

**ONTARIO
COLLEGE
OF ART &
DESIGN**

GRADUATE STUDENT HANDBOOK

2009/2010

GENERAL INFORMATION

Contact Information	4
Academic Integrity	4
Graduate Studies General Policies	5
Research Involving Human Participants	5
Graduate Calendar	5
Registration in courses	5
Auditing undergraduate courses at OCAD	5
Ontario Visiting Graduate Student (OVGS) Plan	6
Canadian University Graduate Transfer Agreement (CUGTA)	6
Special Studies	6
• Independent Study	7
• Internship	7
Evaluation	8
Responsibilities of the Graduate Program Director	8
Roles, responsibilities and rights of the Principal Advisor	9
Roles and responsibilities of the Supervisory Committee	9
Roles, responsibilities and rights of the Graduate Student	9
Graduate Studies Committee of Academic Council	11
Fees and Costs	11
• Interdisciplinary Master's in Art, Media & Design	11
• MFA in Criticism and Curatorial Practice	11
• MDes in Strategic Foresight and Innovation	12
• EMDes in Advertising	13
Funding	13
Funding for Conference Travel	14
Visiting Artists, Designers, and Curators	15
Dates and Deadlines for 2009/2010	15

FACILITIES AND SERVICES

Studios and research/study space	20
Libraries	20
Graduate Gallery	21
Student Union	22
Centre for Students with Disabilities	22
International Student Services Office	23
Housing	23
Mailboxes	23

PROGRAM SPECIFIC INFORMATION

Interdisciplinary Master's in Art, Media & Design	25
• Description	25
• Application Procedures	25
• Faculty Members	26
• Program Guide	28
○ Required Courses and Timeline	28
○ Advisory Committee	28

o	Critiques	29
o	Exhibition of First-Year Graduate Work	29
o	Summer Options	29
o	Thesis Colloquia	30
o	Thesis Exhibition	30
o	Oral Defense	30
•	Course Descriptions	30
Master of Fine Arts in Criticism and Curatorial Practice		33
•	Description	33
•	Application Procedures	33
•	Faculty Members	34
•	Program Guide	35
o	Required Courses and Timeline	35
o	Electives	35
o	Summer Options	36
o	Oral Defense	36
•	Course Descriptions	36
Master of Design in Strategic Foresight and Innovation		39
•	Description	39
•	Application Procedures	39
•	Faculty Members	40
•	Program Guide	41
o	Required Courses and Timeline	41
o	Oral Defense/Major Project	41
•	Course Descriptions	42
Executive Master of Design in Advertising.....		45
•	Description	45
•	Application Procedures	46
•	Faculty Members	46
•	Program Guide	47
o	Required Courses and Timeline	47
•	Course Descriptions	47

GENERAL INFORMATION

Contact Information

Office of Research and Graduate Studies
205 Richmond St. W, 5th floor
Toronto, ON
M5V 1V3
Telephone: 416-977-6000, Ext. 423
Facsimile: 647-439-4194
Email: gradstudies@ocad.ca
Web: www.ocad.ca/programs/graduate_studies.htm

Dr. Michael Owen
Vice President, Research and Graduate Studies
mowen@ocad.ca
416-977-6000, Ext. 464

Christine Crisol-Pineda
Manager, Office of Research and Graduate Studies
cpineda@ocad.ca
416-977-6000, Ext. 474

Sarah Hildebrandt
Graduate Studies Officer
shildebrandt@ocad.ca
416-977-6000, Ext. 455

Alice Brummell
Assistant, Graduate Studies
abrummell@ocad.ca
416-977-6000, Ext. 423

Academic Integrity

The Ontario College of Art & Design (OCAD) prides itself on fostering and encouraging creativity and innovation. OCAD encourages its students to push the boundaries of their creativity, to take risks and seek innovation. OCAD believes that all creative pursuits require students to hold themselves to the highest standards of ethical conduct, honesty and academic integrity.

Academic freedom is a fundamental right in any institution of higher learning. Honesty and integrity are necessary preconditions of this freedom. Academic integrity requires that all academic work be wholly the product of an identified individual or individuals. Ethical conduct is the obligation of every member of the University community and breaches of academic integrity constitute serious offences.

Please familiarize yourself with OCAD's Academic Misconduct Policy:

http://www.ocad.ca/students/student_policies/academic_policies.htm

Graduate Studies General Policies

Students should familiarize themselves with the Graduate Studies General Policies, which are included in the Orientation package and available on the OCAD website at:

http://www.ocad.ca/Assets/PDF_MEDIA/OCAD/programs/graduate+programs/general_policies.pdf

Research Involving Human Participants

Graduate students who conduct research that involves human participants may require the approval of the OCAD Research Ethics Board prior to the initiation of any such research. For more information on research involving human participants, please visit the OCAD website at:

www.ocad.ca/research/research_ethics_board.htm.

Graduate Calendar

The academic calendar is available on the OCAD website at:

http://www.ocad.ca/students/records_registration/course_calendar/0910

The calendar covers program information specific to the 2009/2010 academic year, including program requirements and course descriptions.

Registration in courses

Please visit the OCAD website at the following location for information on how to use the online registration system:

<http://www.ocad.ca/Page707.aspx>

You can access the Registration System at:

<https://ocadsis.ocad.ca/ocadasp/>

Auditing undergraduate courses at OCAD

Graduate students may audit undergraduate courses in the Faculty of Liberal Studies, provided that space is available and with the permission of the course instructor and the Graduate Program Director. A Request For Permission to Audit form is available on the OCAD website at:

http://www.ocad.ca/programs/graduate_studies/forms_policies_handbook.htm

Students must present the Request for Permission to Audit form to the course instructor at the first class for approval. An audited course may not subsequently be claimed for credit.

Policies surrounding the auditing of undergraduate studio courses in Art and Design are currently in development.

Ontario Visiting Graduate Student (OVGS) Plan

The Visiting Graduate Student Plan allows a graduate student of an Ontario University (Home University) to take graduate courses at another Ontario University (Host University) while remaining registered at his/her own university. The plan allows the student to bypass the usual application for admission procedures and resultant transfer of credit difficulties. The student pays fees to his/her Home University and is classed as a “visiting graduate student” at the Host University where he/she pays no fees.

OCAD graduate students interested in taking a graduate course at another Ontario University under the OVGS plan should complete the OVGS application form found on the OCAD website at:

http://www.ocad.ca/programs/graduate_studies/forms_policies_handbook.htm

Canadian University Graduate Transfer Agreement (CUGTA)

The Canadian University Graduate Transfer Agreement provides students in good standing enrolled in a graduate degree or diploma program at a CAGS (Canadian Association for Graduate Studies) member university the opportunity to avail themselves of courses offered at another member institution (host) for transfer credit to the program at their institution (home).

The definition of “home” is the institution in which the student applicant is enrolled and is expected to provide the graduate degree or diploma. The “host” is defined as the institution at which course credits can be obtained that can be counted toward a degree or diploma at the home institution.

Students covered by the Agreement will pay tuition for the course concerned and applicable incidental fees at the host institution.

An application form and more details about CUGTA are available on the OCAD website at:

http://www.ocad.ca/programs/graduate_studies/forms_policies_handbook.htm

Special Studies

Special Studies courses (Independent Study or Internship) offer graduate students the opportunity to earn credits outside of the scheduled curriculum. All applications require approval from:

1. The faculty member supervising and grading the Special Studies course.
2. The student's Principal Advisor.
3. The Graduate Program Director.

Special Studies courses are subject to the following overall limitations:

- a. Graduate students may take the maximum number of Special Studies credits defined by their program.
- b. Under exceptional circumstances the Graduate Program Director may approve a variation of the credit limit.
- c. Only students in good standing will be considered for Special Studies.
- d. All Special Studies applications must be accompanied by a typed proposal demonstrating how the Independent Study will advance the applicant's overall course of study at the university.

Special Studies applications should be developed by the student in consultation with the faculty member who will be supervising the Special Studies course. Completed and approved applications must be submitted to the Office of the Registrar by the deadlines published in the current university calendar for registration and course change periods.

Failure to meet deadlines or follow approved policies and procedures will result in a failing grade being recorded on the student's academic record.

i. Independent Study

Independent Study courses provide graduate students with the opportunity to undertake studies of significance to their educational objectives, where otherwise not available through the regular university curriculum. Independent studies are supervised and evaluated by OCAD faculty members.

The Independent Study proposal must be approved in writing by the supervising faculty member, the student's Principal Advisor, and the Graduate Program Director. Students are required to initiate regular contact with their supervising faculty member throughout the semester. The evaluation criteria for the project are to be defined by the supervising faculty member.

ii. Internship

Internships provide graduate students with opportunities to gain experience in the professional worlds of art, design, criticism and curating that will complement their studies. On-site work is performed under the guidance of the internship sponsor and the internship credit is supervised and evaluated by an OCAD faculty member.

The internship proposal must be signed by the sponsor to indicate their willingness to participate in this educational experience and to verify that qualified personnel will supervise the student. The credit value of internships varies and must be indicated on the Internship Application form. Completed proposals must be approved by the supervising faculty member, the student's Principal Advisor, and the Graduate Program Director.

The internship must not be at the student's place of regular employment.

Application forms for Special Studies courses can be found on the OCAD Graduate Studies website at:

http://www.ocad.ca/programs/graduate_studies/forms_policies_handbook.htm

Evaluation

The following grades are used at the graduate level in the University:

A+ = 95%+
A = 85-94%
A- = 80-84%
B = 75-79%
B- = 70-74%
C = 60-69%
F = < 60%
P = Pass (Summer Off-Campus Only)*
I = Incomplete**

*A grade of P is not used in grade point average (GPA) calculations.

**Incomplete work must be completed no later than the end of the following term.

A course that is dropped before the end of the second week of the semester will not be recorded on the student's transcript. A course that is dropped within the third to seventh weeks (inclusive) will be recorded on the transcript with the notation "Withdrawn" and requires the approval of the Principal Advisor. No course may be dropped after the end of the seventh week except in extenuating circumstances approved by the Principal Advisor and the Graduate Program Director. See [Dates and Deadlines](#) for dates that apply each semester.

Please note that as per Section 5.2 of the [Graduate Studies General Policies](#), students in graduate programs are required to maintain a cumulative grade point average (CGPA) of at least 75% (B). Failure to meet the minimum CGPA is evidence of unsatisfactory progress and the matter will be considered by the Graduate Program Committee. Under no circumstances will a student with a CGPA below 75% be awarded a graduate degree.

Responsibilities of the Graduate Program Director

The Graduate Program Director's roles and responsibilities include:

- Advising students on courses and other program requirements
- Providing general advice concerning students' studies and future career advancement
- Serving as a mediator in case of problems between students and their supervisors
- Being knowledgeable about program requirements, the composition of committees, the procedures for comprehensive and oral defense examinations, and other policies related to graduate studies
- Overseeing and reporting on the progress of graduate students to the Graduate Program Committee
- Being sensitive to students' graduation deadlines

Roles, responsibilities and rights of the Principal Advisor

The Principal Advisor's roles and responsibilities include:

- Teaching students important information and research techniques
- Providing constructive criticism
- Serving as an examiner on various committees
- Supporting and mentoring students through their graduate career•
- Upholding and transmitting the highest professional standards for research and scholarship
- Providing guidance in all phases of student research
- Meeting regularly with graduate students
- Providing prompt feedback when work is submitted
- Clarifying expectations regarding collaborative work, authorship, publication, conference presentations, and exhibitions

Principal Advisors also have rights:

- Change of supervision: If a student decides to change supervisors, the student must provide her/his original supervisor with sufficient notice. Any equipment or supervisor owned/controlled data must be returned to the supervisor. The student must ensure the original supervisor's intellectual property rights are respected within her/his new project.

Roles and responsibilities of the Supervisory Committee

Faculty members who serve on Supervisory Committees have specific roles and responsibilities, including:

- Examining students on thesis proposals, and thesis defenses
- Advising and deciding on the structure of each student's individual program
- Meeting with students regularly to discuss their thesis and overall academic progress
- Being accessible to students
- Treating students with fairness and respect
- Giving students appropriate feedback and constructive criticism on their progress and work

Roles, responsibilities and rights of the Graduate Student

As a graduate student at OCAD, you will assume a number of roles including:

- **Student.** By taking courses and conducting research, you will gain new skills and knowledge that will help you complete your degree and contribute to society through your work after graduation, whether this is inside or outside of academia.
- **Principal Investigator.** As a graduate student, you will be responsible for contributing original research to your field. This means you will be responsible for designing and carrying out a research project.

- **Research Assistant (RA).** Sometime during your graduate career, you may have a job helping your supervisor or another professor with his or her research. RAs are paid positions, so an RA may be part of your funding package.
- **Teacher or Teaching Assistant.** You may have the opportunity in your graduate career to be a Teaching Assistant, whereby you will lead undergraduate discussion seminars or labs, or teach your own undergraduate level course. Teaching will provide valuable experience, especially if you want to pursue a career in academia. It also can be a valuable source of funding.
- **Member of the Broader Academic Community.** By participating in conferences, collaborating on research, publishing etc., you make yourself a part of the broader academic community, both within and outside of OCAD.

Graduate students at OCAD also have rights and responsibilities including:

- Being treated with respect by your Supervisory Committee, other faculty, students and staff of OCAD offices
- Conducting graduate work free from harassment by any member of the OCAD community
- Having sufficient access to your Principal Advisor and, when applicable, members of your Supervisory Committee so that you are able to complete your program requirements in a timely fashion. Adequate accessibility means that you can expect scheduled meetings to take place, phone calls and emails to be returned, adequate meeting time to discuss your program, and reasonable turnaround time for getting comments on your written work.
- Using human resources within your department and the University openly, including the freedom to discuss work with other faculty members
- Communicating openly with your supervisor(s) in the event that your working relationship or other aspects of your graduate program need to be discussed or renegotiated
- Discussing problems with your supervisor(s) without fear of “retribution”
- Changing Principal Advisors if you are unsatisfied with your student-supervisor relationship, decide to pursue another area of study, or for any other reason. Please note that changing supervisors should never be done hastily; it is always your responsibility to weigh the costs and benefits of a change. While the benefits of changing supervisors may appear obvious, the possible costs must also be considered (e.g., losing access to certain equipment, delaying the time to completion of your program requirements, etc.);
- Treating your Principal Advisor, members of your department and faculty, other students and staff of OCAD offices with respect
- Keeping informed of program requirements and deadlines
- Working within deadlines
- Communicating regularly with your Principal Advisor and (when applicable) your Supervisory Committee members
- Meeting regularly with your Principal Advisor for the purpose of completing student progress reports
- Paying your fees on time so as not to lose student privileges
- Recognizing the rights of your Principal Advisor in the event that you decide to change supervisors.

Graduate Studies Committee of Academic Council

The Graduate Studies Committee of Academic Council meets monthly to discuss issues, academic standards and curricular policies and procedures relating to Graduate Studies at OCAD.

There are two elected graduate student representatives who act as voting members of the Committee. The Office of Graduate Studies will provide students with nomination forms at the beginning of the academic year.

Fees and Costs

2009/2010 tuition and ancillary fees for students commencing their graduate program at OCAD in 2009 are as follows:

- Interdisciplinary Masters in Art, Media and Design
- MFA in Criticism & Curatorial Practice

Admitted: 09/10

Domestic CPP & Interdisciplinary

Number of Credits>	Full-time
Tuition Fees Term 1 (Fall)	2,430.00
Tuition Fees Term 2 (Winter)	2,430.00
Class Fees	100.00
Acad Equip/New Technology	30.00
Health/Counsel	107.00
SU Administration Fee	10.00
Career Services Fee	30.00
Learning Resource Fee	22.50
Student Union	61.00
Student Union-External Space	25.00
CFS Fee	12.50
Health Plan (single)	100.00
Dental Plan (single)	135.00
Total Fees Due>>	5,493.00

International CPP & Interdisciplinary

Number of Credits>	Full-time
Tuition Fees Term 1 (Fall)	5,778.00
Tuition Fees Term 2 (Winter)	5,778.00
Class Fees	100.00
Acad Equip/New Technology	30.00
Health/Counsel	107.00
SU Administration Fee	10.00
Career Services Fee	30.00
Learning Resource Fee	22.50
Student Union	61.00
Student Union-External Space	25.00
CFS Fee	12.50
Health Plan (single)	100.00
Dental Plan (single)	135.00
UHIP	756.00
Total Fees Due>>	12,945.00

- MDes in Strategic Foresight and Innovation

Domestic Students 1st Year Cohort

Number of Credits>	3	6	9	12	15
Tuition Fees	875.00	1,750.00	2,625.00	3,500.00	4,375.00
Class Fees	10.00	20.00	30.00	40.00	50.00
Acad Equip/New Technology	3.00	6.00	9.00	12.00	15.00
Health/Counsel	10.70	21.40	32.10	42.80	53.50
SU Administration Fee	1.00	2.00	3.00	4.00	5.00
Career Services Fee	3.00	6.00	9.00	12.00	15.00
Learning Resource Fee	2.25	4.50	6.75	9.00	11.25
*Sub-Total	904.95				
Additional Fees:					
Student Union	31.00	31.00	31.00	31.00	31.00
Student Union-External Space	25.00	25.00	25.00	25.00	25.00
CFS Fee	6.25	6.25	6.25	6.25	6.25
Health Plan (single)	n/a	n/a	n/a	n/a	n/a
Dental Plan (single)	n/a	n/a	n/a	n/a	n/a
Total Fees Due>>	967.20	1,872.15	2,777.10	3,682.05	4,587.00

International Students 1st year Cohort

Number of Credits>	3	6	9	12	15
Tuition Fees	1,500.00	3,000.00	4,500.00	6,000.00	7,500.00
Class Fees	10.00	20.00	30.00	40.00	50.00
Acad Equip/New Technology	3.00	6.00	9.00	12.00	15.00
Health/Counsel	10.70	21.40	32.10	42.80	53.50
SU Administration Fee	1.00	2.00	3.00	4.00	5.00
Career Services Fee	3.00	6.00	9.00	12.00	15.00
Learning Resource Fee	2.25	4.50	6.75	9.00	11.25
*Sub-Total	1,529.95				
Additional Fees:					
Student Union	31.00	31.00	31.00	31.00	31.00
Student Union-External Space	25.00	25.00	25.00	25.00	25.00
CFS Fee	6.25	6.25	6.25	6.25	6.25
Health Plan (single)	n/a	n/a	n/a	n/a	n/a
Dental Plan (single)	n/a	n/a	n/a	n/a	n/a
UHIP Fee	756.00	756.00	756.00	756.00	756.00
Total Fees Due>>	2,348.20	3,878.15	5,408.10	6,938.05	8,468.00

- EMDes in Advertising

Admitted: 09/10

Domestic Executive Masters Design-Advr

Number of Credits>	Full-time
Tuition Fees Full Year	10,539.00
Class Fees	100.00
Acad Equip/New Technology	30.00
Health/Counsel	n/a
SU Administration Fee	10.00
Career Services Fee	n/a
Learning Resource Fee	22.50
Student Union	61.00
Student Union-External Space	25.00
CFS Fee	12.50
Health Plan (single)	n/a
Dental Plan (single)	n/a
UHIP	n/a
Total Fees Due>>	10,800.00

International Executive Masters Design-Advr

Number of Credits>	Full-time
Tuition Fees Full Year	12,699.00
Class Fees	100.00
Acad Equip/New Technology	30.00
Health/Counsel	n/a
SU Administration Fee	10.00
Career Services Fee	n/a
Learning Resource Fee	22.50
Student Union	61.00
Student Union-External Space	25.00
CFS Fee	12.50
Health Plan (single)	n/a
Dental Plan (single)	n/a
UHIP	n/a
Total Fees Due>>	12,960.00

*In addition to the tuition fees outlined above, the estimated travel expense for EMDes students to six off-campus destinations is \$15,000.00. The Office of Research and Graduate Studies will look into group rates for hotels and airlines and will communicate this information to students.

For more information on fees, tuition and payment methods and deadlines, please visit the Financial Matters section of the OCAD website at:

http://www.ocad.ca/students/financial_matters/tuition_fees.htm

Funding

Graduate students in non-professional programs may be eligible for the following sources of funding:

- The Office of Research and Graduate Studies endeavors to provide all full-time graduate students with a **Graduate Scholarship**. The amount of this scholarship is normally communicated to incoming graduate students as part of their offer of acceptance into the program. Scholarships for the second year of study are announced in February of the first year of study
- The top incoming student in each full-time graduate program (Interdisciplinary Master's in Art, Media & Design and MFA in Criticism and Curatorial Practice) may be offered the **President's Scholarship**. The amount of this scholarship is normally communicated to incoming graduate students as part of their offer of acceptance into the program.

Scholarships for the second year of study are announced in February of the first year of study.

- c) The Ontario College of Art & Design endeavors to provide all full time graduate students with a **Graduate Assistantship (GA)**, in the form of a Teaching Assistantship, Class Assistantship, or Research Assistantship in the Faculties of Liberal Studies, Art or Design. These GA opportunities will be for the Fall and Winter semesters of the first and second year of study and will be communicated to students during the Summer semester. Students should be advised that if they decline an offer of a Graduate Assistantship, there is no guarantee that an alternative GA will be offered.
- d) The Financial Aid and Awards Office provides a variety of programs and services for students, including information on **loans and bursaries** (non-repayable grants given on the basis of financial need and other criteria). For information and application forms relating to the Ontario Student Assistance Program (OSAP), the Ontario Trust for Student Support (OTSS) Graduate Studies Bursary, and other bursaries, please visit the Financial Matters section of the OCAD website at:
http://www.ocad.ca/students/financial_matters.htm.
- e) Graduate students are encouraged to apply for **Federal and Provincial Graduate Scholarships**, including Joseph-Armand Bombardier Canada Graduate Scholarships Program of the Social Sciences and Humanities Research Council of Canada (SSHRC). This Scholarship is valued at \$17,500 for one year. The Office of Research and Graduate Studies will host a workshop for graduate students on SSHRC application procedures in October 2009 and will inform students of the internal application deadlines. For more information on SSHRC scholarship programs, please visit:
<http://www.sshrc.ca/site/apply-demande/apply-demande-eng.aspx>

Note: The Ontario College of Art & Design is awaiting approval from the Ministry of Training, Colleges and Universities to enable OCAD graduate students to be eligible for Ontario Graduate Scholarships (OGS). OCAD graduate students are not eligible to apply for OGS for 2009/2010.

- f) Students may be eligible for a variety of additional **external scholarships**. The responsibility of researching such opportunities lies with the graduate student. The Office of Research and Graduate Studies will apprise students of any opportunities which come to the attention of the Office.

Funding for Conference Travel

Full time graduate students who wish to attend or present their work at a conference may apply for funding in support of travel and conference fees from the Office of Research and Graduate Studies. There is no guarantee that funding will be available and it is limited to a maximum of \$500 per student per academic year (July-June).

Applications must be submitted to the Office of Graduate Studies at least 60 days in advance of the conference date. Applications will be reviewed by the Vice-President, Research and Graduate Studies together with the Graduate Program Directors and Graduate Studies Officer. The application form is available on the Graduate Studies website at:

http://www.ocad.ca/programs/graduate_studies/forms_policies_handbook.htm

Visiting Artists, Designers, and Curators

The Ontario College of Art & Design regularly invites visiting lecturers - notable artists and designers, scholars, researchers and theorists - to share their thought-provoking ideas and experiences with our community, to engage audiences, stimulate new thinking and enrich the learning environment. In addition, OCAD regularly holds engaging community events that highlight the achievements and explorations of students and faculty.

OCAD holds four major speaker series:

- Faculty of Art Speaker Series: Art Creates Change
- Faculty of Design Speaker Series
- OCAD Professional Gallery Speaker Series
- President's Speaker Series

Each Faculty sponsors classroom visits by local artists, designers, poets and other experts. Graduate students are welcome to attend these special classroom sessions as time permits. Students may also have the opportunity to interact with guest artists/designers and visiting lecturers in the context of special studio critiques held in conjunction with their presence on campus.

Dates and Deadlines for 2009/2010

Note: dates are subject to change. Program-specific dates and deadlines will be provided by the Graduate Program Director

AUGUST

Friday, August 14

EMDes Student Full Day Orientation

Monday, August 17

First day of EMDes Summer Residency
Welcome Luncheon 12:30 – 1:30

Saturday, August 29

Last Day of EMDes Summer Residency

Monday, August 31

Graduate Student Orientation

SEPTEMBER

Wednesday, September 2

Pedagogy workshop for graduate student teaching assistants
Wine and cheese reception for new graduate students

Monday, September 7

Labour Day. University closed.

Tuesday, September 8

First day of 2009 fall semester (duration 2) classes

Monday, September 14

Last day for fall semester (duration 2) late course registration. Registration closes for fall semester (duration 2) adds, drops and course changes.

Friday, September 25

Last day to submit summer (duration 6) grade appeals.

Monday, September 28

Deadline for students to submit applications for the following bursary programs to the Financial Aid & Awards Office: Ontario First Generation Bursary Program (First Generation students), Métis Nation of Ontario Student Awards Program (Métis students), Norman & Margaret Jewison Charitable Foundation Bursary (Aboriginal students), Joubin-Selig OTSS Bursary Program (for students studying off-campus in Mobility/Exchange Program in the winter semester), Ontario International Education Opportunity Scholarship (for students studying off-campus in the Florence or Mobility/Exchange Programs), Chaney-Ensign Bursary Program (students from the Hamilton region – fall semester), and the OTSS Graduate Studies Bursary Program.

Wednesday, September 30

Deadline to submit documents and a waiver to opt out of the Student Benefit Plans (Dental and/or Health) or for students to opt into one or both of these plans (part-time student or family coverage).

OCTOBER**Wednesday, October 7**

Final deadline to apply for OSAP (for students registered in the fall semester only).

Monday, October 12

Thanksgiving Day. University closed.

October 15 (TBC)

SSHRC application workshop

NOVEMBER**Monday, November 2 - Friday, December 11**

Extended hours for studio access (all students): 8:30 am – 1:00 am

Saturday, November 14 – Tuesday, November 17

Second Year EMDes Off-Site Visit to London, England

Thursday, November 26 – Sunday, November 29

First Year EMDes Off-Site Visit to San Paulo, Brazil

DECEMBER**Tuesday, December 1**

Last day of regular fall semester (duration 2) classes

Wednesday, December 2 - Saturday, December 12

Final examination and critique period for fall semester (duration 2) classes and critiques for Self-Directed Studies. Student attendance is required.

Saturday, December 12 - Sunday, December 13

Studios at 100 McCaul closed

Monday, December 14 - Friday, December 18

Extended hours for studio access (graduate students only): 9:00 am to 4:00 pm

Friday, December 18 – Monday, January 11

Studios at 100 McCaul closed

Saturday, December 19 to Friday, January 15

Late registration period for new registrants for 2010 winter semester (duration 3) courses with a late fee.

Thursday, December 24 - Sunday January 3

Winter Holidays. University closed.

JANUARY

Monday, January 4

Deadline for grade changes, including incomplete grades for 2009 fall semester (duration 2) courses.

Monday, January 4 - Friday, January 22

Winter OSAP Disbursement, Level 1, 51 McCaul Street as per the schedule available from the Financial Aid & Awards office.

Monday, January 11

First day of 2010 Winter semester classes

Friday, January 15

Last day for winter semester (duration 3) late registration. Registration closes for winter semester (duration 3) adds, drops and course changes.

Last day for second instalment fee payment without a late fee due by 4 pm. Students who have not paid their fees in full, submitted a Student Loan Deferment Form to the Financial Aid & Awards Office, OR provided proof of sponsorship to the Student Accounts Clerk by this deadline will incur a \$50 late payment fee.

Monday, January 25

Deadline for students to submit applications for the following bursary programs to the Financial Aid & Awards Office: Chaney-Ensign Bursary Program (students from the Hamilton region – winter semester), Masonic Foundation of Ontario Bursary Program (full-time third or fourth-year students in extreme financial need).

Thursday, January 28

Final deadline to apply for OSAP (for students registered in the fall & winter semesters).

FEBRUARY

Friday, February 5

Last day to submit graduation applications to the Office of the Registrar for Spring 2010
Convocation without a late fee.

Saturday, February 6 – Tuesday, February 9

Second Year EMDes Off-Site Visit to Shanghai, China

Monday, February 15

Family Day. University closed.

Thursday, February 18 – Sunday, February 21

First Year EMDes Off-Site Visit to Bangkok, Thailand

Monday, February 22

Deadline to submit OSAP appeals to the Financial Aid & Awards Office.

Monday, February 22 to Friday, February 26

Study Week. No classes scheduled.

Studios at 100 McCaul open Monday February 22 – Sunday, February 28

MARCH

Monday, March 1

Deadline to submit Special Studies (Independent Study or Internship) registration and proposal forms for 2010 summer semester credit.

Monday, March 15 - Friday, April 23

Extended hours for studio access (all students): 8:30 am – 1:00 am

APRIL

Friday, April 2

Good Friday. University closed.

Thursday, April 8 – Sunday, April 11

First Year EMDes Off-Site Visit to Berlin, Germany

Tuesday, April 13

Last day of regular winter semester classes.

Wednesday, April 14 to Saturday, April 24

Final examination and critique period for full year (duration 1) and winter semester (duration 3) classes. Student attendance is required.

Saturday, April 17 - Sunday, April 18

Studios at 100 McCaul open

Friday, April 23

Tentative date for first-year IAMD exhibition

Saturday, April 24

End of 2010 winter semester

Saturday, April 24 - Sunday, April 25

Studios at 100 McCaul closed

Saturday, April 24 – Tuesday, April 27

Second Year EMDes Off-Site Visit to Buenos Aires, Argentina

Monday, April 26 - Friday, April 30

Extended hours for studio access (graduate students only): 9:00 am to 4:00 pm

MAY

Saturday May 1 – Friday, May 14

Studios at 100 McCaul closed

Monday, May 3

Deadline to submit Special Studies (Independent Study or Internship) registration and proposal forms for 2010 fall semester (duration 2) credit.

Friday, May 7 to Sunday, May 9

95th Annual Student Exhibition

Monday, May 10

Deadline for grade changes, including incomplete grades, for full year (duration 1) and winter semester (duration 3) courses.

FACILITIES AND SERVICES

Studios and research/study space

At 205 Richmond, all full time graduate students will be assigned individual or group space for research and study, with 24 hour access to these spaces (by access card and/or key). Graduate students spaces at 205 Richmond are NOT ventilated for the use of:

- aerosols
- spray foams
- epoxy resins
- epoxy paint
- oil paint artistic
- oil paint domestic
- solvents of any kind
- gasoline
- soldering
- silicone adhesives
- spray adhesives
- spray fixatives
- products that produce noxious fumes or require a PPE
- work that produces fine particles/dust

At 100 McCaul, graduate students will have access to OCAD's well-equipped Fabrication Studios during regular operating hours for the construction of three-dimensional pieces as well as to the Printmaking, Photography, Integrated Media, and Material Art and Design Studios. Room 615 has been reserved for exclusive graduate student use. Graduate students will have keys to this studio space and access during regular operating hours. The space has studio-level ventilation and is suitable for paint, adhesives, solvents, but does NOT have dust extraction. The use of aerosol-based materials (spray adhesives, fixatives, etc) is limited to the spray booth facilities located in rooms 517 and 132.

The regular operating hours for the studios at 100 McCaul are available on the OCAD website at: http://www.ocad.ca/about_ocad/shops_studios. The studios have extended hours for all students in November and December and in March and April. In addition, graduate students only will have additional extended access to the studios in December and April. Please see [dates and deadlines](#) for more information.

Summer access to studios is limited and details will be announced in April.

A studio orientation, including health and safety training, will take place at the beginning of September.

Libraries

The Library is open approximately 72 hours per week during the fall/winter semesters and provides a variety of study areas, including an Information Commons maintained by IT Services and a newly opened Learning Zone. The print collection is highly specialized. Unique holdings

include rare books, artists' bookworks and zines. Print materials are also supplemented by more than 10,000 e-journals, 70,000 e-books, a diverse selection of indexes and abstract databases, a materials database, a multi-media archive and a wide range of image databases that are accessible 24/7.

The OCAD Library is a member of the Ontario Council of University Libraries and provides access to content and tools on Scholars Portal, including RefWorks and RefShare, RACER (Inter-Library Loan), SFX, and ODESI (survey data). OCAD has a team of professional librarians who acquire academic and research collections through purchase or licensing. There is a fully staffed Circulation Desk and a Reference Desk. Graduate students may drop by at any time or make an appointment with a librarian to discuss research interests and needs in more detail. For more information on the OCAD library, please visit: <http://www.ocad.ca/library.htm>

Under the terms of the Canadian University Reciprocal Borrowing Agreement, OCAD graduate students may borrow circulating materials in-person from any university in Canada.

- Circulating materials are generally limited to print books.
- Direct Borrowing does not include reference, periodical or reserve items.
- Direct Borrowing does not include Inter-Library Loan, Document Delivery, or AV Booking Services.
- Direct Borrowing does not include access to electronic resources (such as periodical databases, e-journals, e-books, digital images, e-media, etc.). These resources are restricted by vendor license agreements.
- In some cases there may be a charge for the borrowing privilege.

Due to space constraints, there are no dedicated carrels in the OCAD Library for graduate students; however it is possible for graduate students to request an extended loan or sign-out longer than the allowable limit of items for teaching and research purposes.

