



2020-2021
Annual Report



GDC Foundation | Fondation de la GDC

Nurturing an Idea

In this year of pandemic, when we knew many friends had lost jobs or were having difficulty with their businesses, we humbly asked for donations, with a sense of trepidation, for our annual fundraising campaign. We adjusted our expectations, and hoped for the best.

We were rewarded with acts of generosity from members, designers, scholarship donors, and in-kind supporters. Donations were given in higher dollar amounts than in any previous year. What a great gift to the profession in such a tough year!

Our annual “Get Behind Design” campaign kicked off on Giving Tuesday, December 1, 2020 with only \$200 in donations that day. But, by the end of the month, we had raised \$6,813.

In 2020, there were 45 donors, with gifts ranging from \$10 to \$2,500, and an average donation of \$180, which was slightly higher than last year. Fourteen of the donors gave between \$100 and \$500.

Nine GDC Fellows contributed to the Fellow’s Challenge, for a total of \$1,530.

The Foundation Fund, which includes targeted scholarship funds, finished 2020 at \$90,207.

The General Fund (Foundation total, less scholarship funds) ended the year at \$56,348.

We have two conservative, long term investments. The Ray Hrynkow Scholarship mutual fund, at 2020 year-end had a market value of \$17,721. The General Fund mutual fund, has a market value of \$50,443. We expect these totals to fluctuate slightly with the economy, but the overall trend has been an increase of 4-7% per year.

We are working toward having the fund be self-sustaining so that we can distribute the interest annually. Our funds are growing through annual donations from designers and other supporters, building a Foundation that is already helping students and will help designers and the profession.

Special Thanks

Many thanks to Jacknife Design for their \$2,500 donation to the Cheryl Lynn Rutledge Northern Indigenous Student Award. And, thank you to two donors for \$500 donations: James Ducommon and Anonymous.

Scholarships

In 2020 we awarded two scholarships of \$1,000 and one of \$500. This makes a total of \$11,000 given out in scholarships since the Foundation program started in 2012. Each scholarship is supported annually by the donor. Other donations help increase the longevity of the scholarships.

Thank you to Casey Hrynkow FGDC for funding the Ray Hrynkow Scholarship Fund. Thank you also to Mark Rutledge CGD for funding the Cheryl Lynn Rutledge Northern Indigenous Student Award, and to Ryan P. Singer for the UX Design Scholarship.

More Thanks

Thank you to our donors! You make all our work worthwhile and provide hope for the future of the Foundation.

Thank you to our in-kind partners for draw prizes that help bring attention to our campaign. We are very grateful for your support.

Thanks to the many others who kept the Foundation growing this past year: Co-chair Jim Hudson CGD, Matt Warburton FGDC, Josh Nagy CGD, Tétro Design, and Marga Lopez CGD. Thank you to Aidan Rowe CGD, Education Chair, for coordinating the Scholarship program. Thank you to GDC Executive Director Melanie MacDonald for helping keep things on track.

Peggy Cady CGD, FGDC
Chair, GDC Foundation



CAMPAIGN IMAGE: TÉTRO

“The idea of germination really resonated with us in the context of what the Foundation does. The light bulb (while admittedly a bit of a trope) functions as a terrarium protecting and nurturing the emerging seedling. Also a nice tie in with the logo, no? The execution is digital, but includes texture and organic shapes to add some warmth and humanity.”

– Andrea Tétrault CGD

Our Future

We are nurturing the long-term vision of a fully grown Foundation, with the ability to spark change and advancement of the profession.

The vision for the GDC Foundation is to become registered as a separate non-profit, charitable foundation, offering scholarships, as well as a benevolent fund for designers in crisis. We also envision the Foundation contributing to the growth of the profession by providing grants for design research, archiving, books, periodicals, conferences, exhibits, and more.

With the support of our community of designers, educators, allied partners and other caring individuals, we hope to reach our goal of a General Fund of \$100,000.

Our Instagram Post

Help @GDCFoundation grow a great idea!

This year has been difficult for many designers, educators and businesses. Long-time supporters have suffered major losses, studios have had to lay off staff, businesses have shut down, and many have lost jobs. In fact, the pandemic has been a major challenge to all of us.

These new realities mean that the goal for the GDC Foundation’s annual year-end campaign will be adjusted. We’re proud of the progress we’ve made in building recognition of the GDC Foundation and in building our funds. We remain firmly committed to staying connected to our community and striving to increase funds for benevolent aid, grants and our scholarship program.

All who donate in the month of December will be entered into our draw, and you can view the prize list on the GDC website, generously donated by the following businesses:

- @eyemagazine
- @spicerscan
- @ridingthepinehomewear
- @mitchellprinters
- @communicationarts
- @winwithoutpitching
- @hemlockprinters
- @metprinters

Thanks to Paul and Andrea Tétrault CGD, @tetrodesign for this year’s campaign image!

- #communitybydesign
- #GivingTuesday



M E T



Win Without Pitching



MITCHELL DIGITAL



In-Kind Support

- Blair Enns, