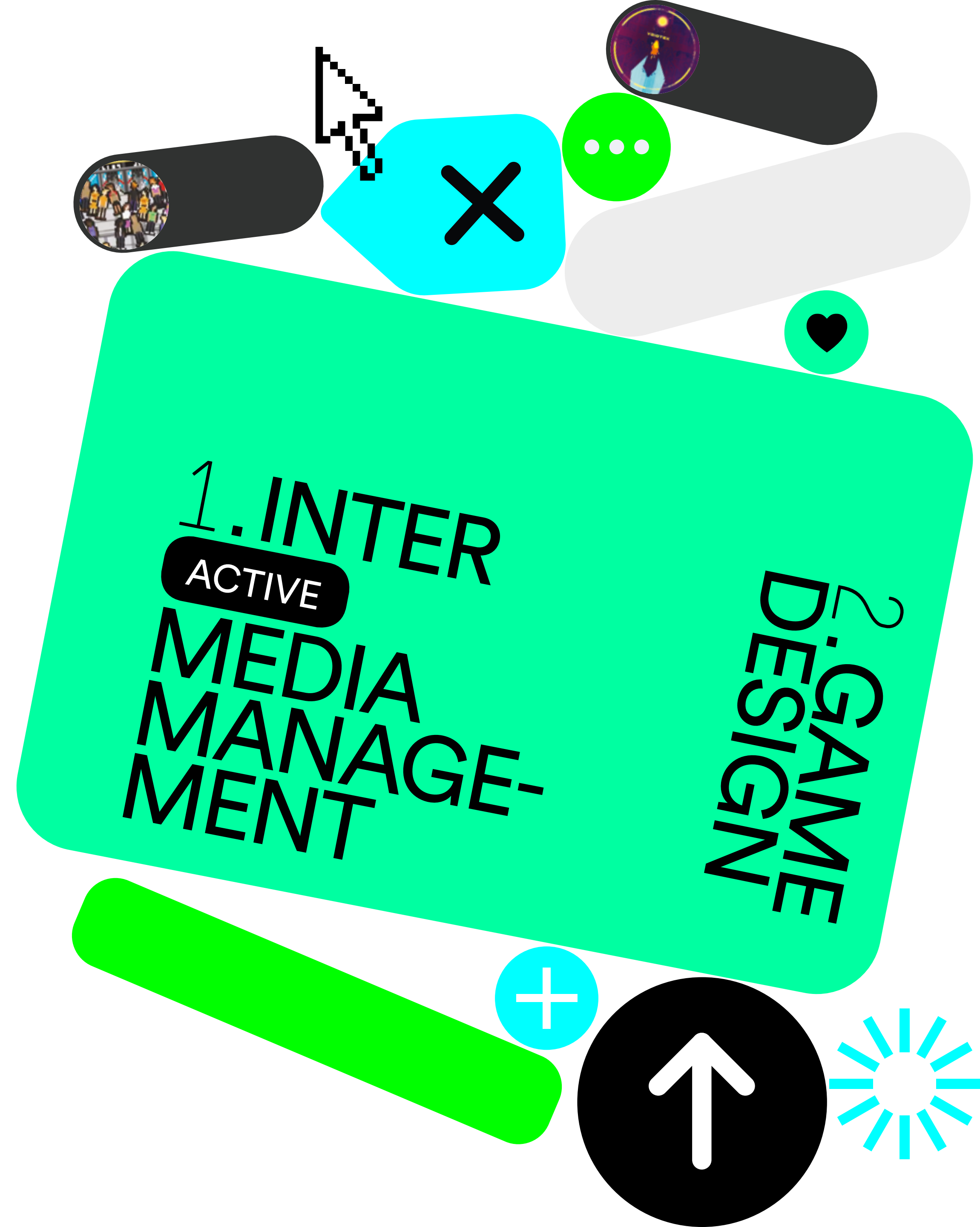


SCHOOL OF DESIGN/GBC
& MEET DIGITAL CULTURE CENTER
present:

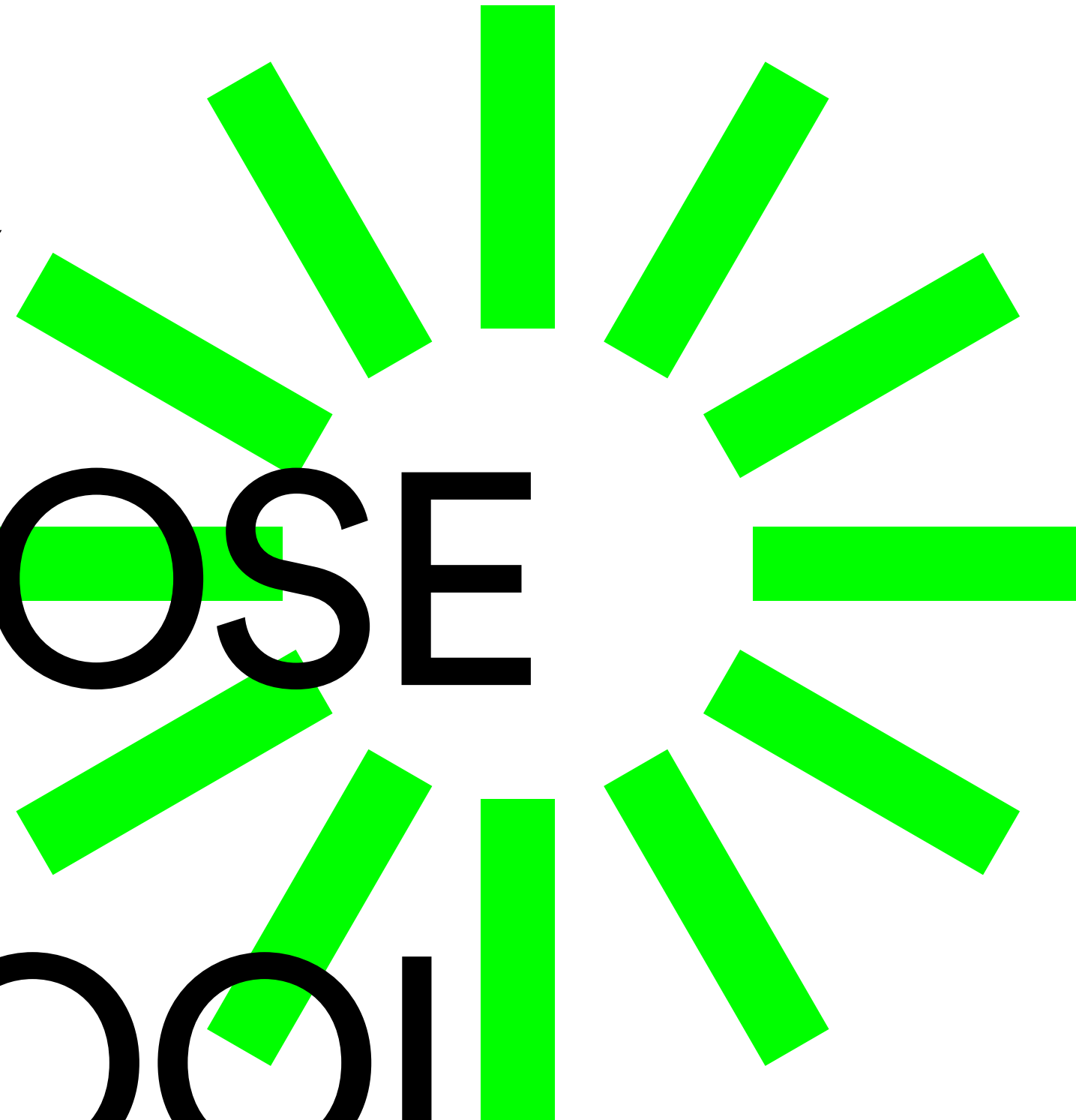
A NEW IMMERSIVE LEARNING EXPERIENCE

POSTGRADUATE

PROGRAMS



WHY CHOOSE THE SCHOOL OF DESIGN AND MEET?



The program respond to a growing need for a new skill set based on digital design and creative mindset that crosses the traditional disciplinary and geographic boundaries.

If you're looking for a way to channel your creative energy into a learning experience and an international career, we can help you achieve your goals. GBC and MEETs post-graduate programs have a strong focus on hands-on, studio-based learning with our state-of-the-art equipment and facilities. Through our extensive work-integrated learning opportunities, innovative applied research projects, and our industry-proven faculty, we'll help you refine your talents and develop the technical skills you need to build your portfolio and network.

At MEET you will live an innovative learning experience reimagining the classroom with active participation in cultural events and the development of digital contents. You will be part of a multidisplinary team enjoying the opportunity to start a conversation and share your projects with Gurus and professionals and delivering new tools and prototypes for showcase and exhibition.

At the School of Design you'll have the opportunity to immerse yourself in a modern digital environment where you can learn from fascinating guest experts and industry-focused projects. Such endeavours include design competitions where our students have won prestigious local, national, and international awards.

MILANO TORONTO



Designed to focus imagination and hone critical thinking, our programs assist students in applying the latest technologies for a career in digital design. Our unique educational experience combines academic programs with industry projects to create a community of learning that includes knowledgeable faculty, international lecturers, digital artists, Media Gurus, industry partners, alumni stories, and designers-in-residence.

Semester One 2021

Milan

SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
7			17

Semester Two 2022

Toronto

JANUARY	FEBRUARY	MARCH	APRIL
7			22

Semester Three 2022

Toronto

MAY	JUNE	JULY	AUGUST
9			

SCHOOL OF DESIGN /GBC Toronto

At the School of Design at George Brown College, you'll not only learn design, you will live and breathe it. Your design education takes place in a brand new, state-of-the-art learning space in downtown Toronto, home to Canada's greatest concentration of design businesses. Here you'll be immersed in the design community, and expected to apply your natural skills to actual design projects.



**INSTITUTE WITHOUT
BOUNDARIES**

Toronto is home to some of the best deep tech talent in the world right now, many of whom are focused not only on advancing business, but also on changing people's lives for the better—a coupling that Canada is known for. As one of the top design centres in the world, Toronto's employs 24,700 designers who collectively earn \$2.4B in annual wages. In line with such, Collision, North America's rapidly-evolving tech conference, chose to relocate to Toronto in 2021.

MEET DIGITAL CULTURE CENTER Milan



At MEET Digital Culture Center, you will be immersed in a digital creative environment. The MEET building is a former cultural center completely renovated by Carlo Ratti Associati to make it suitable for multidisciplinary program delivery, including events venues, exhibition spaces, Audiovisual Production Lab, classrooms and meet-

ing areas (Theater, Immersive Room, Creative Studio, VR Corner, Gallery, Workshop Area). The first semester of the program will be delivered in this new space, situated in the heart of Milan in a district that represents the city's dynamism and vibrant history.

1. ■

The program combines design education with software instruction and hands-on workshops to configure interactive design strategies using existing and emerging display technologies.

INTER

ACTIVE

MEDIA
MANAGEMENT

G212

Major courses are:

- Web Design and Development
- Media Production
- 3D Design
- Interactive Design and Systems

Cross the disciplinary boundaries of advertising, industrial, graphic and new media design.

Program Code	G212
Duration	1 Year (3 Semesters)
Intake	September
Credential	Ontario College Graduate Certificate

Admission Requirements

Applicants are selected on the basis of their academic achievement, including the required courses, and any other selection criteria outlined below:

- College Diploma or Bachelor’s Degree, or demonstrated competence through related work experience (resume required)
 - Portfolio (digital portfolio accepted)*
 - Application Questionnaire*
 - Interview*
 - Proof of English proficiency.
- One of the following certificate:

IELTS Academic	6.5 minimum, 6.0 in each skill band
TOEFL	88 overall, minimum 22 in each skill band
PTE Academic	60 overall, minimum 55 in each skill band

* Qualified applicants will be invited to complete the application questionnaire and submit a portfolio and resume electronically.

Tuition	€16,100 (Euros)
---------	-----------------

Giacomo Giannella
Program Coordinator
giacomo.giannella@georgebrown.ca

Giacomo Giannella is an Artistic director and founder of the digital art studio Streamcolors.

Bio After graduating in Computer Graphics at the IED in Milan and the master in videogame art direction at the Mad Academy in Sydney, he worked for more than 10 years as artistic director at Milestone (the leading Italian videogame company that signs world titles for Playstation and Xbox) and for over 7 years he has been teaching computer graphics at the IED in Milan. He has signed the artistic direction of different videogames of independent studios.

for more informations:
georgebrown.ca

What will I do?

- Facilitate effective completion of both individual and collaborative interactive media projects.
- Use and evaluate best practices and tools to design and develop dynamic, rich-media content.
- Coordinate the development, budgeting, planning and professional presentation of a complex interactive media project.
- Design and coordinate a complex media project (interface, navigation, graphics, text treatment) using best practice design and development principles and applying conceptual and theoretical frameworks.
- Manage the building of effective and dynamic complex websites and/or mobile applications.
- Apply research and conceptual skills to propose optimal solutions for mobile/multimedia/web development problems and facilitate these skills within the project team.

