

Humber College MAY 31 2002

VERTICAL FILE

HUMBER COLLEGE LIBRARY

ON THE EDGE
Humber Lakeshore C

2002

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on the Edge of Toronto

Toronto.
The place where it all happens.
Just being close to this city generates electricity and invention.

Toronto.
The place where it all happens.
Just being close to this city
generates electricity and invention.
It's a mecca for the latest in culture,
technology and lifestyle. If you
can't get it here, you can't get
it anywhere.

At Humber-Lakeshore,
you're on the edge of this
excitement. You can breathe in
that energy every day simply by
being on campus. Take a look
out your classroom window and the
Toronto skyline looms in the
distance. Hop a streetcar and you're
downtown in minutes.

Visit the hotspots,
whether that's a dance club

on Friday nights or the latest
cultural or sporting event at
Skydome. By public transit, they're
a fast twenty minutes away.

Maybe you're working on a heavy
project. You need the best in
research and you need it now. You
need details, examples. Or maybe
you need to talk to "those who do".
Toronto's loaded with employers
who are more than willing to share
their expertise, show you how they
made it to the top. From libraries to
leading businesses, you have
it all at your fingertips.

Oh yes. This city is also the
place to find a job. Any job.
Field placement, internships,
summer, part time and full time.

And sometimes, the only place
for your career is here. In Toronto.
It's the center for media, and the
base for international business.
In sheer numbers alone, your
choices expand by being here.

On the edge. Toronto.
As we said, if it's not here,
it's nowhere. You know?



the Edge of Toronto.
Humber-Lakeshore is
less than 20
minutes from the
downtown core.



on the Edge of the Lake

You'll have all the bells and whistles you need.
Electronic classrooms. Computer labs. Library and coffee shop.
Student centre and fitness facilities.

Forget the concrete jungle.

This is college like you've always imagined it to be. Parkland.
Beautiful buildings.
Pathways and lakefront.

Oh, it's high-tech.

You'll have all the bells and whistles you need. Electronic classrooms.
Computer labs. Library and coffee shop. Student centre and fitness facilities. Performance spaces and media/design labs. Conference and seminar rooms. Study spaces.

But more than all that, there's room to breathe.

See, it's the place that's

the focus here. Sure, you may be able to take your program at colleges all over Ontario. But how many are set around a central 'quad', with the main building down a winding pathway? How many are set on acres of parkland, with one of the Great Lakes of this province as the backdrop for lunch with your friends?

So grab a coffee at the Williams Coffee Pub before you head to class. Drop in to the library to check out the specialized book collections we house for our post-graduate programs. Spend an evening on-campus

watching your new friends in their latest music or theatre performance. Book yourself – or a few of your colleagues – into a seminar room for a last-minute review before finals.

And breathe.

Because you can.
On the edge of the lake.



Walk or bike to classes.

The buildings are steps
away from each other.
On acres of parkland.
On the Edge of the Lake.



on the Edge of Opportunity

Opportunity. The reason for education. Education gives you the opportunity to choose, to make choices, to go where you want to go.

When your education is clicking, opportunity is at every corner.

It starts with the programs.

They're not a reaction to what's happening in the world but a leap ahead to where we expect to be in the next ten years.

Take a program like Public Administration. You know experts have analyzed the pulse of government, determined where the jobs will be, and produced a program that puts you in the employee's seat of tomorrow.

Drop in to a Theatre class.

Catch the latest in contemporary theatre. Mix it with a solid basis in the classics. Watch as outstanding faculty train you in the skills you need for film and television. It's performance for today's entertainers.

Settle into the Child and Youth Worker program. Discover how learning expands when you share information with students from other programs. See how your field interacts with others and contributes to a stronger work environment. Before you graduate, you're already on the edge of the knowledge you need.

Motivated by media?

You'll love what we're doing in Media Studies. We're taking our advertising and promotional programs, putting them in one fabulous building, developing a full-blown ad centre, and building a comprehensive design studio. Right on campus.

