DISCOVER YOUR STORY IN GLOBAL BUSINESS AND DIGITAL ARTS
WHO IS A GBDA STUDENT?

Get your design and business ideas out of your head and into the world through a unique program that combines three distinct disciplines.

If your curiosity runs deep and your creative spirit is strong, Global Business and Digital Arts (GBDA) is the place to nurture both. Build a global perspective, collaborate with peers, explore new tech, and fuel your entrepreneurial possibilities.

98% OF GBDA GRADUATES ARE EMPLOYED in creative, business, or technology industries
Why GBDA?

In an uncertain world, being a problem-solver sets you apart. GBDA students are well-rounded, flexible thinkers with knowledge across highly relevant areas. Prepare to discover bold solutions and make a positive impact.

SAY HELLO TO HANDS ON

Complete major projects with professors and industry mentors. Gain hands-on experience, build your portfolio, and prepare for your future.

› Website design
› App development
› Video production
› Infographics
› User experience research and design
› Interaction design

LEARNING MADE FOR REAL LIFE

GBDA embraces a new approach to learning – one that seamlessly integrates theory and practice, academic study, and professional experience – all within a compact four-year+ program plan.

› Access professional development opportunities that will boost your résumé and expand your professional network
› Develop a comprehensive e-portfolio that highlights your unique talents
› Join the GBDA Living Learning Community – a small cluster of first-year GBDA students who share living space, classes, and friendships

IMMERSED IN INDUSTRY

GBDA’s industry partners add value to our classrooms by delivering curated workshops, offering student mentorship, and matching in-class learning with real-world context.

Past partners include: IBM, Shopify, Rogers

MORE TO EXPLORE

Meet us online for more tips and stories:

@UWStratford
UWStratford
uwaterloo.ca/gbda
CO-OP

Experience is everything.

Step into your dream career faster with co-op. Over the course of four co-op terms, you’ll connect your classroom learning with full-time paid work. Apply your theoretical knowledge and hands-on skills to the professional world and graduate with the résumé and industry connections you need to launch your future.

If you’re like Seul Lee, you carve your own path. After graduation, she chose to work as an independent UX designer. The flexibility has allowed her to work in diverse industries and focus on Design.local, a not-for-profit social innovation platform for designers that she co-founded.

“For me, living a life that matches my core values and doing what I love is important.”

<table>
<thead>
<tr>
<th>YEAR</th>
<th>TERM</th>
<th>EXAMPLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Fall</td>
<td>Study – main campus</td>
</tr>
<tr>
<td></td>
<td>Winter</td>
<td>Study – main campus</td>
</tr>
<tr>
<td></td>
<td>Spring</td>
<td>Off</td>
</tr>
<tr>
<td>2</td>
<td>Fall</td>
<td>Study – Stratford School</td>
</tr>
<tr>
<td></td>
<td>Winter</td>
<td>Study – Stratford School</td>
</tr>
<tr>
<td></td>
<td>Spring</td>
<td>Study – Stratford School</td>
</tr>
<tr>
<td>3</td>
<td>Fall</td>
<td>Work</td>
</tr>
<tr>
<td></td>
<td>Winter</td>
<td>Study – Abroad (option 1)*</td>
</tr>
<tr>
<td></td>
<td>Spring</td>
<td>Work</td>
</tr>
<tr>
<td>4</td>
<td>Fall</td>
<td>Study – Abroad (option 2)*</td>
</tr>
<tr>
<td></td>
<td>Winter</td>
<td>Work</td>
</tr>
<tr>
<td></td>
<td>Spring</td>
<td>Work</td>
</tr>
<tr>
<td>5</td>
<td>Fall</td>
<td>Study – Stratford School</td>
</tr>
</tbody>
</table>

*Optional study abroad in one of the two terms identified above.

Fall term: September to December
Winter term: January to April
Spring term: May to August

UNLIMITED POTENTIAL

As a GBDA grad, you’ll gain highly relevant experience with the latest technologies and business practices – and have countless career opportunities at your fingertips. Career paths include:

› User experience (UX) design and research
› Interaction design
› Digital marketing
› Project management
› Product development
› Business technology analysis
› Entrepreneurship

WORK FOR COMPANIES LIKE:

› Rogers Media Inc.
› Sun Life Financial
› Scotiabank
› Thomson Reuters
› IBM
› Startups
GO ABROAD

Your global advantage.

Eager to see the world, build an international network, and expand your cross-cultural perspectives? Consider pursuing a study-abroad semester in the first term of third or fourth year. Destinations include Australia, Singapore, England, Spain, The Netherlands, Hong Kong, and many more!

50%+ OF GBDA STUDENTS pursue a term abroad
ACKNOWLEDGEMENT OF TRADITIONAL TERRITORY

The University of Waterloo acknowledges that much of our work takes place on the traditional territory of the Neutral, Anishinaabeg, and Haudenosaunee peoples. Our main campus is situated on the Haldimand Tract, the land granted to the Six Nations that includes six miles on each side of the Grand River.

ADMISSIONS 2023

ONTARIO HIGH SCHOOL STUDENTS

Minimum admission requirements: completed high school diploma with 6 Grade 12 U or M courses, including Grade 12 U English.

<table>
<thead>
<tr>
<th>APPLY TO</th>
<th>REQUIRED COURSES</th>
<th>RECOMMENDED COURSES</th>
<th>OTHER DOCUMENTATION</th>
<th>MINIMUM ADMISSION AVERAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global Business and Digital Arts co-op only</td>
<td>English, a final grade of at least 75% required</td>
<td>Mathematics of Data Management</td>
<td>Admission Information Form (AIF)</td>
<td>Low 80s</td>
</tr>
</tbody>
</table>

NOTES: Recommended courses are not required for admission. However, they are recommended as preparation for coursework required in the program.

Applicants who do not meet the GBDA admission requirements may be considered for Honours Arts and Business.

YOU+WATERLOO

Our greatest impact happens together

FACULTY OF ARTS, STRATFORD SCHOOL OF INTERACTION DESIGN AND BUSINESS
519-888-4567, EXT. 23004
stratfordprograms@uwaterloo.ca | uwaterloo.ca/gbda

UNIVERSITY OF WATERLOO, 200 UNIVERSITY AVE. W., WATERLOO, ON, CANADA N2L 3G1

uwaterloo.ca/future-students