [www.ontariocolleges.ca](http://www.ontariocolleges.ca)  
or by phone at 1-888-892-2228

## Learn more about our programs at:

[www.conestogac.on.ca/creative-industries](http://www.conestogac.on.ca/creative-industries)

## Advanced Diploma - three years

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Graphic Design

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## Bachelor's Degree - four years

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Bachelor of Design (Honours) (Co-op)

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## Graduate Certificate - one year

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Interactive Media Management - Interaction Design

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Broadcasting Performance and Digital Media

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3D Computer Animation

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## CAREER-FOCUSED EDUCATION

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At Conestoga, our focus is on teaching and learning, and preparing you for career success. Our programs, developed in partnership with industry and community leaders, reflect Ontario's changing job market and provide you with many hands-on opportunities to build the skills and knowledge that today's employers are seeking. For the 2019-20 reporting year (2018-19 graduates), 85% of graduates were working 6 months after graduation.

## PROGRAM ADVISORY COMMITTEES

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- **Activa**
- **Canadian Tire**
- **Communitech**
- **Corus Entertainment Inc.**
- **Davis Design**
- **Google**
- **OpenText**
- **Shopify**
- **Switch Animation**
- **The Globe and Mail**
- **Q30 Design Inc.**
- **Quarry**
- **Toonrush Inc.**
- **Ubisoft**
- **Vidyard**



## FACILITIES

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Our first-class facilities and reputation make the School of Creative Industries an excellent choice for your education. Our facilities include flexible learning spaces supporting Macs or PCs, or BYOD (bring your own device), as well as specialized studios for design, photography, television, and podcasting. The Interior Decorating studio is stocked with industry samples, and the Visual Merchandising Arts studio allows for prop building and window displays.

The new animation and game labs have the latest i7 high-end graphics capable workstations with Adobe Creative Suite, Autodesk Maya, 3D Studio Max, Unity, Blender and Microsoft Suite. One of the more exciting elements of the School of Creative Industries is our radio station, 88.3FM CJIQ, as well as our internet streaming station Q2. Radio students get real-world experience operating both stations.

The Broadcasting - Television and Independent Production program's inventory of HD field cameras and professional lighting kits is continually enhanced by the acquisition of the latest ancillary gear. Students may use GoPro cameras and mounts; Osmo handheld, gimbal cameras; Fig Rig stabilizers; Glidecam mounts; and a large variety of grip equipment. The multi-camera production experience is well-served by our fully equipped HD studio, with Ross Carbonite 2 switcher and fibre-connected Ikegami cameras, along with Tricaster flight packs and a jib, for mobile, remote production.

Journalism students report for a live news website, Conestoga's radio station (CJIQ-FM) and a community TV series.

## ACTIVE LEARNING

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The School of Creative Industries provides a mix of learning experiences to prepare you for your career. A blend of projects, assignments, field trips, guest speakers, collaborations with other students and outside organizations, and field placements, provide hands-on, real-life experiences and opportunities to work with professional equipment and software. Many of our programs offer opportunities to work with community-based clients. Our Bachelor of Design degree program offers paid co-op work terms in the upper years of study.