Right on the edge.

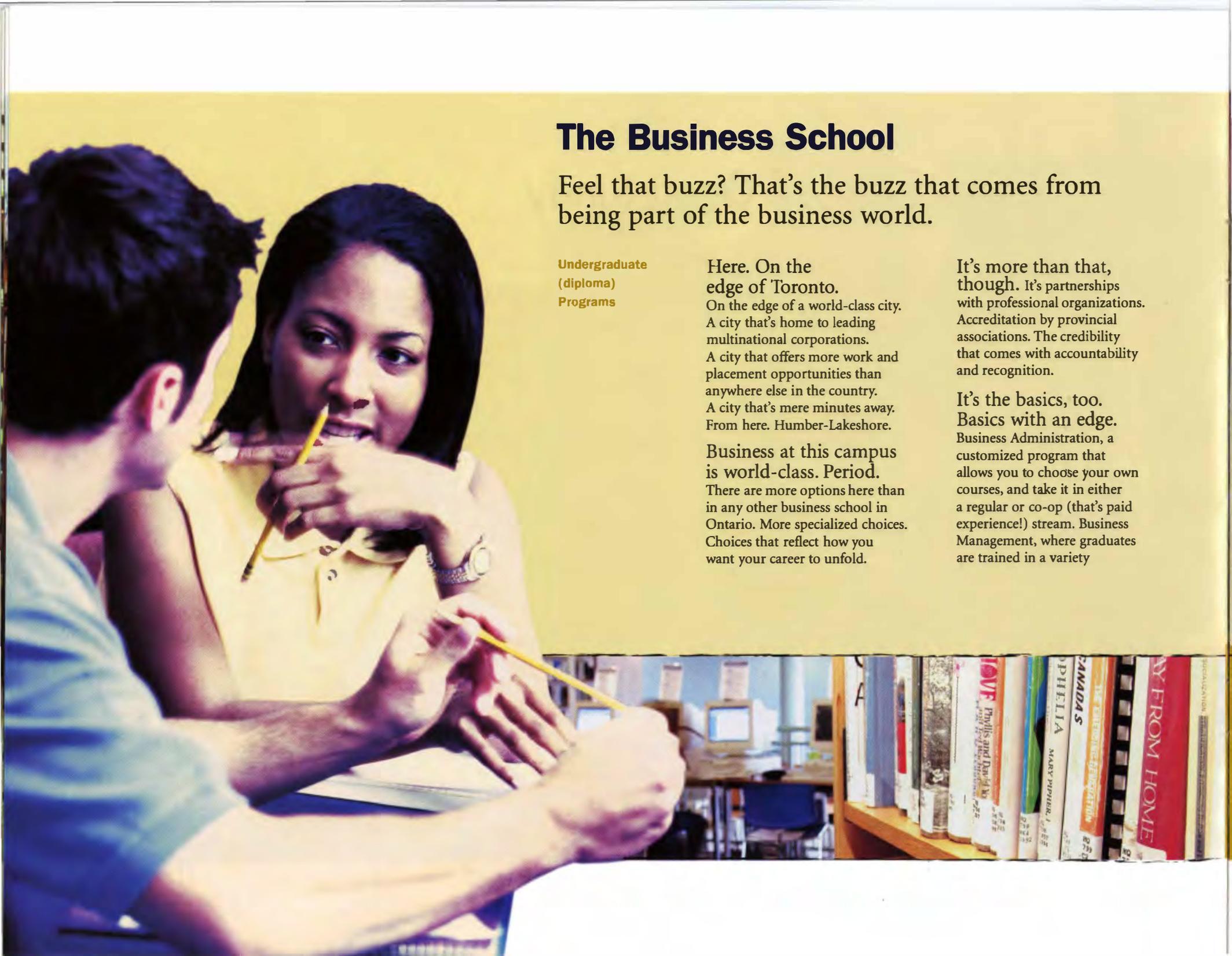
So sink into the atmosphere. This is a campus with an intense – and unique – variety of programs.

