

MODEL ROUTE

School:	SCMAD (School of Communications, Media, Arts and Design)	Program Number:	6436	
Program Title:	Lifestyle Media - Content Creation	Credential:	☐ Certificate ☒ Graduate Certificate ☐ Degree ☐ Diploma ☐ Advanced Diploma ☐ Centennial College Certificate	
Program Delivery Mode:	☐ Co-Op ☐ Online ☐ Fast Track ☐ Hybrid ☒ Non Co-op	Duration :	☐ 1 Semesters ☐ 4 Semesters ☒ 2 Semesters ☐ 6 Semesters ☐ 3 Semesters ☐ 8 Semesters	

Campus:	SAC	Department Code:	3705
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Intake:	Fall, Summer
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Course Code	Course Title	Co/Pre Requisite (Course Code)	Lab Hours	Lecture Hours	Field Placement Hours	Course Delivery ODL=Online BLD=Blended HYB = Hybrid	Total Course Hrs (Lab + Lecture + Field)	Weeks (14)	Total Hours
Semester 1	Fall 2025, Summer 2026								
LIME 703	Design & Layout			3			3	14	42
LIME 704	Content Creation Tools and Techniques			4			4	14	56
LIME 710	Social Media			3			3	14	42
LIME 720	Visual Communications		3				3	14	42
LIME 731	Writing a Lifestyle Identity			4			4	14	56
LIME 770	The Global Lifestyle Media Landscape			3			3	7	21
LIME 780	Career Readiness			2			2	14	28
LIME 799	STORYWORKS			2			2	14	28
ENGL 700 *	Professional English Communications			3			3	14	42
								Total	357
Semester 2	Winter 2026, Fall 2026								
LIME 712	Multimedia Studio Production	LIME 710, LIME 720	6				6	8	48
LIME 702	Entrepreneurial Planning and Promotion	LIME 770		4			4	8	32
LIME 711	Measurement and Web Analytics	LIME 710		3			3	8	24
LIME 713	Advanced digital media tools	LIME 710, LIME 720	4				4	8	32
LIME 714	Lifestyle Public Relations	LIME 710	4				4	8	32
LIME 790	Field Placement	LIME 780			35		35	6	210
								Total	378
Minimum Grade Required: (C)									

Total Program Hours:		735
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C = Co-Requisite; P = Pre-Requisite

Notes:
 ♦ This course may be offered in one of the following modalities (Online, Hybrid or Blended)
 * Minimum Grade Required: (D)/ Students who test at COMM170/171 exempt

Signature: 

School Dean/Associate Dean

March 24, 2025

Revised Date