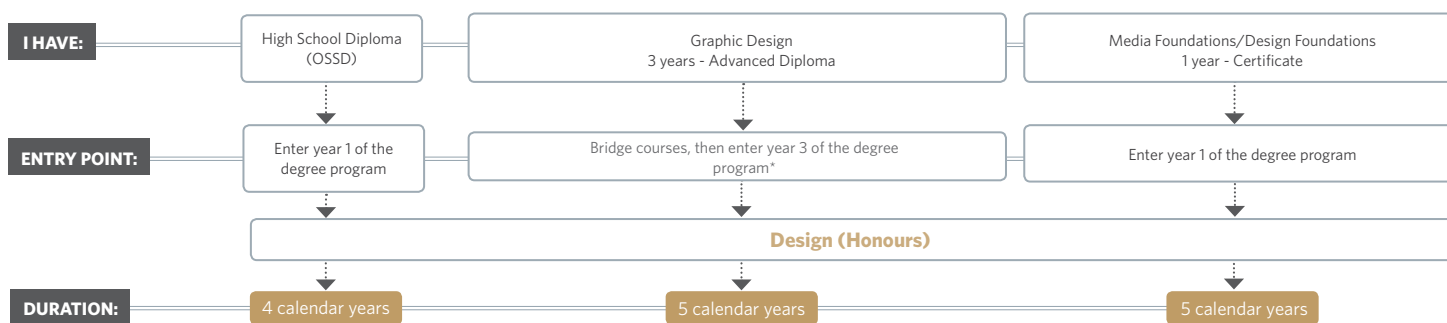
# PATHWAYS TO SUCCESS

At Conestoga, you can start from where you are now, and go as far as your dreams, your talent, and your determination will take you. Programs in the School of Creative Industries have pathways as follows:

- **Advertising and Marketing Communications and Journalism diplomas:** pathway to Bachelor of Public Relations.
- **Animation and Game - Design:** new programs. Pathways to be determined.
- **Bachelor of Design (Honours):** pathways to Master's programs via other post-secondary institutions and pathway to Conestoga's Interactive Media Management - Interaction Design.
- **Broadcast - Radio:** pathway to Broadcasting Performance and Digital Media and pathways to Bachelor's programs via other post-secondary institutions.
- **Broadcasting - Television and Independent Production:** pathway to Broadcasting Performance and Digital Media and pathways to Bachelor's programs via other post-secondary institutions.
- **Design Foundations:** pathway into programs leading to careers in the design and communication fields, particularly Advertising and Marketing Communications, Animation, Bachelor of Design (Honours), and Graphic Design.
- **Graphic Design:** pathway to Bachelor of Design and/or Interactive Media Management - Interaction Design.
- **Interior Decorating:** pathway to Visual Merchandising Arts; both 2 year diplomas can be completed in three years.
- **Journalism:** pathway to Broadcasting Performance and Digital Media and pathways to Bachelor's programs via other post-secondary institutions.
- **Media Foundations:** pathway into programs leading to careers in the media and communication fields, particularly Bachelor of Public Relations (Honours), Broadcast Radio, Broadcasting - Television and Independent Production, and Journalism.
- **Visual Merchandising Arts:** pathway to Interior Decorating; both 2 year diplomas can be completed in three years.

## ADD A DEGREE TO YOUR CERTIFICATE/DIPLOMA

### BACHELOR OF DESIGN (HONOURS)



\*Number of bridge courses required depends on the institution/program of graduation. To confirm program eligibility and credit transfer details, go to [ontransfer.ca](http://ontransfer.ca) or contact a credit transfer officer at ext 2166.

## EXPLORE CONESTOGA

Welcome future students. We can't wait to help you learn more about Conestoga College. There are several ways to experience what campus life is like - join us for an online-guided campus tour, take part in one of our live online events, or check out our virtual tour and on-demand program information.

### ONLINE-GUIDED TOURS

During this time, we are offering online-guided campus tours to show you all Conestoga has to offer. Book a time for the campus that delivers the program you are interested in.

### LIVE ONLINE EVENTS AND ON-DEMAND PROGRAM INFORMATION

Learn about the best programs, faculty and facilities, without leaving home. Attend a virtual live Q&A session to have your important questions answered and connect with a student recruiter.

### VIRTUAL TOUR

As your schedule permits, learn more about our campuses, program information, and campus life through our award winning virtual tour.

In accordance with public health guidelines, on-campus tours may be permitted in the future. Please continue to monitor our website or contact [tours@conestogac.on.ca](mailto:tours@conestogac.on.ca) for details.

[www.conestogac.on.ca/visit-us](http://www.conestogac.on.ca/visit-us)

## #THINK CONESTOGA

2021 | 2022

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#conestogacollege

## CONNECT WITH CONESTOGA

Please contact us if you have any questions or need more information.

**Email:** [askme@conestogac.on.ca](mailto:askme@conestogac.on.ca)

**Call:** 519-748-5220 ext. 3656

[www.conestogac.on.ca](http://www.conestogac.on.ca)