Career Options

Graduates are employed by agencies and studios in Toronto and abroad, working as creative directors, multimedia designers and specialists, user interface designers, design consultants, project managers, web designers and developers.

What courses will I take?

Semester One Milan	from SEPTEMBER, 7 2021
-----------------------	------------------------------

Web Design & Development I
Interactive Design & Systems I
Media Production
Production Management I
Prototyping I
3D Design I
Interactive Production Project I

Semester Two Toronto	from JANUARY, 10 2022
-------------------------	-----------------------------

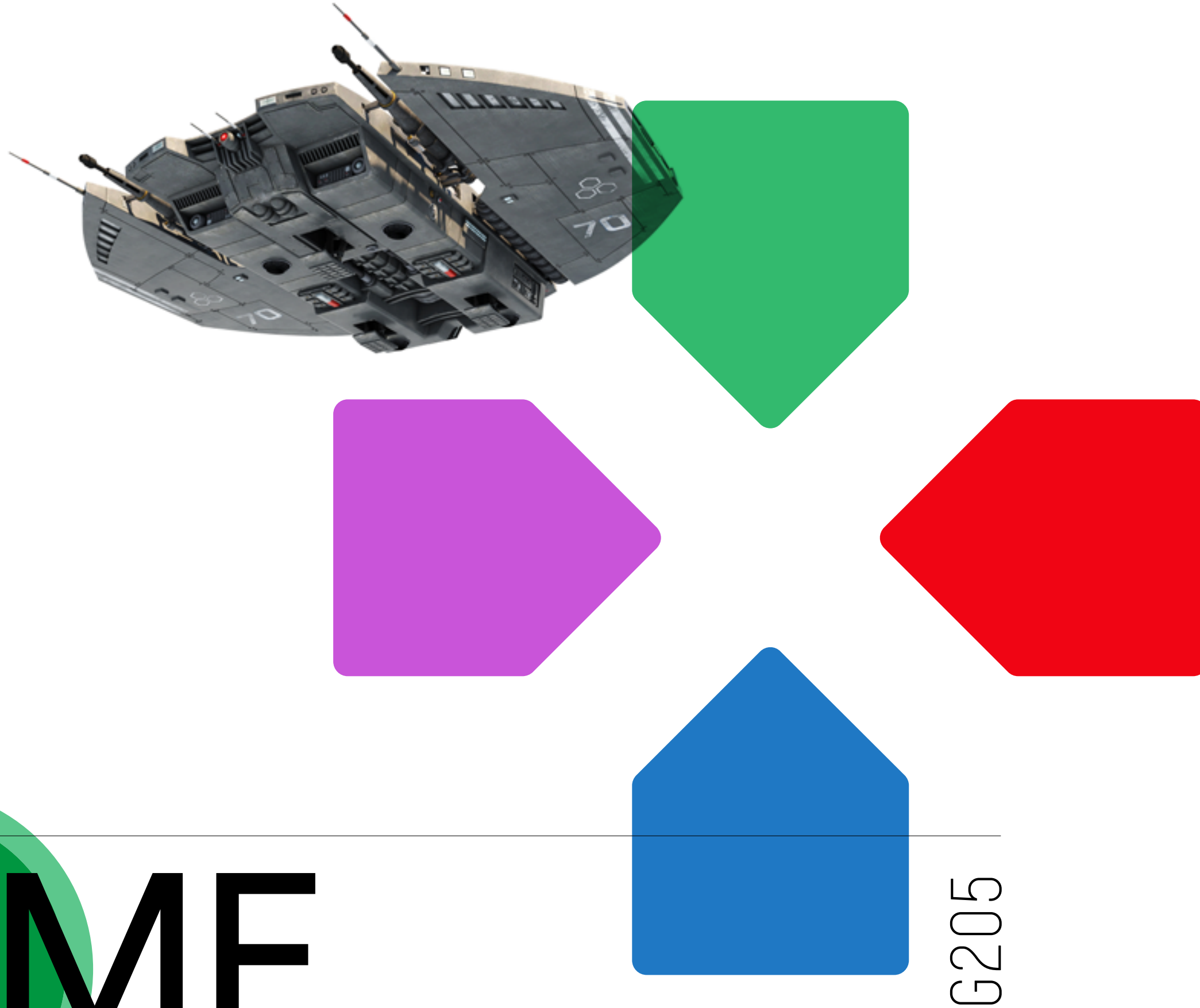
Web Design & Development II
Interactive Design & Systems II
Media Production II
3D Design I
Prototyping II
Interactive Production Project II
Production Management II

Semester Three Toronto	from MAY, 9 2022
---------------------------	------------------------

Industry field education
Studio Entrepreneurship
Interactive Experiential Thesis

to
AUGUST
2022

2.



