

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:

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