Graduate Gallery

The Graduate Gallery is available for use by OCAD graduate students and research faculty. All requests for use of the space will be vetted by the Graduate Gallery Advisory Committee and will be administered through the Office of Graduate Studies.

The Gallery can be booked for 2 to 3 week periods. Priority is given to graduate student exhibitions, research and teaching during the academic terms September-December and January-May. Priority will be given to thesis research and/or faculty-led research during the period May-August. The gallery is reserved for specific annual events such as the IAMD Annual First-Year Graduate Exhibition and CCP group exhibition, and is used occasionally for guest lectures and other special events.

The Gallery is located at 205 Richmond St. West, ground floor. Submissions are reviewed by the Graduate Gallery Committee, composed of faculty and graduate students. The Interdisciplinary Master's in Art, Media and Design and the MFA in Criticism and Curatorial Practice will each elect a student representative. Both individual and group applications are welcome.

Application forms and instructions can be found on the Graduate Studies website at:

http://www.ocad.ca/programs/graduate_studies/forms_policies_handbook.htm

Application deadlines will be communicated to students by the Office of Graduate Studies.

Student Union

The OCAD Student Union (OCADSU), as the recognized representative of the student body, serves as liaison to OCAD administration and faculty, other universities and colleges, all levels of government, and the Canadian Federation of Students. OCADSU is responsible for ensuring the proper representation and advocacy of the OCAD student body at large.

All students registered for a minimum of a half-credit course (equivalent to a three-credit graduate course) are members of the SU. Each student member has free access to SU services, has the right to get involved in SU governance, and is eligible to be elected to the SU Executive or Board of Directors. Students are welcome to participate in SU-run projects and the decision-making process at large. Throughout the year, the SU holds numerous meetings and strongly encourages all students to attend. The SU also administers grants which help facilitate and fund student projects and exhibitions for the further betterment of student life at OCAD.

Graduate students are encouraged to elect a representative to the student union.

For more information, please visit: http://www.ocad.ca/students/student_union.htm

Centre for Students with Disabilities

OCAD's Centre for Students with Disabilities (CSD) provides services to students with documented disabilities under the following categories:

- Learning Disabilities
- ADHD/Autism Spectrum
- Medical
- Psychiatric
- Mobility
- Deaf/Hard of Hearing
- Vision

All disabilities must be formally documented by registered psychologists or medical doctors (psychiatrists). The CSD can help students update or obtain formal disability documentation. All disability documentation prescribes specific formal learning accommodations for each individual student. These learning accommodations include: note takers, sign language interpreters, recording of classes (affidavit available upon request), access to presented material (overheads, PowerPoint, slides, etc.), reserved seats, assistive technologies, and learning strategists. Other accommodations are described and verified with documentation. Accommodations specific to exams include the allotting of extra time, as well as dedicated exam/test space at CSD.

For more information on the Centre for Students with Disabilities, please visit the OCAD website at: http://www.ocad.ca/students/disability_services.htm

International Student Services Office

The International Student Services Office offers individual and group support, services and referrals for international students, mobility/exchange students, and all students wishing to make meaningful global connections, pertaining to immigration, health, employment, cultural adaptation and community integration.

For more information on services available for international students, please visit the OCAD website at:

http://www.ocad.ca/students/international_students.htm

Housing

OCAD does not have its own residences. OCAD is located in the core of Toronto, Ontario, and has close links with Ryerson University and the University of Toronto. For information relating to housing in Toronto please visit the OCAD website at:

http://www.ocad.ca/students/campus_life/housing_information.htm

Mailboxes

All full-time graduate students are assigned a mailbox in the Office of Research and Graduate Studies, Room 7516. These mailboxes are used for the delivery of administrative materials, as well as by faculty members on occasion to return papers and assignments.

PROGRAM SPECIFIC INFORMATION – GRADUATE PROGRAMS

INTERDISCIPLINARY MASTER'S IN ART, MEDIA, AND DESIGN

Graduate Program Director: Martha Ladly

mladly@ocad.ca

416-977-6000 x 3849

Description

The Interdisciplinary Master's in Art, Media, and Design challenges students to investigate, research, and produce creative works that combine art, design, and cross-disciplinary academic study to create new, hybrid forms of visual and social research and production. Each student's primary discipline and chosen emphasis between studio practice and theoretical inquiry will determine whether the degree earned is an MFA, MDes, or MA.

The objectives of the Interdisciplinary Master's in Art, Media, and Design are:

- To provide a flexibly structured, advanced studio-based learning environment that enables students to integrate art, media, and design production, or production within these disciplines with another discipline, through processes that combine theory, methodology, and practice.
- To ensure that students acquire advanced research skills for visual and academic investigations in the areas of art, media, and design practice and critical theory.
- To foster the development of individuals who can think in interdisciplinary ways, practice interdisciplinary and collaboration, and conduct interdisciplinary research.
- To contribute to new knowledge in the areas of interdisciplinary art, media, and design methods and practices.
- To promote the development of practices which facilitate sustainability, social responsibility, and diverse social and cultural perspectives.

Application Procedures

Application for admission into the Interdisciplinary Master's in Art, Media, and Design at OCAD is a highly competitive process. Applicants must hold a BA, BFA, BDes, or comparable honours degree/certification with a GPA of 78% (B+) or better during the last two years of study, or must demonstrate exceptional experience/expertise as a practicing artist or designer. All applicants must demonstrate creative and conceptual competence at a high level, as well as the clear potential for acquiring a sufficient level of expertise in the secondary discipline to create an integrated interdisciplinary thesis project at the Master's level. For consideration by the admissions committee, applicants must submit the following:

- **Research proposal:** Applicants should outline clearly their background in their primary and secondary areas of concentration and describe their interdisciplinary research interest or theme for their graduate work in the program. One of the two disciplines involved must be in studio art, media, or design. The proposal must be typed and should be 500 - 800 words in length. Appendices including bibliography and examples of visual work may be included.
- **Documented body of work and artist/designer statement:** Applicants must submit a portfolio of up to 20 still-images (i.e., digital images such as JPGs or Tifs) or up to five

time-based works produced in the last five years. Quicktime movies or other time-based image files should not exceed three minutes in length. Applicants are expected to demonstrate an in-depth understanding of their primary area of concentration and any examples of interdisciplinary work. The portfolio should represent the applicant's best work (formally, conceptually, and contextually resolved). A significant number of the images should represent work produced in the last 12 months. The portfolio must be accompanied by an artist/designer statement of no more than 350 words. The statement should speak to recent work and explain its relevance to the research proposal. A list of the works submitted should also be included in the portfolio.

- **CV:** Applicants should include an updated copy of their curriculum vitae.
- One copy of the **official academic transcripts** from all previously attended postsecondary institutions.
- A completed **application form** from the Office of Graduate Studies.
- Three **letters of reference**.

Short-listed candidates will be notified regarding an interview. No original work is to be presented at this point. The interview is an ideal opportunity for the candidate to meet with graduate faculty and visit studio facilities and labs at OCAD. Alternative arrangements will be made for applicants who are unable to attend the interview in person.

Faculty Members

Beth Alber - Craft/Metalsmithing
Barbara Astman - Photography
Doug Back - Computer/Electronic/Installation Art
Doreen Balabanoff - Architectural Glass
Catherine Black - Creative Writing/Literary Criticism
Jeremy Bowes - Environmental Design
Frederick Burbach - Strategic Brand Development
Ananda Shankar Chakrabarty - 20th C Art History/Theory
Ian Carr-Harris - Sculpture/Installation/Art Writing
Esther Choi - Photography/Installation/Architectural Criticism
Ian Clarke - Sustainability/Biology
Lynn Crosbie - Creative Writing
Patricio Davila – Design Research Methods
Sara Diamond - Video/New Media
Judith Doyle - New Media
Jim Drobnick - Contemporary Art Practice
Richard Fung - Video/Criticism
Paula Gardner - Media Studies/STS
Eldon Garnet - Photography/Sculpture
Archie Graham - Philosophy
Kate Hartman - Wearable Computing/Video Installation
Bruce Hinds - Environmental Design/Architecture
Johanna Householder - Performance
Vid Ingelevics - Photography
Simone Jones - Mixed Media/Robotics
Anda Kubis - Drawing/Painting/Criticism
Martha Ladly - Communication & Design Research/New Media

Colette Laliberté - Mixed Media
Caroline Langill - Electronic Art/Video Installation
Bill Leeming - Sociology/Methods
Ginette Legaré - Sculpture/Mixed Media
David McIntosh - Media Studies
Lynne Milgram - Cultural Anthropology
Laura Millard - Painting/Photo/Digital
Dorie Millerson - Textiles/Craft History & Theory/Drawing
Eric Nay - Sustainable Architecture/Design
Lewis Nicholson - Graphic Design
Sarah Nind - Photo/Mixed Media
Michael Owen – Research Ethics, Social and Education History
Luke Painter - Painting/Printmaking/Animation
Soyang Park - 20th C Art History/Theory
Paulette Phillips - Video/Installation
Barbara Rauch - Digital Art/Installation/Research
Stuart Reid - Stained/Architectural Glass
Lenore Richards - Industrial Design
Colleen Reid - Interior Architecture
Job Rutgers - Innovation Design
Geoffrey Shea - Digital Media/Video Installation/Mobile Media
Terry Shoffner - Illustration
Vladimir Spicanovic - Painting/Collage/Theory
Kathryn Shailer - Cultural History/Criticism
Ron Shuebrook - Painting (Professor Emeritus)
Suzanne Stein - Design Foresight & Innovation/New Media
Marie-Josée Therrien - Architecture/Design History
Dot Tuer - Critical Writing/Theory
Jessica Wyman - Contemporary Art / Performance Studies
b.h. Yael - Video/Film

Program Guide

Required Courses and Timeline

Curriculum: 60 credits

Year One	Summer	Year Two
<p>Fall semester (15 credits)</p> <p>GGRA6B01 Contemporary Research Methods (3)</p> <p>GGRA6B03 Critical Theory Seminar I (3)</p> <p>IAMD6C01 MFA/MDes Individual Studio I (6) OR IAMD6C03 MA Individual Academic Study I (6)</p> <p>IAMD6B01 Interdisciplinary Studio I (3) OR IAMD6B03 Interdisciplinary Academic Study I (3)</p>	<p>Summer (3 credits)</p> <p>Independent Study</p> <p>OR</p> <p>Elective</p> <p>OR</p> <p>Study Abroad Option</p> <p>OR</p>	<p>Fall semester (12 credits)</p> <p>IAMD6D01 Advanced Interdisciplinary Studio/Research (9)</p> <p>IAMD6B06 Special Focus: Research & Innovation Lab (3)</p>
<p>Winter semester (15 credits)</p> <p>IAMD6C02 MFA/MDes Individual Studio II (6) OR IAMD6C04 MA Individual Academic Study II (6)</p> <p>IAMD6B02 Interdisciplinary Studio II (3) OR IAMD6B04 Interdisciplinary Academic Study II (3)</p> <p>IAMD6B08 Critical Theory Seminar II (3)</p> <p>IAMD6B05 Interdisciplinary Studio Seminar (3)</p>	<p>Internship</p>	<p>Winter semester (15 credits)</p> <p>IAMD6E01 MFA/MDes Thesis (12) OR IAMD6E02 MA Thesis (12)</p> <p>IAMD6B07 Graduate Seminar (3)</p>

Advisory Committee

Students will meet biweekly with their Principal Advisor and at least once per term with their full Supervisory Committee, once established. Twice per year (January 15th and June 15th), the student and the Principal Advisor and Committee Members will sign off on a progress report that must be forwarded to the Graduate Program Director and filed with the Office of Graduate Studies.

