

# Introduction to Creative Advertising

Version 11

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This subject provides an introduction to the general field of advertising layout, graphic design, and visual communication. Topics covered will include the use of space, color and form, print production, principles of layout and design, and basic typography. The focus will be on the applications of these principles to the creation of print advertising materials.

## Section 1:

<b>College Course (Ministry Code)</b>	CAB175 NDC (BMD4T)
<b>Start/End Dates</b>	February 24, 2026 to June 2, 2026
<b>Class Day/Time</b>	Tuesday from 3:20 p.m. to 6:00 p.m.
<b>Location/delivery</b>	Newnham Campus in-person
<b>School Board Partnerships</b>	DPCDSB, PDSB, TCDSB, TDSB, YCDSB, YRDSB
<b>Specialist High Skills Major (SHSM) Sectors</b>	Arts and Culture, Business, Non-Profit
<b>Course Outline</b>	Introduction to Creative Advertising
<b>Pathways to the full-time Seneca programs</b>	Creative Advertising