



GDC Foundation
Fondation de la GDC

2014 - 2015
Annual Report



**Small inches
over time
add up to
make a big
difference**

Adam Kreek Canadian Athlete



GRAPHIC DESIGNERS OF CANADA
DESIGNERS GRAPHIQUES DU CANADA

Message from the Chair

Each year, the GDC Foundation grows a few inches. Each year we do as much as we can to build a fund that will help Canadian designers, students, and the profession.

We raised \$7,344 from our 2014 efforts and gave out two \$500 scholarships. We had 38 donors this year. Donations ranged from \$10 to \$1,000, with the average of \$50-100. Once again we had strong in-kind support from businesses donating draw prizes and printing. These businesses believe in what we are doing and we are grateful for their support.

This was the first year we sent a promotional mailing to members to help increase our visibility and reach. We sent a plantable seed coaster with a brief message, and asked people to “Grow with Us.” Plant the coaster and grow flowers in your garden or in a pot in the window. The coaster, printing and paper were all donated. Thanks to Botanical PaperWorks, Digital Direct Printing, Spicers and GDC Vancouver Island Chapter for their support. We paid for the mailing from our operations budget, financed through sales of posters and holiday cards. Our hope is that people will remember the Foundation throughout the year and continue to support its growth.

We also printed Rob Peters’ Circle Design poster “Maxim/Dictum,” with printing donated by Hemlock Printers and paper from Spicers. The sale of the poster boosted our Operations Fund.

The long-term plan for the Foundation is to become a non-profit, charitable foundation, offering a scholarship program for undergraduates and graduates, and a benevolent fund for designers in crisis. We also want the Foundation to contribute to the growth of the profession by providing grants for designers and researchers, archiving, books, periodicals, conferences, exhibits and events.

It takes a long-term vision and many years to build a solid fund that can sustain itself. It takes continuous fundraising for each fund and scholarship, as well as for operating funds. We are still at the beginning, but are moving forward each year. We’ve already given out five scholarships since 2012!

A huge thank-you to all our 2014 donors!

Special thanks go to people and businesses who supported us in a special way:

- Casey Hrynkow FGDC for growing the Ray Hrynkow Scholarship fund.
- David Coates FGDC, Rod Roodenburg CGD, Sigrid Albert CGD and Casey Hrynkow FGDC for a group donation of speaker’s fees.
- GDC Alberta North Chapter for supporting the Marc Brisbane Scholarship.
- GDC Fellows who supported the Fellows’ Challenge: Peter Dorn, Elaine Prodor, Ulrich Woodicka, Michael Marshall, Sue Colberg, Bardolf Paul, Hanno Ehses, Matt Warburton and Steven Rosenberg.
- Botanical PaperWorks for providing our promotional seed coasters.
- GDC Vancouver Island for providing print and paper sponsorship through Digital Direct Printing and Spicers.
- National AGM Delegates who made a generous group donation.
- Carol Aitken CGD for offering the sale of a font library as a fundraiser.
- Foundation Committee members, Laurie Darrah CGD and Jim Hudson CGD for contributing their time, expertise and support.
- Matt Warburton FGDC for design of our 2013-14 Annual report.
- Rob Peters FGDC for allowing us to sell his “Maxim/Dictum” poster. Thank you to Hemlock Printers for printing and Spicers for paper.
- GDC and Melanie MacDonald for administrative support and a positive attitude, reminding us to celebrate our successes.

Please support the GDC Foundation. With your help, we will continue to grow, inch by inch, every year toward making a big difference for designers in Canada.

— **Peggy Cady** CGD, FGDC

GDC Foundation Committee Chair

2014 Scholarship Winners

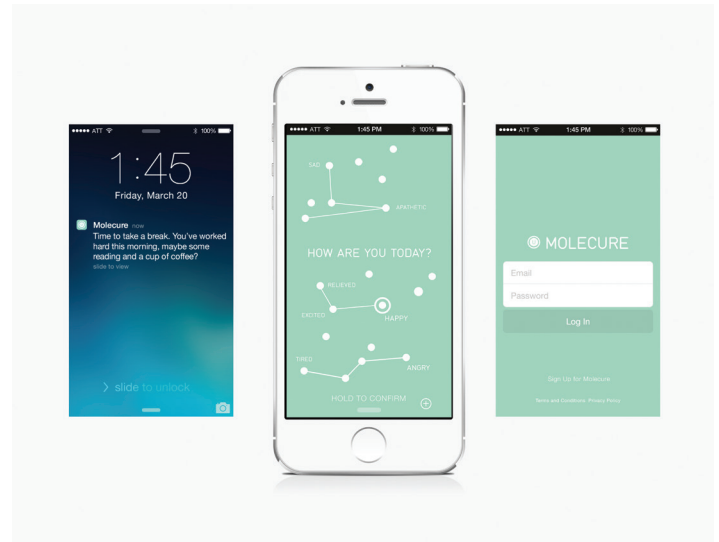
The winner of the 2014 Ray Hrynkow Scholarship was **Lilian Leung**, second-year student at Capilano University for her project: "Molecule." It is an app that helps people suffering from depression and acts as a personal coach, giving tasks and goals to keep the user focused.