Critiques

Critiques are a vital component of the learning process. The program includes both formal and informal critique, defined as follows:

a. Principal Advisor and Supervisory Committee

Students will work with a Principal Advisor in their first three academic terms, and a three-member Supervisory Committee in their subsequent academic terms. The Committee includes the Principal Advisor and two leading scholars/practitioners in each of the student's disciplines, who will guide their individual studies. Principal Advisors and Committee Members also contribute to a group of graduate faculty who facilitate discussion at group critique sessions. Critiques occur in cohort groups of peers and advisors throughout the academic year.

b. Peer Critique

Students in the Interdisciplinary Master's will pursue considerable individual and directed study. The program is designed to encourage interaction among the students within their cohort: they will share work study space and engage in group critiques; they will have at least two seminars per week together; and they will regularly present their work to one another, both formally and informally. Collaboration between individuals in the cohort is encouraged and recommended. Each cohort will be carefully selected to maximize opportunities for interaction among art, design, media, and non-studio subject areas.

Exhibition of First-Year Graduate Work

During the Winter semester of the first year, students in the Interdisciplinary Master's in Art & Design mount a group exhibition of work completed during the year or, if appropriate, work-in-progress.

Summer Options

The Interdisciplinary Master's Program in Art, Media, and Design is a year-round, five-semester program. Students must make their summer plans in consultation with their Supervisory Committee and the Graduate Program Director. Among the options available to students in this program are:

- **Independent Study (3 credits)**

Independent Study courses provide graduate students with the opportunity to undertake studies of significance to their educational objectives, where otherwise not available through the regular university curriculum. Independent studies are supervised and evaluated by OCAD faculty members who act as Independent Study Advisors. The Independent Study proposal must be approved in writing by the supervising faculty member, the student's Principal Advisor, and the Graduate Program Director.

- **Elective (3 credits)**

Students may select a 300 or 400-level Liberal Studies course or a 400-level studio course in any discipline, with the approval of the instructor, the Principal Advisor and the Graduate Program Director. For Liberal Studies courses, supplementary readings and a graduate-level research essay of 3000-4000 words are to be arranged with the instructor. For studio courses, supplementary readings and an augmented project must be arranged with the instructor.

- **Study Abroad Option (3 credits)**

OCAD has mobility agreements at the undergraduate level with 28 art and design institutions in the United States and Britain, and has established a limited number of arrangements at the graduate level. Students who are interested in studying abroad at a particular institution should discuss this option with their Principal Advisor and inform the Graduate Program Director so that the university can investigate the possibility of mobility agreements. All other opportunities for summer study abroad will be communicated to students as they become available.

Thesis Colloquia

In the Fall of year two, students will present their thesis proposals to their peers and the university community in a colloquial setting.

Thesis Exhibition

At the end of the student's final semester, a show of the Thesis Project and/or Thesis Research work will be mounted.

Oral Defense

Each student is required to defend their MFA/MDes/MA thesis to a committee comprising the Program Director, the student's three-member Supervisory Committee, and an external examiner who shall normally be a specialist outside of OCAD from another university. The Oral Defense normally occurs in tandem with a Thesis Exhibition or Thesis Demonstration of the student's Thesis Project or Thesis Research.

Course Descriptions

IAMD6B01 Interdisciplinary Studio I (3)

Students acquire the skill sets of a secondary art, media, or design discipline through a combination of directed work in the OCAD studios and/or through an audit of appropriate 200-400 level studio courses. Individual projects/critiques are determined and adjudicated by each student's individual Principal Advisor with the additional supervision of a Directed Study Advisor. The program of study for the Secondary Studio is determined and arranged by the individual student with their Principal Advisor. In addition, students interact weekly with their peers in formal and informal critique presentations.

IAMD6B02 Interdisciplinary Studio II (3)

Students will continue to acquire the skill sets and to produce work in their chosen secondary art, media, or design discipline through a combination of directed work in the OCAD studios. Students may also continue to audit appropriate 200-400 level studio courses. Individual projects/critiques are determined and adjudicated by each student's Principal Advisor, with the additional supervision of a Directed Study Advisor. The program of study for the Secondary Studio is determined and arranged by the individual student with their Principal Advisor. In addition, students interact weekly with their peers in formal and informal critique presentations.

IAMD6B03 Interdisciplinary Academic Study I (3)

Students pursue a secondary academic discipline through a combination of directed study and, when appropriate, audit of 300-400 level courses or coursework in Liberal Studies or at another university via Letter of Permission.

IAMD6B04 Interdisciplinary Academic Study II (3)

Students will continue to pursue their secondary academic discipline through a combination of directed study and, when appropriate, audit of 300-400 level courses or coursework in Liberal Studies or at another university via Letter of Permission.

IAMD6B05 Interdisciplinary Studio Seminar (3)

Students acquire skills in interdisciplinary art, media, or design through a combination of directed research, case study, peer evaluation, studio-critiques, writing and practice. The course will support students' development of thesis proposals and projects that prepare for the work of the thesis, in a directed studio environment. The course will provide opportunities for interaction with peers, faculty, and visiting experts in a focused studio-seminar setting.

IAMD6B06 Special Focus: Research & Innovation Lab (3)

Students meet weekly for guided discussion of the theoretical and practical issues surrounding a common theme/interest. In this advanced graduate lab, students use their individual thesis topics as the basis for developing a methodological framework to research, analyze, and produce an installation or discrete project within a space or context appropriate for their work. The course structures students' research and production as an iterative and discursive process, supplemented by the analyses of relevant texts, visits from guest lecturers, class critiques, and hands-on workshops. Students will identify theoretical frameworks and methodologies pertinent to their thesis topics, engage in a series of intensive mapping and model-making exercises, and produce an installation or a discrete project that responds to these conditions as a way to develop and 'test out' their research on a 1:1 scale.

IAMD6B07 Graduate Seminar (3)

During the final semester, students work primarily independently on completing their theses. The Graduate Seminar provides a weekly opportunity for students to meet for guided discussion of their work.

IAMD6B08 Critical Theory Seminar II (3)

Building on and extending the discussion framework, issues, and debates of Critical Theory Seminar I, this seminar provides historical and contemporary perspectives on art, media and design practices, with a focus on the interrelationship of critical theory and its social/political milieu.

IAMD6C01 MFA/MDes Individual Studio I (6)

Participants pursue self-directed studio work in their primary area of concentration in consultation with their Principal Advisor. Students are expected to attend periodic lectures by visiting artists, designers, theorists, and cultural critics, as well as to meet individually for studio critiques with the invited lecturers. Regular interactions and critiques with the student's Principal Advisor and invited lecturers will be an important part of this course.

IAMD6C02 MFA/MDes Individual Studio II (6)

A continuation of Individual Studio I, students maintain their self-directed studio in their primary area of concentration, gradually integrating elements of their secondary discipline as they work toward interdisciplinary. Regular interactions and critiques with the student's Principal Advisor and invited lecturers continue.

IAMD6C03MA Individual Academic Study I (6)

Students pursue self-directed research, reading, and written work in their primary academic discipline in consultation with their Supervisory Committee. Similar to their studio cohort

members, students are expected to attend periodic lectures by visiting artists, designers, theorists, and cultural critics. All students are required to participate in formal and informal critique presentations with their peers.

IAMD6C04 MA Individual Academic Study II (6)

A continuation of Individual Study I, students maintain their self-directed study in their primary academic discipline, gradually integrating elements of their secondary discipline as they work toward interdisciplinary. Weekly studio critiques with peers and interaction/critiques with invited lecturers continue.

IAMD6D01 Advanced Interdisciplinary Studio/Research (9)

Students pursue self-directed work on the culminating creative project and or thesis research. Biweekly meetings with the Principal Advisor are required.

IAMD6E01 MFA/MDes Thesis (12)

This is the culminating work of the Interdisciplinary Master's Program in Art, Media, and Design. The Master's thesis for the MFA or MDes degrees comprises two important components. The central component is a body of visual work that clearly demonstrates the student's advanced ability to integrate elements of two disciplines toward the achievement of a stated goal or solution. The supporting paper or written thesis a) elaborates in some depth the theoretical underpinnings of the project; b) articulates clearly and lucidly the objectives (problem to be solved) and the process undertaken (including false starts, unproductive tangents, and lessons learned); and c) explains in detail the end result or creative solution.

IAMD6E02 MA Thesis (12)

This is the culminating work of the Interdisciplinary Master's Program in Art, Media, and Design. The Master's thesis for the MA degree comprises the same two important elements as for the MFA or MDes degrees, however, in reverse order of importance. The central element of the MA thesis is the written thesis that demonstrates substantial research and explication of an original creative idea or solution. The thesis is based on a strong, well-articulated theoretical perspective or methodology that highlights the interdisciplinary of the project (this should also include some discussion of the process involved in developing the critical framework or methodology, challenges, and benefits). An original creative work accompanies and supports or illustrates the written thesis.

MFA IN CRITICISM AND CURATORIAL PRACTICE

Graduate Program Director: Rosemary Donegan

rdonegan@ocad.ca

416-977-6000 x 389

Description

The Master of Fine Arts in Criticism and Curatorial Practices combines history, theory, and criticism with professional practice to explore and experiment with the breadth and depth of contemporary art and design. The objectives of the MFA in Criticism and Curatorial Practices are:

- To ensure that students acquire advanced research skills for visual and academic investigations in the areas of art, media, and design practice and critical theory.
- To contribute to new knowledge in the areas of art, media, and design research methodologies and curatorial practices.
- To promote the development of practices which facilitate sustainability, social responsibility, and diverse social and cultural perspectives.
- To develop and advance curatorial and critical practices in design.
- To promote contemporary art, media, and design practices within public contexts.
- To contribute to the development of the field of Canadian art, media, and design criticism.
- To contribute to the development of the field of curatorial practice in galleries and museums.

Key features of the program include:

- A partnership with the Art Gallery of Ontario involves curators, educators and exhibition administrators and includes an annual Collaborative Group Exhibition at the AGO during the Winter term of the first year of the program.
- The Summer Internship is a six- to eight-week placement with a gallery, museum, arts publication or other relevant cultural institution in Canada or abroad. The internship allows students to integrate the knowledge gleaned from first-year seminars with the practices of criticism and curating.
- The annual Artist-in-Residence program brings internationally renowned artists, designers, curators and critics to OCAD for a one-week residency during which they conduct seminars, attend studio critiques, and give a public lecture/presentation.

Application Procedures

Application for admission into the MFA in Criticism & Curatorial Practice at OCAD is a highly competitive process. Applicants must hold a BA, BFA, BDes, or comparable honours degree/certification with a GPA of 80% (A-) or better during the last two years of study, or must demonstrate exceptional experience/expertise as a practicing artist, designer, critic or curator. All applicants must demonstrate creative and conceptual competence at a high level. For consideration by the admissions committee, applicants must submit the following:

- **Research proposal:** Applicants should outline clearly their background in their area of concentration and describe their research interest or theme for their graduate work in the program. The proposal must be typed and should not exceed 500 words. Appendices including bibliography and examples of visual work may be included if appropriate.
- **CV:** Applicants should include an updated copy of their curriculum vitae.
- One copy of **official academic transcripts** from all previously attended postsecondary institutions.
- A completed **application form** from the Office of Graduate Studies.
- **Three letters of reference.**

Applicants who have passed the preliminary selection may be invited for an interview. The interview is an ideal opportunity for the candidate to meet with graduate faculty and visit OCAD. Alternative arrangements will be made for applicants who are unable to attend the interview in person.