Sure, you'll become immersed in your own studies. But wait till you see how the projects in one program lead to coffee-shop discussions with another program which leads to research, new ideas, and innovation in your own program. What goes around, comes around.

The chance to enhance your learning. It's the edge of opportunity. It's Humber-Lakeshore.



Humber-Lakeshore.
Part of a vibrant community
that enhances
your educational
experience. It's
education with an edge.



The Business School

Feel that buzz? That's the buzz that comes from being part of the business world.

**Undergraduate
(diploma)
Programs**

Here. On the edge of Toronto.

On the edge of a world-class city. A city that's home to leading multinational corporations. A city that offers more work and placement opportunities than anywhere else in the country. A city that's mere minutes away. From here. Humber-Lakeshore.

Business at this campus is world-class. Period.

There are more options here than in any other business school in Ontario. More specialized choices. Choices that reflect how you want your career to unfold.

It's more than that, though. It's partnerships with professional organizations. Accreditation by provincial associations. The credibility that comes with accountability and recognition.

It's the basics, too. Basics with an edge. Business Administration, a customized program that allows you to choose your own courses, and take it in either a regular or co-op (that's paid experience!) stream. Business Management, where graduates are trained in a variety

of skills for today's dynamic companies.

There's more commitment, too.

Commitment that's measured in the kind of experience we want you to have. The kind of experience you get in every program. While you're here. Field placements that put you on location. Internships that let you touch the real world in real ways. Paid work terms that allow your skills to grow from one year to the next.

And commitment to the services that support your education.

Libraries, labs, resources. They're shared with post-graduate programs, so they're top-notch. World-class. You're learning at a higher level than you expected. Now that's commitment.

Oh, yes. You'll get experience later, too. The experience that comes when you can show employers you know what the buzz is. We have a more than 93 percent overall employment rate for our graduates. Because we're here. On the edge. The leading edge. Of Toronto. And of business.

The Business School has an astounding 93 percent employment rate for its graduates.

Business Administration

Work wherever your passion takes you.

This program provides graduates with a solid grounding in business basics, plus specialized knowledge in several areas.

Regular

Six semesters
84-hour work placement

Co-op

Six semesters
Two summer paid work-terms

Business Management

A variety of skills and knowledge for today's businesses.

Graduates have a solid grounding in all facets of business operations.

Diploma

Four semesters
84-hour work placement

Microcomputer Management

Microcomputers run the world.

The microcomputer manager specializes in either the management of hardware, software and network links, or in the training of software usage.

Diploma

Four semesters
Three-week field placement

Professional Golf Management

If you like the game, you'll love the business.

A combination of business administration and golf operations, graduates are trained for positions in management, event coordination, sales and marketing, and retail management.

Diploma

Six semesters
Two summer internships

Financial Services

Relationship banking.

Unique in Canada, this program specializes in "relationship banking", where customer service is as important as the financial products and services.

Diploma

Four semesters
84-hour work placement





Post-graduate Programs

Take a university degree. Add the high-end programming required by today's business world. Cluster them together in one location.

Here. At Humber-Lakeshore. The place for post-graduate study in Business.

This isn't just lip service. It's quality. Quantifiable, justifiable quality. The quality found in employment rates that exceed 90 percent. The quality found in partnerships with national and international associations. The quality offered by distinguished faculty with years of practical experience and education.

It's a global perspective. The world doesn't end at our door. Or at the edge of Toronto. A world without boundaries requires knowledge and understanding

that encompasses more than North America. Like the knowledge you'll find here. At Humber-Lakeshore. It's the edge in post-graduate education.

It's environment.

This is the largest post-graduate program cluster in Ontario. You'll be joining several hundred students who think like you. Share your goals. Desire specialized education. You'll mix with them, in class or at the coffee shop. **You'll exchange ideas, projects, challenges.**

You'll find them all here. All with a maturity and focus that shouts success. The influencers here on campus. And in the future. With the edge that comes from The Business School. At Humber-Lakeshore.