The Game Design program develops the production and design abilities of students in management scenarios through courses in design documentation, milestone and pipeline scheduling, game design theory and psychology.

Major courses are:

- Game Design Theory
- Game Management
- Narrative Design
- Game Production Thesis

GAME
DESIGN

Focus on the principles and techniques of video game design and production required to break into the industry.

Program Code	G205
Duration	1 Year (3 Semesters)
Intake	September
Credential	Ontario College Graduate Certificate

Admission Requirements
Applicants are selected on the basis of their academic achievement, including the required courses, and any other selection criteria outlined below:

- College Diploma or Bachelor’s Degree, or demonstrated competence through related work experience (resume required)
 - Portfolio (digital portfolio accepted)*
 - Application Questionnaire*
 - Interview*
 - Proof of English proficiency.
- One of the following certificate:

IELTS Academic	6.5 minimum, 6.0 in each skill band
TOEFL	88 overall, minimum 22 in each skill band
PTE Academic	60 overall, minimum 55 in each skill band

* Qualified applicants will be invited to complete the application questionnaire and submit a portfolio and resume electronically.

Tuition	€16,100 (Euros)
---------	-----------------

Giacomo Giannella
Program Coordinator
giacomo.giannella@georgebrown.ca

Giacomo Giannella is an Artistic director and founder of the digital art studio Streamcolors.

Bio After graduating in Computer Graphics at the IED in Milan and the master in videogame art direction at the Mad Academy in Sydney, he worked for more than 10 years as artistic director at Milestone (the leading Italian videogame company that signs world titles for Playstation and Xbox) and for over 7 years he has been teaching computer graphics at the IED in Milan. He has signed the artistic direction of different videogames of independent studios.

for more informations:
georgebrown.ca

What will I do?

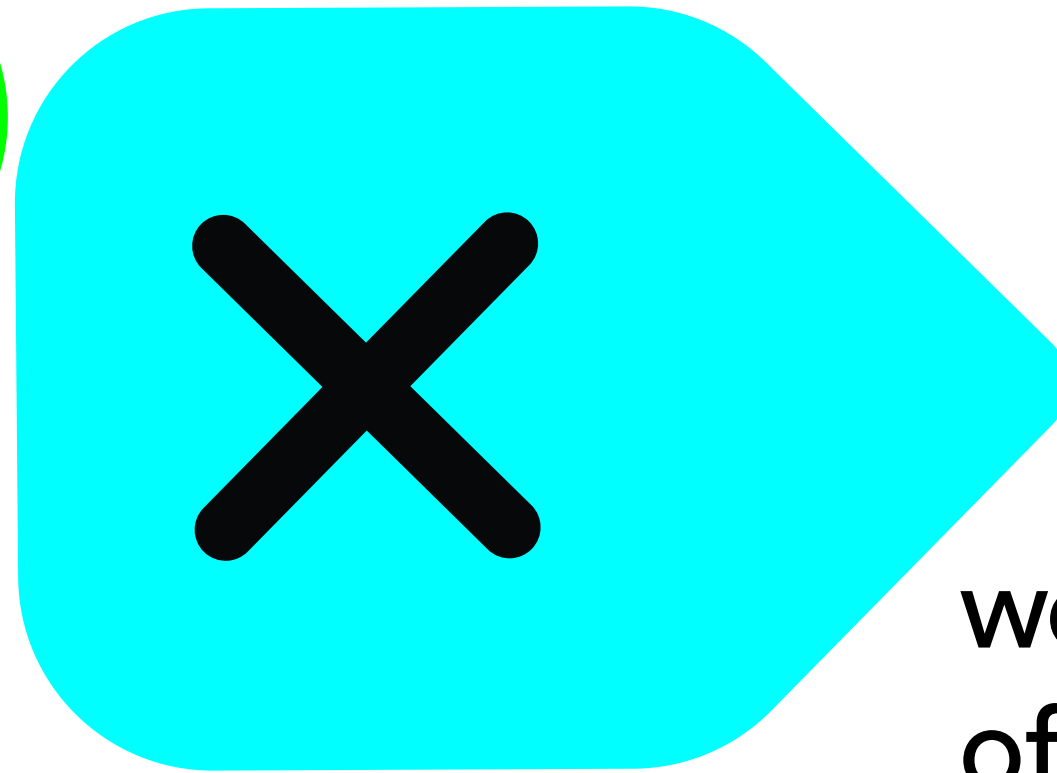
- Design environments and characters using the principles of game design.
- Read, analyze and create game design documents for effective game creation and management.
- Import game assets and levels into game engines to create appropriate high-end 3D game applications or engines.
- Produce a 3D game using appropriate tools and game management techniques.
- Create and produce digital components, games and documentation using a variety of computer platforms.
- Prepare a variety of industry standard documents and prototypes in a skilled manner and demonstrate professional presentation and organizational skills.
- Develop and present a working game design document for a marketable game.