Faculty Members

Internal Program Faculty

Rosemary Donegan, Curating/Visual Culture
 Jim Drobnick, Criticism/Curating
 Eric Nay, Design History/theory
 Michael Prokopow, Material Culture/Curatorial Practices
 Barbara Rauch, Interdisciplinary Practices
 Charles Reeve, Criticism/Curating
 Dot Tuer, Critical Writing/Theory
 Jessica Wyman, Contemporary Art

External Program Faculty

Michelle Jacques, Curating/Contemporary Art
 Kelly McKinley, Gallery Education/Administration
 Gerald McMaster, AGO Curating/Canadian Art
 Any Patton, Critical Writing/Contemporary Art

Program Guide

Required Courses and Timeline

Curriculum: 60 credits

Year One	Summer	Year Two
<p>Fall semester (12 credits)</p> <p>GGRA6B01 Contemporary Research Methods (3)</p> <p>GGRA6B03 Critical Theory Seminar I (3)</p> <p>CRCP6B06 Introduction to Criticism and Curatorial Studies (3)</p> <p>Elective (3)</p>	<p>Summer (9 credits)</p> <p>Internship and/or Study Abroad (9)</p>	<p>Fall semester 2 (12 credits)</p> <p>CRCP6B05 Issues in Criticism and Curatorial Studies (3)</p> <p>CRCP6C01 Individual Research and Reading (6)</p> <p>Elective (3)</p>
<p>Winter semester (12 credits)</p> <p>CRCP6B01 History and Theory of Exhibitions (3)</p> <p>CRCP6B02 Criticism and Critical Writing (3)</p> <p>CRCP6B03 Inside the AGO: Collaborative Group Exhibition (3)</p> <p>Elective (3)</p>		<p>Winter semester 2 (15 credits)</p> <p>CRCP 6B07 Thesis Writing Workshop (3)</p> <p>Master's Thesis (one of): CRCP6E01 Exhibition and Essay (6+6) OR CRCP6E02 Criticism Thesis (12)</p>

Electives

Students may choose from:

- a) Approved graduate-level courses in other OCAD graduate programs.
- b) A 300 or 400-level Liberal Studies course in any discipline, with the approval of the instructor and the Graduate Program Director.
- c) A 400-level studio course in the student's area of expertise, with the approval of the instructor and the Graduate Program Director.
- d) A graduate course at another university through the [Ontario Visiting Graduate Student Plan](#) (OVGS) or the [Canadian University Graduate Transfer Agreement](#) (CUGTA)

Students should consult the Graduate Program Director for advising on the selection of elective courses.

Summer Options

The MFA in Criticism and Curatorial Practice is a year-round, five-semester program, including one Summer term. Students must make plans for their summer program in consultation with their Supervisory Committee and the Program Director. Among the options available to students in this program are:

- **Summer Internship (9 credits)**

With the assistance of the Graduate Program Director, students will arrange either a curatorial or criticism internship of eight to twelve weeks' duration with a local, national, or international gallery, museum or journal. A list of potential placements will be provided to students by January of their first year.

- **Summer Directed Study/Research Assistantship (9 credits)**

If appropriate to their thesis project, students may arrange directed study or research for the summer between years one and two.

Oral Defense

Each student is required to defend her/his MFA thesis to a committee comprising the Program Director, the student's three-member Supervisory committee, and an external examiner (specialist from outside OCAD, normally another university).

Course Descriptions

CRCP6B01 History and Theory of Exhibitions (3)

Surveying the diverse means by which art and design have been experienced since the 18th century, this course investigates exhibitions in their social, historical, and theoretical contexts. Besides covering sites such as salons, galleries, museums, and artist-generated alternatives, discussion also addresses how the postmodern interest in design, performance, digital media, and site-specific work re-conceives the notion of exhibition.

CRCP6B02 Criticism and Critical Writing (3)

This subject of this course is critical writing in a broad sense. Critical writing can be seen as a large and flexible form that accompanies art and design's production and public reception. This broad view will enable the seminar to examine many types of texts that deal with art and design theory, criticism, ficto-criticism, curatorial statements, and texts as artworks, as well as interviews (which though spoken, routinely appear in print.) A central question for the seminar will be the study of whether (or how) different positions in the field of art, design, curator, critic, artist, designer, etc. create different kinds of writing.

CRCP6B03 Inside the AGO: Collaborative Group Exhibition (3)

This course serves as a hands-on opportunity for students to work with curatorial staff at the AGO to mount a collaborative exhibition. The course includes focused departmental practica conducted by AGO staff in areas such as research, public and artist relations, fundraising, transportation and storage of artwork, documentation, security, and marketing. *Registration in this course is limited to students in the CCP MFA program.*

CRCP6B05 Issues in Criticism and Curatorial Studies (3)

This seminar examines the ongoing debates circulating within and pertinent to contemporary criticism and curating. The course addresses the implications for criticism and curatorial practice

through analysis of the theoretical formations and shifting context of prominent issues, for example, representation, gender, sexuality, difference, institutional power, censorship, globalization, and media culture.

CRCP6B06 Introduction to Criticism and Curatorial Studies (3)

This introductory seminar, through readings and discussion, will introduce students to the major critical texts, theories and debates in the burgeoning international field of contemporary curatorial studies and criticism. Simultaneously throughout the seminar, students will attend public exhibitions, screenings, lectures, performances and events in Toronto's visual art and design worlds. This ongoing examination of contemporary art and design practices within public culture will provide students with an eclectic and critical mapping of the layers and intersections of the visual arts, media and design, in relation to their varied publics, audiences, markets, the mass media, and the scholarly community.

CRCP 6B07 Thesis Writing Workshop (3)

Individual students will work with their Principal Advisor to develop their thesis project. Students and Principal Advisors will convene as a group periodically throughout the semester to present and discuss their thesis work with each other.

CRCP6C01 Individual Research and Reading (6)

This is a directed study course to pursue research and reading in connection with each student's thesis project or critical essay, working with their Principal Advisor.

CRCP6E01 Exhibition and Essay (6+6)

Students in the curatorial stream will be required to conceptualize and curate a public project and write a curatorial essay, which should be of publishable quality, and complete an internal exhibition report. The curatorial project may be in the form of an exhibition, a public installation, a public event, a performance, a website, etc. In addition, students may wish to produce a catalogue which includes the curatorial essay, list of works, illustrations, etc. to accompany the curatorial project.

CRCP6E02 Criticism Thesis (12)

Students in the criticism stream will produce a criticism thesis in the form of one long sustained essay with chapters on a particular subject or three shorter essays on a theme of a similar combined length. The essay/s should include a critical literature overview, a chapter on methodology, and a bibliography. The criticism essay/s should demonstrate sustained research and critical argument and an awareness of the larger field of critical inquiry. The essay/s should indicate some level of primary research and investigation either through interviews, exhibition visits, site visits, studio visits, etc. The critical essay/s can focus on art, design or media criticism as a subject in its own right or as a critical analysis of an art object, design object, event, performance, web site, etc.

GGRA6B01 Contemporary Research Methods (3)

A wide variety of methods inform research that takes as its object art, design, or visual studies. This range expands further when it includes studio practice as well as scholarship. Moreover, a given method is inflected by the discipline within which it is applied. To sort through this array, this course surveys contemporary art and design research methods with reference to social sciences, humanities, and cultural studies, and then uses this knowledge to focus on the unique issues facing students in critical, curating, and interdisciplinary practices.

GGRA6B03 Critical Theory Seminar I (3)

Based on a survey of critical theory, this graduate seminar provides a venue for the analysis of texts, issues, and discourses that inform contemporary visual culture. Emphasis is placed on examining the role of critical theory in contemporary art, design, criticism and curating.

MDES IN STRATEGIC FORESIGHT AND INNOVATION

Graduate Program Director: Lenore Richards

lrichards@ocad.ca

416-977-6000 x 438

Description

The Master of Design in Strategic Foresight and Innovation integrates knowledge and methodology from a number of disciplines: design, business, science and technology, and the social sciences. Design provides the crucial link between these areas, drawing on its essential competencies of design thinking, strategic and iterative methodology, and a deep commitment to understanding human needs, wants and behaviour. Through holistic thinking in a co-creative environment, the designer, the business person, the social scientist and the engineer will develop together the skills required for true socio-technological innovation.

The Master of Design in Strategic Foresight and Innovation will enable students to:

- Explore and test new methods of organization, creation and production.
- Develop strategic, innovative and anticipatory solutions (strategic foresight) and implementation plans for design, business or policy innovations, or for organizational or infrastructural change.
- Navigate complex problems through the study of systems theory and the analysis of relevant systems including ecological, social, economic and political organizations.
- Develop an ethical sensibility that promotes socially and ecologically sound responses to complex global issues.

Key features of the program:

- Students will be engaged in a collaborative, co-creative studio environment in their core directed studio classes. Working in multi-disciplinary teams on many of their projects, students will benefit from the diverse disciplinary backgrounds of their faculty and of their fellow students.
- An advisory committee of faculty and — in the case of real world projects — public or private sector professionals will support and guide each student's major project.
- A part-time schedule, evening classes, and some flexibility in course sequencing will accommodate the needs of working professionals.
- Guest lectures and critiques from professional strategists and foresight experts.
- A peer-reviewed journal, published biannually and featuring articles from the best of student projects/theses, capturing and disseminating new thinking on innovation.

Application Procedures

Application for admission into the Master of Design in Strategic Foresight and Innovation is a competitive process. Applicants must hold a BA, BFA, BDes, BCom, BEng or comparable honours degree/certification with a GPA of 78% (B+) or better during the last two years of study, or must demonstrate exceptional experience/expertise as a practitioner in a relevant discipline. All applicants must demonstrate creative and conceptual competence at a high level, as well as

the clear potential to create a truly innovative, germane and implementable project at the Master's level. Short-listed candidates will be invited for an interview.

For consideration by the admissions committee, applicants must submit the following:

- A **statement of intent** of 800 - 1000 words which describes the applicant's key area of intended research and project work, how their academic background and professional experience relates to the program and how the intended research and project work aligns with the objectives of the program. Bibliography and relevant examples of work may be included.
- **Samples of relevant student or professional work** produced in the last five years. Visual work, analysis reports, proposal documents etc. may be included. Applicants are expected to demonstrate an in-depth understanding of their primary area of interest.
- A current **resume or CV**.
- One copy of official **academic transcripts** from all previously attended postsecondary institutions.
- Completed **application form** from the Office of Graduate Studies.
- Three **letters of reference**.

Note: admission to the program is contingent on the availability of a principal advisor in the student's declared area of research interest.

Faculty Members

Program Faculty

Jeremy Bowes, Architecture, Systems
Frederick Burbach, Strategic Brand Development
Ian Clarke, Sustainable Biology
Archie Graham, Philosophy, Ethics
Bruce Hinds, Biomimicry, Sustainability
Helen Kerr, Research, Strategy, Product Innovation
Susan King Roth, Graphic Design Research
Martha Ladly, Communications, Interaction Design
Harry Mahler, Product and Services Innovation
Lynne Milgram, Cultural Anthropology
Michael Owen, Intellectual Property
Steve Quinlan, Communications
Lenore Richards, Environmental Design
Job Rutgers, Product and Services Innovation
Anne Sutherland, Business planning, Strategy
Greg Van Alstyne, Communications, Strategy, Science and Information Technology

External Adjunct Faculty

Marcus Bornfreund, Intellectual Property Law
Walter Derzko, Strategy, Foresight
Michael Dila, Strategy
David Dunne, Marketing, Branding, Business Essentials
Dave Gray, Communications, Information Design, Complexity Navigation

Peter Jones, Research Methods, Social, Cultural, Cognitive Human Factors
 Glen Milne, Policy Development, Strategic Foresight
 Gale Moore, Sociology
 Avi Pollock, Applied Innovation
 Ty Shattuck, Innovative Business Modeling, Computer Engineering
 Ruth Silver, Strategy, Social Innovation, Research

Program Guide

Required Courses and Timeline

Curriculum: 45 credits

The MDes in Strategic Foresight and Innovation is a part-time program. In order to support the needs of students who may be working full or part time while completing the program, courses will be clustered and/or offered in the evening. The program also offers some flexibility in course sequencing, and students may (with the approval of the Graduate Program Director and pending the availability of courses) follow a different sequence than that indicated below.

Year One	Year Two
<p>Fall semester (6 credits)</p> <p>SFIN 6B01: Business and Design Thinking (3)</p> <p>SFIN 6B03: The Human Factor (3)</p>	<p>Fall semester (6 credits)</p> <p>SFIN 6C02: Foresight and Innovation Studio (6)</p>
<p>Winter semester (9 credits)</p> <p>SFIN 6C01: Research Methodologies (6)</p> <p>SFIN 6B02: Human Systems (3)</p>	<p>Winter semester (6 credits)</p> <p>SFIN 6B06: Strategic Communications (3)</p> <p>SFIN 6B07: Leadership Excellence (3)</p>
<p>Summer semester (6 credits)</p> <p>SFIN 6B05: Business Modeling and Policy Innovation (3)</p> <p>SFIN 6B04: Non-human Systems (3)</p>	<p>Summer semester (12 credits)</p> <p>SFIN 6E01: Major Project (12)</p>

Oral Defense/Major Project

Students will be mentored by a Principal Advisor and critiqued and evaluated by an Advisory Committee consisting of the Principal Advisor plus two additional members, one of whom may be external to the university. Students are required to defend their major project to a committee comprising the Program Director, the student's three member Advisory Committee and an external examiner (specialist from outside OCAD, normally from another university or a specialist professional).

Course Descriptions

SFIN 6B01: Business and Design Thinking (3 credits)

This course will examine the design ecosystem, describing the way in which design is linked with the disciplines of finance, law, management, marketing, science, and engineering. It will provide an overview and understanding of basic business and finance techniques, in particular those that have proven critical in the successful commercialization of innovation. Intellectual property rights, a critical component in new product development, will be discussed. The course will also demonstrate the importance of design thinking to business success. Students will review business case studies and will discuss and apply design processes through a series of short projects. They will have 'hands on' business and creative experiences through a business simulation and through the creation of an original work.

SFIN 6B02: Human Systems (3 credits)

In this introduction to complex systems, students will examine the dynamic arrangement of three interconnected and adaptive human systems; social, market and political. Developing the essentials of a systems approach, students will study structure, evolution, patterns of behaviour, and the impacts of change in these systems through case study review and systems model analysis. Working in teams, students will select a specific sector, define an objective and then will explore the potential direct and indirect consequences of a number of proposed solutions.

SFIN 6B03: The Human Factor (3 credits)

Understanding the people who will interact with new innovations is key to the development of valuable and sustainable solutions. Students will study diverse societies and cultures and their relationship to human motivation, behaviour and perception. A strong understanding of human values, desires and needs will provide crucial insight for the Research Methodologies Studio projects. Students will conduct research on emerging behavioural trends related to a specific activity or sector and will prepare visual and written documentation and analysis.

SFIN 6B04: Non-human Systems (3 credits)

In this second course on systems thinking, students will study non-human systems, specifically the ecosphere, biosphere and techno-sphere. Applying systems thinking approaches, students will compare these natural and man-made systems and discuss methods for understanding and respecting their interdependencies and interactions. The nature of adaptive life systems will be studied as well as examples of the unintended and often negative impacts of human action. Significant technological inventions and their impact on human and societal development and on the environment will be discussed. Included in this discussion will be the key role that information technology has played in accelerating change. Emerging and pivotal technologies and their potential value and impact will be studied. The social, legal, economic and ethical issues concerning technology innovation will be considered through case study analysis.

SFIN 6B05: Business Modeling and Policy Innovation (3 credits)

The key instrument for successfully commercializing a product or service is a well-developed business model and in the public sector, the key instrument for innovation is policy development. Students will first be introduced to the essential components of an effective business model and the key stakeholders involved from developer to end-user. Through case study analysis, students will study a number of precedents, analyse the assumptions on which they're based and discuss the relative success or failure of each. Working in teams, students will develop a business model using their foresight studio project if applicable. Students will then be introduced to the complexities of various organizations in the public sector, and will develop an understanding of their particular structures and methods of navigation in the context of policy

development. Students will study the key factors which determine effective policy development, and methods for implementation through the study of precedents. Working in teams, and applying insight from the Systems 1 course, students will develop an innovative policy and implementation plan for a project of their choice, using the work in the Foresight Studio if applicable.

SFIN 6B06: Strategic Communications (3 credits)

Students learn the essentials of effective communication through the study and development of strategic branding, marketing, and policy initiatives. Emphasis is given to interaction with external customers and stakeholders, supported through clear internal communication. Topics include understanding diverse audiences, visual thinking, structure and appropriateness of content and effective writing styles. Critical thinking leading to actionable strategies is advanced through private, public, and not-for-profit sector case studies. Precedents, current assumptions, and traditional notions of markets based on demographics and psychographics will be analyzed and critiqued with respect to their relevance to rapidly evolving conditions. Learning units on strategic brand positioning advance the understanding of the brand as a promise. The personality of the brand voice, its attributes, positioning, and intended impact are studied in the context of emerging behavioural trends. Working in teams, students will develop a communications strategy for a specific sector and application.

SFIN 6B07: Leadership Excellence (3 credits)

Leadership skills are critical to successful innovation, whether it involves developing consensus in multi-stakeholder groups, managing organizational change or leading the development of an innovative product or service. The evolution of leadership excellence will be introduced in this course, with particular emphasis on responsible leadership and non-traditional organizations. The essential components of effective leadership - vision, the ability to inspire and empower others, and ethics - as well as the consequences of particular forms of leadership will be considered through the analysis of case studies. Students will study organizational behaviours and structures and address the management of organizational change. Students will create a personal leadership development plan appropriate to their chosen sector.

SFIN 6C01: Research Methodologies (6 credits)

Making sense of complexity at the 'fuzzy front end' of innovation is only possible through the application of appropriate and valid research methods. Applying the right process at the right time yields crucial insights which aid in the teasing out and framing of the right problem. Students will study key research methodologies including field research and ethnography, market and user research, data analysis, problem framing, experience prototyping and participatory design methods (such as ideation workshops). Working in teams, students will apply the appropriate methodology to a specific dilemma or opportunity, collecting and analyzing their findings, documenting their resulting insights and presenting them to the class. Developing skills in facilitating diverse stakeholder groups in a workshop format will be an important outcome of this class.

SFIN 6C02: Foresight and Innovation Studio (6 credits)

Representing the pivotal learning in the program, this core studio will introduce foresight innovation methodologies in the development of private, public or voluntary sector solutions. Working in teams, students will identify an issue in a specific sector, and will begin their exploration and research in a divergent process of signal discovery through methods such as environmental scanning, new technology research, ethnographic, market or user research, field study, or stakeholder workshops. This phase of work makes sense of complex information and results in the framing of problems. In a convergent process, students will apply methodologies

which include user experience scenarios, long range scenario planning and technology adoption modeling to develop creative insights and innovative solutions which anticipate short to mid to long-term needs in the form of strategic roadmaps, communications programs, products and services, and policy frameworks. Students will develop implementation strategies appropriate to their sector and will analyze the direct and indirect consequences of their solutions. This course will aid the students in identifying their area of interest for their major project and they will complete the course with their major project proposal.

SFIN 6E01: Major Project (12 credits)

This is the culminating work of the Master of Design in Strategic Foresight and Innovation. It synthesizes the knowledge and skills learned throughout the program and applies them in the development of a major project. In both cases students will develop innovative and anticipatory solutions and implementation strategies for defined dilemmas in the private, public or voluntary sectors. Students are encouraged to find real world projects and partners and may elect to work in teams or individually. A major project will comprise the identification and in-depth study of a significant issue, a framing of the problem, an articulated opportunity, a well-developed solution, an impact analysis, and a detailed implementation strategy. Their creative insights and innovative solutions will anticipate mid to long-term needs and will be presented in the form of strategic roadmaps, communications programs, products and services, or policy frameworks. Much of the research and proposed solutions will be presented in visual form with supporting written documentation.

EXECUTIVE MASTER OF DESIGN IN ADVERTISING

Graduate Program Director: Robert Saxon

rsaxon@ocad.ca

416-977-6000 x 419

Description

The EMDes in Advertising is a part-time, three-year (seven-semester) program with flexible scheduling to allow working professionals to keep their jobs while pursuing an advanced degree.

The program has been designed to produce innovative, multi-dimensional, ethical and socially responsible global leaders in advertising. The objectives of the program are:

- *To enable students to develop innovative, holistic approaches to advertising:* By advancing their expertise in the responsibilities of an advertising campaign, graduates of the program will be able to develop a sophisticated and comprehensive strategy for the research and analysis of data, the creation and development of the product, and the branding and marketing of the product utilizing the latest technologies and creative media to reach the target audience.
- *To promote the development of multi-dimensional, problem-solving strategies:* Graduates who successfully complete the program will be able to analyze, evaluate, and employ a variety of problem-solving strategies in advertising including all aspects of branding and media neutral strategies that solve business problems exclusive of advertising.
- *To enable students to develop an ethical sensibility that promotes socially responsible and culturally sensitive strategies for advertising campaigns in the global marketplace:* Graduates who successfully complete the program will be able to formulate socially responsible, non-traditional, innovative creative solutions for product and public service campaigns in the domestic and global marketplace. In addition each team will create a real world public service advertising campaign as part of the Advertising for the Public Good distance-learning course.

These objectives will be achieved through a course of study including intensive summer residencies at OCAD, group work, independent studies and international seminars.

The program is comprised of:

- Three intensive two-week summer sessions in Toronto in three consecutive summers.
- Six four-day seminars at selected international advertising centres over a two-year period. During the seminars, students meet with and present advertising campaigns to their professors and executives at selected advertising agencies in places such as Montreal, Shanghai, New York, Los Angeles, and London.
- Two required courses offered as independent studies. Student team members have weekly online contact with each other and meet bi-monthly with instructors via either teleconferencing or videoconferencing to give updates on projects.