Honourable Mention went to **Jocelyn Wong**, second-year student at Capilano University for the project: "Squashbox." **Vida Jurcic** was the instructor for both students.

"The greatest part of design is the research and emotion put into it. With the abilities everyone has in this age to design and communicate to an audience, I feel it's important to put everything into consideration. I'm constantly inspired by design and innovation to better people's lives and am grateful to have the opportunity to further my studies in graphic design. It's a joy being able to bring my ideas closer to reality everyday. I'd dedicate this award to my friend, for her passion to help those in need and inspiring me to create this campaign." – Lilian Leung

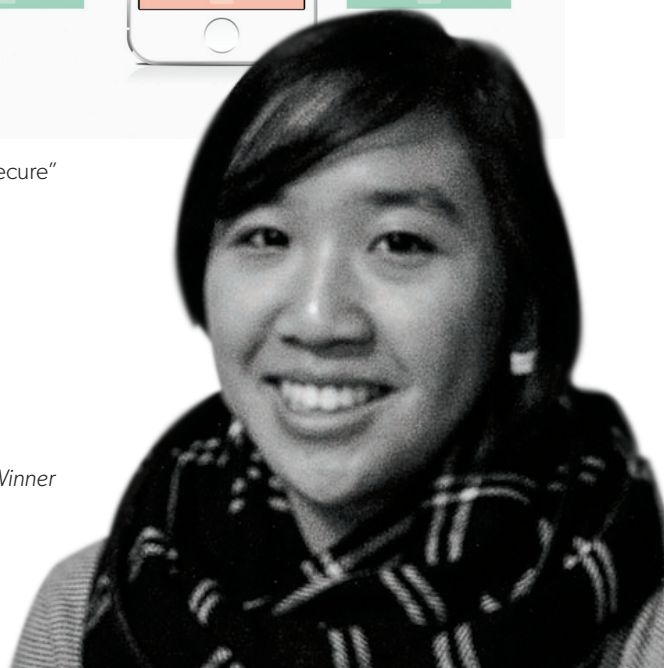
Project Description

"My campaign's name is Molecule to remind people how mental health is related to our physical wellbeing as well as psychological. I wanted to tackle the problem of how many campaigns for mental health are volunteer focused to help those suffering from a mental illness or disease instead of teaching those suffering ways to cope when they're on their own. I wanted to create a campaign that would help people with a mental illness or disorder to gain confidence and self-discipline to taking care of their bodies. This is by no means a replacement to outside help, but to allow users to be honest with themselves and push themselves to recovery. Accompanied with an introductory microsite, I made an app that sends notifications throughout the day to help keep user focused on recovering based on common interest. The app is meant to be non-invasive and a personal coach to help the user manage their day and organize their daily routine. Green is the representative colour for mental health. (Basically, it's an app that helps people suffering from depression with tasks and goals.)"



Project: "Molecule"

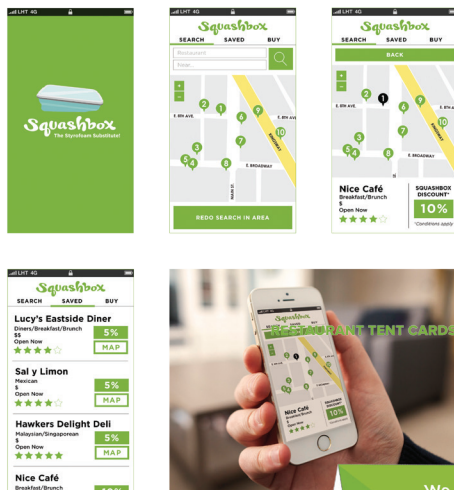
Ray Hrynkow
Scholarship Winner
Lilian Leung



Project: "Squashbox"



Bus Shelter ad



Mobile App

Restaurant Tent Cards



Judges' Comments

- Amazing! Love the Molecule project, the level of detail and thinking behind it. It brings delight to a very difficult and crippling subject that really needs more attention, comprehension, and compassion. This project speaks of empathy and understanding to those who most times can't understand what is going on themselves. I could see Ray getting excited about the level of detail from the "pill shapes reminder." Brilliant!
- The visual language is coherent and supports "non-intrusive" coach/support aim of the project. It would be interesting to see a dashboard of tracking behaviour.
- Fantastic starting point.

Honourable Mention

Jocelyn Wong
Second year student
Capilano University
North Vancouver, BC
Instructor: Vida Jurcic
Project: "Squashbox"

Project Description

"The idea for this social cause was inspired by my mother, who never fails to bring a backpack full of reusable containers to restaurants to take her leftovers home in. I thought of how simple an idea it was, and how both restaurants and the environment can benefit from a more structured system that eliminated the need for Styrofoam containers. It is a well-known fact that the use of Styrofoam just doesn't make sense anymore, and we should be moving towards a future without it. I designed a program that is similar to the reusable cloth grocery bag, where bringing the collapsible (easily stored) silicone container for your leftovers at participating restaurants, would reward you with a small discount off your meal. The mobile app would function as a guide to all the participating restaurants, and how much money you could save if you brought in your "Squashbox." It also allows you to save your favourites, and where to buy a box for yourself."

2014 Ray Hrynkow Scholarship

The Ray Hrynkow Scholarship fund is supported by **Casey Hrynkow** CGC, FGDC and generous annual donors in remembrance of Ray. You can support this worthwhile scholarship with your donation at gdc.net/foundation/donate.

Ray Hrynkow Scholarship Fund

| | Donations | Scholarships Awarded | Year-end Balance |
|------|-----------|-------------------------|---------------------|
| 2012 | \$8,861 | \$500 | \$8,361 |
| 2013 | \$650 | \$500 | \$8,511 |
| 2014 | \$2,050 | \$500 | \$10,061 |

The Scholarship was created in honour of **Ray Hrynkow**, a respected Vancouver, BC design professional, teacher and GDC Fellow who passed away in 2012. He was president of Herrainco Brand Strategy + Design in Vancouver, which he established with his wife **Casey Hrynkow** CGD, FGDC in 1986. Ray was a graduate of the Vancouver School of Art and later Emily Carr University of Art + Design. He designed award-winning work in branding and corporate communications. He was known for his strategic approach as well as his exceptional design skill. The Scholarship both honours Ray's career and promotes research-driven communication design, which was fundamental to his practise and something he always encouraged in students and young designers.

2014 Marc Brisbane Scholarship

The 2014 Marc Brisbane \$500 Scholarship for graduate work was awarded to **Maryam Mobini**, a student at Simon Fraser University, Vancouver, BC.

Maryam is working toward her Master of Arts degree at the School of Interactive Arts & Technology, Simon Fraser University. Her area of research is biofeedback, and body-centric design, and interactive wearable sensor technology. Her focus is in designing wearable healthcare products that can benefit and improve the health of the user.

The GDC Foundation Marc Brisbane Scholarship was created in 2013 through a helpful donation from the GDC Alberta North Chapter to support a graduate student pursuing research with a focus on the field or discipline of visual communication in Canada at a Canadian post-secondary institution at a Masters or Doctoral level.

This national scholarship of \$500 is provided in honour of Marc Brisbane Igdc, MacEwan University Chair of Design Studies who passed away in 2013. Marc obtained a Master of Design degree from the University of Alberta in 2005. He was passionate about design research and education.

Marc Brisbane Scholarship Fund

| | Donations | Scholarships Awarded | Year-end Balance |
|------|-----------|-------------------------|---------------------|
| 2013 | \$1,625 | \$500 | \$1,125 |
| 2014 | \$1,000 | \$500 | \$1,625 |

Marc Brisbane
Scholarship Winner

Maryam Mobini, SFU



About GDC Foundation Scholarships

The 2014 GDC scholarship judging took place in Ottawa in June following the GDC Annual General Meeting. The judges, all national executive members with CGD certification, were **Adrian Jean, Marga Lopez, Naoko Masuda** and **Brenda Sanderson**.

The Ray Hrynkow \$500 national scholarship is awarded to a third-year student in a Canadian four-year program whose submission demonstrates a deep understanding of problem solving through communication design. The project demonstrates the student's excellent research and exceptional skills in the craft of design, having synthesized their research results into an outstanding communication design solution.