Career Options
Graduates are employed by agencies and studios in Toronto and abroad, working as game designers, creative directors, level designers, produces and project managers.

What courses will I take?

Semester One Milan	from SEPTEMBER, 7 2021
Web Design & Development I Interactive Design & Systems I Media Production Production Management I Prototyping I 3D Design I Interactive Production Project I	to DECEMBER, 17 2021
Semester Two Toronto	from JANUARY, 10 2022
Web Design & Development II Interactive Design & Systems II Media Production II 3D Design I Prototyping II Interactive Production Project II Production Management II	to APRIL, 22 2022
Semester Three Toronto	from MAY, 9 2022
Industry field education Studio Entrepreneurship Interactive Experiential Thesis	to AUGUST 2022

PORT— FOLIO



You can include work completed as part of school projects, potential client work, and independent projects respectively.

A portfolio is a collection of your work that showcases your skills, approaches, and curiosities. It should demonstrate your own original work and ideas through a range of media and techniques, as well as your ability to develop projects around specific themes.

As the portfolio is submitted digitally and not presented in person, our adjudicating committees like to see portfolios that demonstrate a strong narrative, a high level of visual skill, creativity and curiosity, self-motivation, experimentation and stylistic variation.

Your portfolio should include at least 5 to 10 samples of your best work, and may include samples of life drawing, sketches, paintings, sculpture, photography, digital art, writing, and academic reports. Feel free to include games and level designs with instructions on how to install them.

Your Portfolio Should:



1. Be Accessible and Well Organized
If you are submitting links to an online portfolio, please ensure you provide access to portfolio (ex: Dropbox, Google Drive, OneDrive etc.). Be sure to present your work in a way that is organized and well presented.

2. Be Strategic and Selective with Included Work
Include your best work— be more focused on quality over quantity. Show work that is relevant to the proposed criteria and related to your prospective program of study.

3. Be Clear and Transparent
If you're submitting something that was part of a collaborate project, be sure to illustrate what your role was.

4. Be Process-Oriented
Show us your work! Great designers document their progress and process, and it's critical to watching how your skills evolve. Include some of your process work in your portfolio.



NEW CAMPUS IN **TORONTO**

The School of Design re-sides in a new 103,000-square-foot facility in the Daniels Waterfront – City of the Arts development.



Student Services and Support

George Brown College provides academic support at our Peerconnect and Tutoring and Learning Centres (TLC), personal support with free and confidential counselling, and modern athletics facilities. We also provide services to help you find work.

Here's an overview the services and supports available to School of Design students:

The School of Design supports academic programs and industry projects with features such as:

- Drawing Studio
- Photography Studios
- Maker Lab
- Virtual and Augmented Reality Lab
- Usability and Testing Lab
- Future Ways of Living Lab
- Peer Tutor Lab
- Digital Sandbox
- Design and Innovation Showcase Spaces

The modern space is about much more than classrooms and lecture halls—it offers hands-on collaborative working spaces and labs developed to encourage students and industry partners to push the boundaries of design and user experience. Come and have your questions answered, learn about the program content and career options, meet your friendly professors and staff, and experience what it is like to be in a George Brown College classroom at one of our information sessions. You can also book a campus tour or explore our virtual tour.

Accessible Learning Services

George Brown has services to support students with many types of disabilities. A consultant will work with you and talk about how to accommodate your learning needs.