The largest post-graduate program cluster in Ontario. You'll join others who share your goals and want the latest in specialized education.

Direct Marketing

Know your customer, know your market.

A targeted approach to marketing, this program prepares graduates in the design and delivery of direct marketing campaigns.

Post-graduate
Three semesters
Eight-week internship

Public Administration

The desire to make a difference.

Graduates are prepared for administrative positions in the public sector (education, health) and government (federal, provincial, local).

Post-graduate
Three semesters
Eight-week internship

International Project Management

Managing lasting, community-based change.

Students learn to apply management skills, theory and best practices to deliver sustainable international development programs.

Post-graduate
Three semesters
Eight-week internship

Professional Golf Management

More than just a game.

The business of golf varies from golf course facility management to tournaments, sales and marketing, and retail store management.

Post-graduate
24 weeks

International Marketing

An industry that knows no boundaries.

Graduates specialize in product development and promotion for the Asia Pacific, Latin American and European markets.

Post-graduate
Two semesters
15-day field placement

Marketing Management

Business mixed with strategic planning.

Graduates choose from two profiles: Regular, which emphasizes product development, advertising, promotion, and marketing research; or, Canadian Securities, which specializes in financial products and services marketing.

Post-graduate
Two semesters
15-day field placement

Human Resources Management

The business of people management.

The ethics, policies and skills of Human Resources Management translates into positions in numerous areas, such as employment law, labour relations, organizational behaviour, human resources information systems, and more.

Post-graduate
Two semesters
Four-week field placement





The School of Media Studies

Public Relations. Advertising and Graphic Design. Graphic Art and Pre-Press Technology. Advertising Media Sales. Media Copywriting. Fundraising and Volunteer Management. Television Arts & Science.

Take a close look at this unique cluster of programs. We did. Know what we saw?

Programs that reflect the excitement of the world of advertising, promotion and media.

Design. Creativity. Production. Promotion. Events and information. All grouped together in one School of Media Studies. Learning from each other and with each other. That's the edge you get at Humber-Lakeshore.

Now, take a close look at this unique cluster of programs. We did. Know what we saw? Creativity, for sure. Innovation. Enthusiasm. Cutting-edge ideas? Absolutely.

But we saw more. We saw opportunity. The chance to profile a group of programs and push them to the edge.

So we placed them all in one fantastic building. Close to the edge of Toronto. Close to the action. Close to the employers, the people who drive the media world. At Humber-Lakeshore.

Then we built specialized design and computer labs. Ordered graphic suites specifically configured for graphics and communications. Took that and pushed it once more. To the leading edge.

Of collaboration. Of innovation. Of experiences.

We gave them a fully-functioning, full-service advertising centre. Right on the premises. Right in their own building.



Working in a full-service advertising centre right on campus is part of the experience in the School of Media Studies.



**Public Relations.
Advertising and
Graphic Design.**

**Graphic Art and
Pre-Press Technology.
Advertising Media Sales.
Media Copywriting.
Fundraising and
Volunteer Management.
Television Arts &
Science.**

It's education at its finest.

Classroom work. Projects. Essays. The usual, of course. This is college, after all. But this is Humber College. So we take the leading edge. We don't wait for you to get out there to get experience. We give it to you right here. In a business environment that exactly mimics the real world. No, not mimic. This is a real-life scenario. Real clients. Real world.

Unique? Sure, but more than that. It's a gritty, get-in-there-and-do-it approach to learning.

Working with customers. Exploring dynamic partnerships with businesses just steps away. Contributing as part of a team. Developing real-life strategies, with real-life budgets. Meeting deadlines. Yes, real world deadlines.

Is this work?

Perhaps, but work like you've never known. Work that pushes your creativity to the limit. Work that gives you the edge on the competition, that allows you to enter the fascinating world of media on your feet.
Running.

