



UNLEASH YOUR CREATIVE
POTENTIAL

CRAFT YOUR PATH WITH A CREATIVE DEGREE

GCU offers a variety of degrees to help you find your creative calling and potentially launch a career in a variety of imaginative industries. We believe creativity is a gift from God and our faith-fueled programs can guide you in developing your craft through hands-on learning, ethical storytelling and mission-driven problem-solving.

WHAT SETS US APART

- ▶ **Build your portfolio** throughout your courses with skills and projects that parallel the work our industries need.
- ▶ **Access to industry-standard equipment rentals** such as camera (RED, Blackmagic, Sony) as well as sound and lighting equipment that is accessible to anyone enrolled in a Film production course.
- ▶ **Access to Adobe Creative Cloud** Access to Adobe Creative programs including Photoshop, Illustrator, InDesign, After Effects, and Premiere Pro, as part of your education.

DESIGNATIONS AND ACCREDITATIONS

ACCREDITATION COUNCIL FOR BUSINESS SCHOOLS AND PROGRAMS (ACBSP): GCU's Colangelo College of Business has 23 programs accredited by the ACBSP, including its Bachelor of Science in Marketing and Advertising.

NATIONAL ACCREDITATION AND INDUSTRY STANDARDS: GCU is accredited by the Higher Learning Commission (HLC), ensuring a high-quality, competitive education that is designed to help prepare you for your careers or further studies.

ACCOLADES

- Gold Medal – Canyon Creative's "Holocaust Education Center Video" produced for the Arizona Jewish Historical Society
- Gold Medal – Best Annual Report "CAM Season Brochure" American Advertising Federation
- Gold Medal – Best Magazine Design, "24 Pages" Magazine American Advertising Federation
- Gold Medal – Best Website, "24pgs.com" American Advertising Federation
- Gold Medal – Student Best in Show "24 Pages" Magazine American Advertising Federation
- Rocky Mountain Regional College Fiction Short Film Award from the National Academy of Television Arts and Sciences – "Inline" by AnnaMichelle Schissel

"Canyon Creative is a student creative agency where we get to take what we learn in class and directly apply it to real-world projects that reach a wide audience. We've had the privilege of working with the College of Arts and Media, as well as external clients like the Western Athletic Conference (WAC), and our work is visible all across campus. I feel so much more confident in my skills thanks to this opportunity — it's been an amazing experience."

Phoenix Irwin-McCabe, Bachelor of Arts in Digital Design with an Emphasis in Animation, Class of 2024, Motion Designer at Canyon Creative

CREATING COMMUNITY:

Resources and Clubs

ON-CAMPUS FACILITIES AND STUDENT RESOURCES

Our campus is equipped with modern facilities and diverse resources to support your educational journey. From the library to our studios, we're here to help you reach your academic goals. Here are some of the amenities available to you:

CANYON CREATIVE: Our student creative agency is building the next generation of creative storytellers. With internship opportunities and a focus on designing for local nonprofits and emerging businesses, you can grow your skills and experience while contributing to the GCU community. Learn more at CanyonCreative.org



COLLEGE OF ARTS AND MEDIA (CAM STUDIOS): Studios on GCU's campus include the Photography Studio, Studio 57 (social media, streaming and editing workspaces) and the Lopes Media Studio (broadcasting studio).

For a complete list of resources, scan the QR code:



CLUBS AND ORGANIZATIONS

Joining a club is a great way to enhance your academic experience, develop new skills and connect with fellow students. Some creative marketing and design related clubs at GCU include:

- **AMERICAN MARKETING ASSOCIATION, THE LOPES CHAPTER | @AMAGrandCanyon:** A professional organization focused on learning, networking and exploring marketing. Members enjoy exclusive access to industry professionals, job postings and resources like articles, journals and trends.
- **THE CREATIVE HERD | @GCUCreativeHerd:** A club dedicated to fostering artistic exploration and self-expression. Experience a collaborative environment where members can explore new ideas, learn and create together in a supportive and inspiring community.
- **DIGITAL FILM PRODUCTION CLUB | @GCUDFP:** A creative community passionate about watching, analyzing and creating film projects together.
- **GCU FUTURE BROADCASTERS CLUB | @GCUFBC:** A vibrant student-led community focused on preparing for careers in the industry. This group hosts guest speakers and recruiters while honing practical skills, producing the student-run newscast, Lopes Lately.
- **WOMEN IN FILM | @gcuwomeninfilm:** The club encourages women to pursue their ideas and roles in film, creating awareness and community for aspiring female filmmakers.