Anti-Racism, Equity and Human Rights Services

This service provides advice and information regarding human rights, discrimination, harassment, diversity awareness and conflict resolution. If you have a question you can speak with an advisor. There are Anti-Racism, Equity and Human Right Services offices at Casa Loma, St. James and Waterfront campuses.

Athletics and Recreation

George Brown offers full gymnasiums and fitness centres at our St. James and Casa Loma campus-

es. These facilities are available to full-time George Brown students at no additional cost. You can also try out for varsity sports, or you can play intramural or extramural sports. We also offer fitness classes.

Career Services

Do you need help to improve your resume? Do you want to brush up on your interview skills? Don't know where to start in the search for your dream job, or something more short-term? You can book a consultation with a Career Services advisor or attend a workshop. You can search job listings on GBCareers.

Counselling

If you need help managing an academic or personal issue, you can speak with a counsellor.



Counselling is free and confidential. It's available to all registered George Brown students.

Financial Aid and Assistance
George Brown offers hundreds of financial awards that you can apply for through STU-VIEW. Financial Assistance offices are located on each campus if you have further questions.

Health and Dental Plan
The George Brown College Student Association offers health and dental insurance to all full-time students. The student health and dental plan fee is mandatory and is included in your tuition fees (for full-time students). You do have the option to opt out of the coverage.

Housing Services
This team helps students to find off-campus housing. The office is located at the St. James Campus (200 King St. E.). Staff can assist you with your housing search and provide tips. The college has a partnership with Places-4Students and encourages students to view those listings. George Brown College also has a student residence, The George.

Indigenous Services and Education
The Indigenous Services and Education team will assist students in navigating resources, provide up-to-date information on college-wide activities, as well as provide other services such as counselling, cultural teachings and workshops.

Library Learning Commons (LLC)
George Brown College's Library Learning Commons (LLC) provides services to help you with your studies and research. Through the LLC, you can take care of all your printing needs, book study rooms, borrow equipment such as iPads, access captioned media and e-texts, look for research guides and download handouts for paper citations.

Safe Walk
If you're on campus studying in the evening and you'd like someone to walk with you to your car, bicycle or to a transit stop, you can contact the George Brown Safe Walk team. Safe Walk staff work/walk in pairs.

Welcome Desks
If you can't find your way around campus, or have a general question, stop by the Welcome Desk at each campus. This team also manages the college's locker rental program.

HUMANS MEET DIGITAL



MEET is the first Italian Digital Culture Center. MEET is a creative hub and a think tank that puts the human factor at the heart of technological change. MEET designs and promotes a massive plan of on line and on site public events, exhibits, digital experiences, executive workshops, creative and communication projects.

MEET is born to stand as a landmark for those who want to explore the creative opportunities digital tools enable and newest creative languages. MEET is now rising as the Italian node of the network of over 50 digital culture centers spread throughout Europe, offering Italian digital creators an international stage.

MEET is in via Vittorio Veneto 2, in the Porta Venezia District, in the heart of Milan. Its headquarters are in a building that dates back to the beginning of the 20th century.

The 1,500 square meter surface, which takes three floors, has been redesigned by the architect Carlo Ratti in response to the challenge of creating a home for digital culture. It is a place where digital arts are studied and practiced both physically and virtually, through on-line and on-site digital expe-

riences, workshops, master classes, cultural activities and creative services dedicated to fostering cultural opportunities and the promotion of connection between Milan and the world.



Exhibition

On the first floor, the Immersive Room covers approximately 250 square meters, and is equipped with 15 projectors, which have been designed and installed to offer and exploration of the potential of creative technologies through the body and the sensory. The immersive room offers a continuous projection of extremely bright 4K images on three 270 degree walls. Because of its extreme versatility, it can be adapted to different types of entertainment, from site-specific installations to talks, showcase, concerts, teaching and training activities. The exhibition area is completed by the Gallery, a number of exhibition rooms made with mobile walls that can be organized in totally different configurations.