Getting the edge. Getting it here.

At Humber-Lakeshore. In the School of Media Studies.

Complacent? Content?

Words you won't hear in this school. You're going to be too charged. Too challenged. Too busy.

This is the world of media and communications. The world that drives our decisions and defines our lives. Think outside the box?
Absolutely.

This is the place to let your imagination take flight. Try new ideas. See things in a different light. Don't worry. We'll rein you in when you need it. We'll show you how to harness all that energy yourself. Turn it into breathtaking campaigns. Glorious images. Explosive copy. Great promotion.

Mostly, we're going to help you get that edge. In a program at Humber-Lakeshore. In the School of Media Studies.

The School of Media Studies - Lakeshore is housed in its own building, with **state-of-the-art** graphics suites and communications facilities.

Advertising Media Sales

Location, location, location.

As advertising sales specialists, graduates will evaluate client needs, analyze marketing objectives, and buy and sell print and broadcast media.

Diploma

Four semesters
Six-week internship

Post-graduate

Two semesters
Six-week internship

Advertising and Graphic Design

Where image meets innovation.

A combination of creativity and graphic skill-building, this program provides students with sophisticated, strategic, conceptual, typographic design and computer skills.

Diploma

Four semesters
Six-week internship

Fundraising and Volunteer Management

Funding the future of not-for-profit.

This program teaches graduates to design and conduct professional fundraising campaigns for the not-for-profit sector.

Post-graduate

Three semesters
Two-month internship

Graphic Art and Pre-press Technology

The digital revolution takes hold.

QuarkXpress, Adobe Illustrator, Photoshop - the latest software on the latest hardware, to hone the digital pre-press skills of graphic designers and art directors.

Post-graduate

Two semesters
Internship

Media Copywriting

One word can say it all.

The only program in Canada that trains advertising copywriters for print, broadcast, direct response marketing, and interactive media.

Post-graduate

Three semesters
Eight-week placement

Public Relations

The message uses many mediums.

Graduates of this program use their skills in writing, media relations, event organization, public affairs, electronic publishing, and fundraising to create goodwill, generate public support, and provide timely information to internal and external clients.

Diploma

Six semesters
15-week field placement

Post-graduate

Two semesters
Eight-week field placement

Television Arts & Science

A television career in just two semesters.

Working with professional writers, producers, designers and others, students learn the art of television production and scriptwriting for the major primetime TV markets in North America.

Post-graduate

Two semesters





The School of Creative & Performing Arts

This is a place for innovation and creativity.

Diploma and Post-Graduate Programs

There's no such thing as competition here. Most of the programs can't be found anywhere else. If they can, they're not the same.

This is a place for innovation and creativity. The halls rock with music, laughter, passion, commitment. Saxophone riffs ring in the stairwells. Lunch hours turn into mini-concerts. Quiet spaces fill with writers looking for inspiration.

If you have the drive, you belong here. We'll nourish your imagination, feed your psyche, frown on your insecurity, and push you to new levels of success. It's why you're here, after all. You want the knowledge we can give you. You want to learn from the best in the business -

people who have been through the creative mill and come out the other side.

People like Timothy Findley. Peter Carey. Mark Breslin. Alan Guttman. Alastair Kay. Rik Emmett. Or Joe Flaherty, Second City Alumnus and Artist-in-Residence for 2002-2003.

Oh yes. We remember that everything has a price. Even performers have to eat. So, you'll learn the craft, but you'll also learn the business. In every program. Music, Theatre, Comedy, Arts Administration, Creative Writing. It's what gives you the edge. The realistic edge of very creative careers. The leading edge for careers in Creative and Performing Arts. At Humber-Lakeshore.

**Arts Administration:
Cultural Management**

The only post-graduate program of its kind in Canada.

This program prepares graduates with the skills and knowledge required in the administration of the cultural sector.

