NEWS RELEASE – Back to School brings 163 new students to Waterloo’s Stratford Campus

STRATFORD, Ont. (Thursday, August 22, 2013) - The Global Business and Digital Arts (GBDA) undergraduate program at University of Waterloo Stratford Campus has 134 new incoming students and the Master of Digital Experience Innovation (MDEI) welcomes 29 new students. This represents an increase of more than 40% from last year, in each program. The new undergraduate students will be in Stratford on Friday’s, while returning second year GBDA students will be here every Tuesday. All MDEI courses are delivered in Stratford.

GBDA is an undergraduate program unique to the University of Waterloo Stratford Campus that combines creativity, technology and business in one unique degree. The four-year program connects students with industry mentors as they work on team-based projects from start to delivery in a state-of-the-art facility. The GBDA program includes a paid practicum and there are opportunities for students to earn their Certified Associate in Project Management designation and take part in an international exchange.

“We are very excited to see continual growth in student enrollment,” says Christine McWebb, Director, Academic Programs. “This program provides a unique opportunity for students as it is arts focused, technology-driven and industry-directed. This means they study fine arts, including the humanities and design, while gaining an understanding of the basics of digital technology and global business skills. They learn in both a theoretical and experiential learning environment so when they graduate, they have a broad set of very relevant skills which gives them a competitive advantage as they enter the professional world.”

“Our registration numbers demonstrate the growing interest and future potential for careers in digital media,” says Ginny Dybenko, Executive Director Waterloo Stratford Campus. “We designed the curriculum to create a team-based, project-driven learning environment so that we preparing students to be the knowledge workers of tomorrow, able to respond to dynamic needs of a digital driven economy.”

The media is invited to participate in the following student orientation initiatives:

MDEI Bootcamp – Lab workday, Wednesday Sept. 4th, 1:30-4:40pm, Stratford Campus
MDEI Bootcamp – Showcase Reception – Friday Sept 6th, 5-7pm, Stratford Campus
Final leg of the GBDA Amazing Race of Stratford Event – Thursday, Sept. 5th 4:00 pm, Stratford Campus

Please confirm your interests in attending any of these events with Beth Cotter bcotter@uwaterloo.ca

About University of Waterloo Stratford Campus
The University of Waterloo Stratford Campus www.uwaterloo.ca/stratford-campus offers undergraduate and graduate programs to prepare our graduates to live creatively in the digital age. As leaders in innovation, advanced learning and global career preparation, our campus merges students, researchers, businesses and entrepreneurs to collaborate, explore research, create and commercialize opportunities. We immerse our students in an Arts inspired, technology driven and industry directed environment where theory and practice, science and art, commerce and creativity are combined to prepare them for a world of opportunity and change.

Media Contacts:
Beth Cotter University of Waterloo
519.888.4777 ext. 23005bcotter@uwaterloo.ca www.uwaterloo.ca/stratford