Most courses require both individual and group work. Students are organized into teams during the first summer residency; members of each team work together in the first independent study course to prepare advertising campaigns for presentation at the four-day international seminars held during the first year. New teams are formed during the second summer residency for the second independent study course and round of four-day international seminars.

Application Procedures

Application for admission into the EMDes in Advertising program is a competitive process. Applicants must hold a four-year Bachelor's degree, diploma or equivalent from an accredited college or university with a GPA of 75% (B) or better as well as at least four years of work experience in advertising or marketing. For consideration by the admissions committee, applicants must submit the following:

- Completed **application form** from the Office of Graduate Studies.
- One copy of **academic transcripts** from all previously attended postsecondary institutions.
- **Portfolio** of applicant's advertising work that will be evaluated based on originality and professionalism.
- Two **letters of reference** from academic faculty, colleagues, or clients.
- One **letter of support** from the applicant's current or most recent employer.
- A **personal statement** outlining the applicant's reasons for pursuing a graduate degree.
- Current **CV**.

Meeting minimum requirements does not guarantee admission. Shortlisted applicants will be invited to an interview with the Graduate Program Director and/or one or more members of the Graduate Program Committee. Alternative arrangements will be made for applicants who are unable to attend the interview in person.

Admissions will be limited to twenty students per class: five art directors, five writers, five account planners and five brand managers. If this ratio of students is not available, the cohort will still be limited to twenty students, but the ratio may change and the team composition may be reduced or increased to reflect the available applicants.

Faculty Members

Frederick Burbach - Strategic Branding
Barry Colbert - Sustainability/Human Resource Management
Bill Leeming - Human Factors
Tony Kerr - Advertising
Janet Kestin - Copywriting
Elizabeth Kurucz - Sustainability, CSR, Org Behaviour
David McIntosh - Film/Video Criticism
Ilona Posner - New Media
Robert Saxon - Advertising
Anne Sutherland - Research/Planning
Nancy Vonk – Creative Direction
Mike Welling - Marketing
Rick White - Marketing
Craig Yoe - New Products

Program Guide

Required Courses and Timeline

Curriculum: 41 credits

Year 1	Year 2	Year 3
<p>Summer Residency (7 credits)</p> <p>ADVR 6A01 Strategy I: Strategy and Consumer Insights (2)</p> <p>ADVR 6A03 Problem Solving Systems I: Agency Approaches (2)</p> <p>ADVR 6B01 Business Ethics & Sustainability (3)</p>	<p>Summer Residency (8 credits)</p> <p>ADVR 6A05 Media I: Beyond Traditional Advertising (2)</p> <p>ADVR 6A02 Strategy II: Integrated Strategic Thinking (2)</p> <p>ADVR 6A04 Problem Solving Systems II: Client Perspectives (2)</p> <p>ADVR 6A06 Media II: Embracing Technology (2)</p>	<p>Summer Residency (8 credits)</p> <p>ADVR 6A07 Analysis of Modern Global Advertising (2)</p> <p>ADVR 6A08 Communicating with Short Films (2)</p> <p>ADVR 6A09 Inventive Thinking & New Products (2)</p> <p>ADVR 6A10 Presenting Like a Master (2)</p>
<p>Independent Study, Project & International Seminars I (9 credits)</p> <p>ADVR 6D01 Product Brand Development (9)</p>	<p>Independent Study, Project & International Seminars II (9 credits)</p> <p>ADVR 6D02 Advertising for the Public Good (9)</p>	

Course Descriptions

ADVR 6A01: Strategy I: Strategy & Consumer Insights

(Summer Residency, Year One, Week One, 20 hours)

Strategy is the foundation for sound business execution. In the marketing and communications business, professionals must understand how business strategy translates into marketing, communication, and brand strategy. This course focuses on how to interpret and develop consumer insights through research and analysis. Students design research plans and methodologies and apply the consumer insights to develop communication strategies and briefing documents. The class will also concentrate on how to formulate a consumer-oriented marketing strategy. Students use case studies to develop strategies for analyzing business problems and opportunities. Students apply these strategies in class projects in designing marketing communication plans and brand strategies. Consumer insights are the foundation for relevant and meaningful marketing strategies and communication briefs. Marketing professionals need to have a deep understanding of consumer behavior to direct marketing campaigns with impact.

ADVR 6A02: Strategy II: Integrated Strategic Thinking

(Summer Residency, Year One, Week Two, 20 hours)

This course builds upon the tenants of strategy and consumer insights introduced in Strategy I. Today, marketing is a combination of art and science. Integrated Strategic Thinking--combining left and right brain activities--is the skill that is required to create cohesive marketing and communication plans that combine business analysis, strategy, consumer insight, contact opportunity and conceptual ideas. The communication strategies and briefs that are developed in this class will be used as the basis for creative development in the course entitled, New Media I: Beyond Traditional Advertising.

ADVR 6A03: Problem Solving Systems I: Agency Approaches

(Summer Residency, Year One, Week Two, 20 hours)

This class will explore the pertinent theory, history, and application of advertising processes with an emphasis on creative problem solving. In addition to reading, lectures and studio projects, students will have a number of live case history presentations by leading advertising professionals and analyze each agency's particular system for creative problem solving. In addition, students will work as teams on a group project that will be presented on the last class day. This course will lay the foundation for Problem Solving Systems II and the professors from both courses will evaluate the final project.

ADVR 6A04: Problem Solving Systems II: Client Perspectives

(Summer Residency, Year Two, Week One, 20 hours)

In most undergraduate design programs in advertising, clients are removed largely from the creative process. The same is true at many traditional advertising agencies. However, regardless of whether they are in the banking, retailing or package goods business, each client must have a clear vision of their brand and how to position and communicate it most effectively through all levels of marketing. Building on Problem Solving Systems I, in this course, students will look at the brand from the client's perspective and will analyze the role, process and issues that brand managers face in developing successful brand communications platforms. This understanding is critical to advertising agencies in today's market where more emphasis is placed on creative problem solving that is not driven strictly by media.

ADVR 6A05: Media I: Beyond Traditional Advertising

(Summer Residency, Year Two, Week One, 20 hours)

Traditional advertising thinking and conventional media choices are no longer sufficient tools for solving marketing problems. Advertising concepts are no longer tied to media but rather the concept drives the media. Regardless of this fact ad agencies have been slow to break free of the status quo of traditional media specific campaigns. Advertising as content rather than an interruption to content is the underlying notion that drives the focus of this course. The development of media-neutral ideas that demonstrate consumer understanding and employ an appropriate and wide range of tools including advertising, promotion, activation, and PR are primary objectives. The ideas created in this class will be based on the briefs developed in Strategy II--Integrated Strategic Thinking.

ADVR 6A06: Media II: Embracing Technology

(Summer Residency, Year Two, Week Two, 20 hours)

Building on the media-neutral creative problem solving that was explored in Media I, this course exposes the students to the various types of new media in advertising. Changes in this constantly evolving area are influenced by three elements: technological advances and constraints, business goals and trends, and consumer needs and expectations. Successful brand positions and advertising campaigns result from a thorough understanding and careful

balancing of these three elements. Where appropriate, students will identify unusual approaches and explore alternative media solutions in designing innovative advertising campaigns. They will examine the strengths and weaknesses, potential impacts, and pitfalls related to new media. This course enables students to explore, analyze, and create distinctive advertising campaigns that use new media in innovative ways to interest consumers and achieve business goals.

ADVR 6A07: Analysis of Modern Global Advertising

(Summer Residency, Year Three, Week One, 20 hours)

With the pressure on most agencies to get the work out, many agencies and the people within them have little time to study and keep up with the latest national trends in advertising much less the latest global trends. This course will help students acquire the skills and the resources to track and analyze innovations in global advertising and to create and deploy a predictive model that can be used routinely to raise the bar in the creation and development of their own advertising campaigns.

ADVR 6A08: Communicating with Short Films

(Summer Residency, Year Three, Week One, 20 hours)

Building on the study of the various ways in which to reach today's target audience, the short film genre—made famous by BMW-- clearly offers advertisers a dramatic and refreshing way to reach the target audience through web and cinema advertising along with new media as they become available. This course will analyze and study the short film genre to help inform advertisers of its enormous potential for innovative advertising campaigns.

ADVR 6A09: Inventive Thinking and New Products

(Summer Residency, Year Three, Week Two, 20 hours)

As in the other courses in the curriculum, this course requires students to think beyond the traditional ways of problem solving as it applies to new products. In the world of advertising and marketing, clients usually invent new products and then take their ideas to advertising agencies that introduce the new product through the appropriate media advertising campaign. In this class, students will work in teams of writer, art director, planner and client, analyze a particular product category, and invent a new product or line extension in that category as a working creative team that benefits from the perspective of each team member. Students will be required to write a strategy statement, name the product and make a formal presentation of the final concept at the last class meeting.

ADVR 6A10: Presenting Like a Master

(Summer Residency, Year Three, Week Two, 20 hours)

In this course, students take all the things they have learned in previous courses and learn how to more effectively present and sell their ideas to a critical audience including the creative director, the head of account management and the client. A lot of great advertising concepts never get produced because the agency is not able to sell the ideas to the client. In this class students will study the various components that make for great presentations including the personal performances of the "actors" involved in the presentation, the logic and the quality of the writing, and the appropriate use of audio/video to enhance their presentations. A major focus will be recognizing how to put the right team members in the right roles. Student presentations will be video taped for critique.

ADVR 6B01: Business Ethics & Sustainability

(Summer Residency, Year One, Weeks One & Two, 40 hours)

As future leaders in the advertising industry, students need to think about some of the large social, ethical and economic issues that influence everyday decisions in the business world. The class will focus on a number of famous cases in business ethics. In addition, attention will be paid to the particular responsibility advertisers have to promote socially responsible programs having to do with sustainability. Global drivers such as climate, environment, population growth, and social inequity are redefining the competitive landscape and are demanding higher levels of attention, transparency and social responsibility from corporate entities. Students will learn the importance of this kind of thinking to their role as leaders in tomorrow's industry.

ADVR 6D01: Product Brand Development

(Year One, Distance-Learning Module: three meetings off campus of four days each. Meetings with professor for two hours every two weeks during Fall and Winter semesters.)

While much is said about branding not much is known about the system for developing it. Building on the knowledge from previous courses, students will carefully analyze and understand that the core of each brand includes descriptive, verbal (messages), visual (design), and emotional (image world and ads) elements that define how a product or service will be perceived in the market place. The object of this course is to analyze the multi-step process that defines and develops these descriptors. In-depth research gives the student a profound understanding of the client and its corporate architecture, the competition, and the customer; this is the essential information to begin the strategic process. The success of a brand is dependent upon its unique imagery, quality and its emotional content. The road map for this success is the brand book that defines the brand essence, communication strategy, design, and advertising.

ADVR 6D02: Advertising for the Public Good

(Year Two: three off-campus seminars of four days each; Meeting with professor four hours once a month during Fall and Winter semesters)

This is an independent study course where teams work off-campus and research a real world social or cultural issue that currently exists within a community. Teams will be responsible for identifying and contacting the appropriate client, conducting an in-depth study of the market place, dissecting the data and creating a comprehensive marketing plan and advertising strategy. Teams will then embark on the creation and execution of a multi-media advertising campaign that will address the problems identified in the strategy. Following that, teams will present their strategy and advertising campaigns to the client for final approval and execution.