GDC Scholarship payments are sent directly to the educational institution of the recipient.

| Income | 2014 | 2013 |
|---|---------------------|--------------|
| Total from previous year end | \$ 39,199.10 | \$ 33,480.11 |
| Donations to Ray Hrynkow Scholarship Fund | 2,550.00 | 650.00 |
| Donations to Marc Brisbane Scholarship Fund | 1,000.00 | 1,625.00 |
| Donations to Foundation fund | 2,386.82 | 3,580.00 |
| Sales of posters & cards | 750.00 | 435.00 |
| Donations to operations fund | 150.00 | 100.00 |
| Interest income | 507.84 | 432.53 |
| Total in Funds | \$46,543.76 | \$40,302.64 |
| Expenses | | |
| Bank service fees | 10.27 | 3.54 |
| Mailing expenses | 262.78 | 100.00 |
| Scholarships given out | 1,000.00 | 1,000.00 |
| Total expenses | \$1,273.05 | 1,103.54 |
| Year end total | \$ 45,270.71 | \$ 39,119.10 |

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Plant this coaster, water it, nurture it, and watch it bloom into wildflowers including Clarkia, Bird's-eye, Poppy, Snapdragon, Catchfly and more.

donate and watch us grow

donate and watch us grow

gdc.net/foundation/donate
 Visa, MasterCard, AmEx

The GDC Foundation is growing a fund to support design research and education, special projects, scholarships for students and professional designers, and a benevolent fund to offer short-term financial assistance to designers experiencing a career-challenging difficulty.

Plant these seeds

2014 Get Behind Design Campaign: Grow with Us

Thank you to our 2014 In-Kind Donors

| | |
|-------------------------|-----------------------------|
| Botanical PaperWorks | Myfonts.com |
| Brand New Conference | <i>Offscreen Magazine</i> |
| Peggy Cady | Pentagram |
| Digital Direct Printing | RefineMark |
| Everlovin' Press | Robert L. Peters |
| Fairgoods.com | <i>Slanted</i> |
| GDC Vancouver Island | Spicers |
| Hemlock Printing | <i>The Great Discontent</i> |
| Maggie Macnab | Vancouver Special |

2014 Get Behind Design Prize Draw Results

- Myfonts.com \$100 Gift certificate – Miriam MacPhail CGD
- *The Great Discontent* magazine, issue #2 – Peter Dorn FGDC, Brenda Sanderson CGD, Hanno Ehses FGDC
- RefineMark letterpress cards – Bardolf Paul CGD, FGDC
- Everlovin' Press letterpress card set – Alice Young CGD, Karen Brown CGD, Casey Hrynkow CGD, FGDC
- Fairgoods.com T-shirt – Patrick Belanger CGD, Patrice Snopkowski CGD, Leah Ibbitson CGD, Marga Lopez CGD, Elaine Prodor CGD, FGDC, Ulrich Wodicka FGDC, Michael Marshall FGDC, Craig Medwyduk CGD, Brian Branch, Matt Warburton CGD, FGDC, 'Segun Olude CGD
- Vancouver Special \$50 gift certificate – David Coates CGD, FGDC
- Brand New Conference ticket & videos – Carol Aitkin CGD
- Pentagram calendar – Rick Strong
- Lynda.com premium subscription – Ken Paul CGD, Oliver Oike CGD
- Maggie Macnab's ebook, *Design by Nature* – Jim Hudson CGD
- Maggie Macnab's streaming video, *Designing Effective Logos* – Sue Colberg CGD, FGDC
- *Offscreen Magazine* subscription – Stephen Rosenberg CGD, FGDC
- *Slanted.de*, Typodarium – Nancy Wu CGD

THANK YOU!

2014 Donors

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'Segun Olude CGD
Bardolf Paul CGD, FGDC

Thank you

The Foundation will help more designers when the fund becomes self-sustaining. The fund will grow as long as we retain our belief in great possibilities, in the future of the GDC, and in the kindness and generosity of our design community.

Please Donate

Information:

www.gdc.net/foundation

Online:

Use your credit card or Paypal at **www.gdc.net/foundation/donate**

By mail:

Send your cheque made out to GDC, with a note that it is for the GDC Foundation, to:

GDC Foundation
Arts Court, 2 Daly Avenue

Graphic Designers of Canada
Ottawa, Ontario K1N 6E2

By phone:

With your credit card, call toll free **1-877-496-4453**.

To discuss:

Bequests, named scholarships or grants and special donations please contact:

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2014 Marc Brisbane Scholarship Fund Donors

GDC Alberta North Chapter