Three semesters
10-week field placement

**Comedy:
Writing & Performance**

The only college program of its kind.

From sketch to sitcoms, screenplays to standup, this program hones your comedic skills.

Diploma
Four semesters
Post-graduate
Two semesters

Creative Writing

Promising writers and poets learn from the industry's best.

Aspiring authors explore their creative writing skills via mail or the internet with one of Humber's internationally-renowned writing faculty.

Post-graduate
Correspondence
30 weeks in duration

Music

Canada's only jazz and commercial music program at the college level.

Musicians receive professional-level training in this internationally-acclaimed program.

Diploma
Six semesters
Numerous performance opportunities

Theatre

Housed in its own building, with specialized performance and technical space.

Contemporary and classical theatre training, for those who like the bright lights and those who prefer to hang them.

Performance Diploma
Six semesters
Mainstage and class productions

Production Diploma
Four semesters
In-class and actual production work



Performance happens everywhere here.
Lunch-time concerts.
Evening performances.
Classroom ensemble work or impromptu gatherings.



The School of Social & Community Services

These are programs that bring out the best in people.

Diploma.
Accelerated.
Online.

The School of Social and Community Services. This is a school that puts people first. It's not about walls. Or buildings. It's people. First, last and always.

It's for those who believe in social justice, who feel that everyone deserves their place in society. Everyone.

It's discovering how your skills and sensibilities can have a positive effect on the lives of others. It's learning that the more you understand yourself, the more you'll be able to understand others. It's knowing that when you appreciate the differences in people, you'll be better able to help them appreciate their own potential.

These are programs that bring out the best in people. And in you.

They'll challenge you, inspire you, surprise you. Your beliefs will be honed. You'll gain insight into the latest philosophies and practices. You'll practice what you've heard preached - field placements, mock interviews, client presentations - and exponentially increase your knowledge base.

You'll learn from experts - people with relevant experience and advanced degrees. People who listen as well as they teach. People who know. People who can give you an edge.

It's the edge that matters, the leading edge on your career. It's here. At Humber-Lakeshore. In the School of Social and Community Services.



Liberal Arts & Sciences

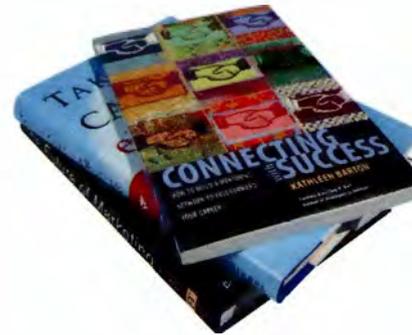
**General Arts and
Science (College,
University Transfer)**

Ready for college but not ready to choose?

This is the place for you.

Here. At Humber-Lakeshore, in a program called General Arts and Science. Small classes. Lots of attention. The attention you need to decide. Whether that's another college program or university.

Learning isn't just in class, though. With the mix of programs at this campus, and the mix of students, you're going to learn just as much at the coffee shop, in the library, over lunch, or simply catching up with friends. Listen to them. Ask questions. They'll help you decide. Just as much as your classes will. It's the edge you get here. At Humber-Lakeshore.



GENERAL ARTS & SCIENCE College Profile

Student success is the emphasis of this program.

A college-level curriculum provides students with a foundation in communications, math, literature, problem solving and critical thinking, plus solid assistance in career and academic advisement.

Certificate
Two semesters

GENERAL ARTS & SCIENCE University Transfer Profile

Focussed preparation for the demands of university.

Both the experience and the curriculum of this program are presented at a first-year university level, and successful graduates are eligible for transfer credits at one of six universities with which Humber has a formal agreement.

Certificate
Two semesters

Diploma
Four semesters

Child and Youth Worker

Commitment is the word for this program.

Men and women who graduate from this program will provide a strong support system for emotionally distressed children and adolescents and their families, whether in group homes, treatment centres, classrooms or hospitals.