Performing and Networking

On the ground floor, the 200-seat Theater with three projection surfaces has been completely renovated and equipped with modern technologies to realise and stream immersive conferences, performing arts and cinema. The theatre hosts everynight Cineteca Milano to offer its independent program of exhibitions dedicated to contemporary international cinema. A Bistro is provided on the ground floor, designed by Italo Rota, set up according to the Food Balls concept by food designer Martí Guixé, and managed by mare culturale Urbano. Next to the Bistro in a glamorous space where visitors and students are welcomed to lounge there is the VR Corner provided to explore MEET collection of 360 video created in partnership with Rai Cinema and mov-



ing in VR spaces and exhibition. The digital culture center revolves around the Living staircase, stairs that, from time to time, become a theatre or a work space. Dominated by the orange colour, which is also found in other MEET areas, the living staircase connects the street floor with the third and last floor, thus interpreting the ideas of interconnection and participation between the functions and activities of the center.

Lab and Production

The second floor provides a wide array of creative studio spaces, including three rooms that are fully equipped to enforce audio and video editing for MEET production and students training. On the second and last floor there are the Team&Workshop

Area, dedicated to working and \training, respectively. Students in residence will benefit of three large rooms that will be entirely devoted to them and equipped in order to organize their Lab experience.

STUDY PERMIT



More than 200,000 top international students and researchers choose to study in Canada each year. They choose Canada as a destination foregrounded by its strong academic qualifications and prestige around the world. Experience a unique multicultural environment in a safe and beautiful country. Imagine the key to your future in Canada!

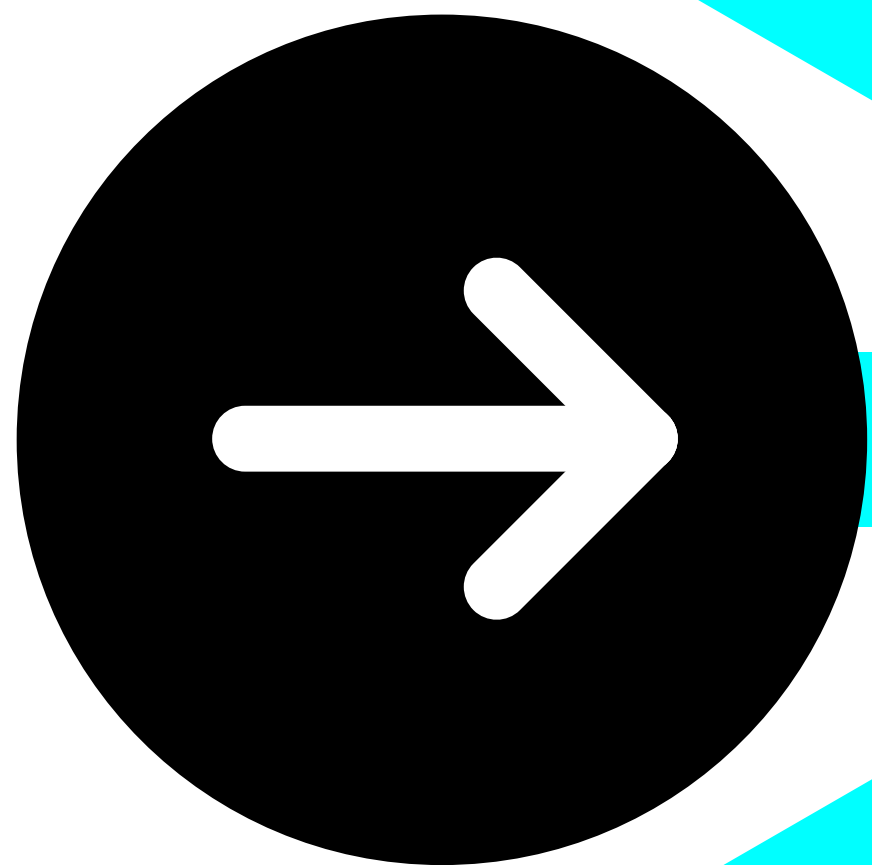


A valid study permit is required for a temporary resident who is legally authorized to study in Canada on a temporary basis. With a few exceptions, foreign students must get a study permit if they are taking a course of studies that will last for more than six months.

We will support you with the visa process but we cannot guarantee the visa.

For inquiries on documentation contact
Marco Grassi
vswa.gbc@gmail.com

GET IN TOUCH



If you have any questions regarding these programs at the School of Design or require more information, please do not hesitate to contact us.

Our knowledgeable staff is available to assist you with your inquiry or issue.

Recruitment coordinator

Marco Grassi

`vswa.gbc@gmail.com`

GBC Program Chair

Ana Rita Morais

`anarita.morais@georgebrown.ca`

MEET Education Coordinator

Alessandro Rubini

`alessandro.rubini@meetcenter.it`