JUMP START YOUR CREATIVE MARKETING OR DESIGN CAREER

COLLABORATIVE LEARNING: We help bring our student entrepreneurs' ideas to life through guidance from knowledgeable instructors, hands-on employment opportunities in various startup organizations and the chance to gain experience in areas like branding, logo and website design, social media strategy and content marketing. Explore opportunities within CAM and take a look at our student portfolios:



CAM Play



CAM Majors

GCU students are encouraged to become part of the creative community in their city. In Phoenix students participate in the American Advertising Federation (AAF), AIGA The Professional Organization for Design, American Marketing Association (AMA), and various local businesses that host tours, provide guest speakers, and involve students in special events. These opportunities can also be available for online students in their local community.



COLLABORATIVE • STORY TELLER • CREATIVE

**STUDENT SPOTLIGHT: ELLE HAHN,
ADVERTISING AND GRAPHIC
DESIGN, CLASS OF 2025**

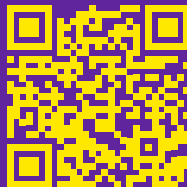
While at GCU, Elle Hahn has embraced her faith-based community by leading a women's Bible study on campus and mentoring local high school students through Young Life. In addition to all of this, Elle went to New Mexico with the American Advertising Federation (AAF) team to compete in the National Student Advertising Competition (NSAC) to create and present a Tide campaign.

"Canyon Creative has been a pivotal learning experience in my graphic design career. It has improved my design skills and surrounded me with an amazing community." – Elle Hahn

**STUDENT SPOTLIGHT: KENNEDY BECKIUS,
DIGITAL FILM, CLASS OF 2026**

Kennedy Beckius transitioned from gymnastics to filmmaking after discovering her passion during her first year. Initially uncertain about pursuing a creative career, she found inspiration through her first film, "Crescendo," and the emotional impact it had on audiences. Kennedy co-founded GodTape Productions, directed "Love and Beaches" and won Pitchfest, earning a scholarship to produce her next film. Attending Sundance with mentorship from Dr. Craig Detweiler and Film Chair Lisa Tervo, she learned the importance of humility and service, embracing the philosophy of helping others as a cornerstone for success in the film industry.

Scan the QR codes to discover how GCU can help you reach your full potential and find your purpose, just like these students who have transformed their skills into incredible work!



**FILM STUDENT
WORK**



**DESIGN STUDENT
WORK**



MAKE AN IMPACT WITH ARTS, MEDIA AND MARKETING

Grand Canyon University aims to inspire and enrich the lives of its students through immersive learning experiences and a meaningful curriculum. These opportunities allow learners to flourish through creative collaboration, authentic storytelling and a mission-driven spirit, while also equipping them with the business skills and values needed to make a positive impact on society.

From hands-on learning opportunities to our vibrant campus life and welcoming Christian community, we invite you to discover why many current students and Lope alumni proudly consider themselves part of the GCU family. Come and experience the GCU difference!

DEGREE PROGRAMS

GCU offers a transformative higher education designed to prepare you for a career you may find rewarding. Our programs — including bachelor's degrees in advertising and graphic design, social media, communications, digital film and professional writing — will challenge your intellect, expand your horizons and help you contribute to the ever-evolving field of creative marketing and design.

For more details and a full listing of degrees, visit [gcu.edu](https://www.gcu.edu)

NEXT STEPS

1



Apply at gcu.edu/ApplyNow and upload your transcripts.
No application fee!

2



Schedule an appointment with your university admissions counselor to review your scholarship eligibility and program of study.

3



Arrange your campus visit.
All-expenses-paid¹ programs available.

4



Register early for courses and secure on-campus housing.

5



Pack your sunglasses and move to Lope Country!

TO LEARN MORE ABOUT GRAND CANYON UNIVERSITY

undergraduate programs offered on campus, available scholarships and more, contact a university admissions counselor.

FIND YOUR PURPOSE

**GRAND CANYON
UNIVERSITY®**

PRIVATE. CHRISTIAN. AFFORDABLE.

855-428-7884 | gcu.edu

CampusAdmissions@gcu.edu

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Phoenix, AZ 85017

¹Travel reimbursement is only available to students who demonstrate their ability to meet admissibility for the traditional campus, plus one legal guardian, from a student's home city/state to Phoenix, AZ. School/district/organizations staff, faculty and/or personnel are also eligible. To participate, the program requires a signed MOU by both the student and parent/guardian or personnel, approval of travel dates by GCU and receipts submitted per GCU requirements. Travel reimbursement thresholds vary based on location and education sector. Only one form of travel will be reimbursed, air or ground. GCU does not reimburse hotel expenses, baggage costs, early check-in or travel insurance fees. Travel reimbursement usually occurs within 45 days.

Grand Canyon University is accredited by the Higher Learning Commission ([HLCommission.org](https://hlcommission.org)), an institutional accreditation agency recognized by the U.S. Department of Education. Program availability varies and is not offered in all states or modalities. Policy information is available in the University Policy Handbook at gcu.edu/academics/academic-policies.php. Scholarship information is available on gcu.edu. Approved by the Dean of the College of Arts and Media on Aug. 21, 2025. ©2025 Grand Canyon University 24GTR0562