Diploma
Six semesters
1500 hours field placement
Accelerated
Four consecutive semesters

Police Foundations

Community-based police work.

Students in this program are given the opportunity to prepare for a career in public policing.

Diploma
Four semesters
Online available
Learn at your own pace.

Developmental Services Worker

A community with specific needs requires specific training.

Graduates of this program promote the development and maintenance of health, well-being, life skills and personal empowerment of people with developmental disabilities.

Diploma
Four semesters
Two field practices in first year
Four-month block placement in final semester

Accelerated
Three consecutive semesters

Social Service Worker

Empowerment - supporting people to help themselves.

Graduates empower those needing assistance, such as the homeless, refugees, street youth, minority and disability groups, and victims of violence or abuse.

Diploma
Four semesters
600 hours field placement

**Empowerment.
Social Justice.
Inclusiveness.**
These ideals drive
The School of Social and
Community Services.

Legend

A/B Complex

A/B Registration	Administrative Offices
Student Services	A The Business School
Fitness Facilities	Liberal Arts & Sciences
Auditorium	
Library	
Cafeteria	
Student Centre	

Robert A. Gordon Learning Centre (Quad)

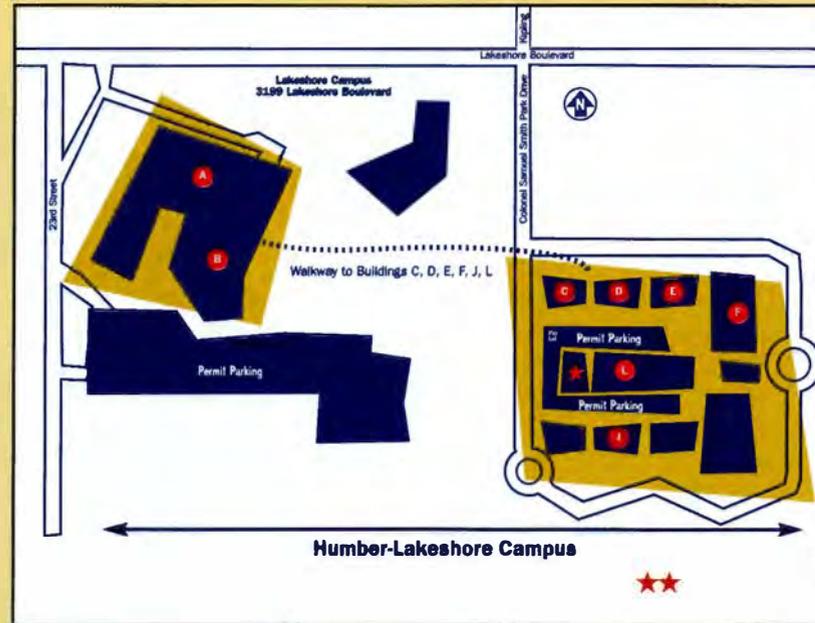
Administrative Offices

C	The School of Social & Community Services
D	The School of Creative & Performing Arts
E	The Business School
F	The School of Media Studies

Classrooms

C/D/E/F/J	General Classrooms
L	Theatre Building

- ★ The Williams Coffee Pub
- ★★ The Lake



So.
You're on the
edge of making
a decision.

Of choosing where your life will
lead. And how you will get there.
Get that edge
working for you.

How to Reach Us

The Business School

Pat Meek
(416) 675-6622, ext. 3226

The School of Media Studies

Nancy Rodrigues
(416) 675-6622, ext. 4507

The School of Creative & Performing Arts

Nancy Burt
(416) 675-6622, ext. 3361

The School of Social & Community Services

Mary Ann Gregoris
(416) 675-6622, ext. 3259

Liberal Arts & Sciences

George Byrnes
(416) 675-6622, ext. 3324



At Humber-Lakeshore.

Where we're on the edge of Toronto.
On the edge of the Lake.
On the edge of opportunity.
On the leading edge of education.
On the edge.

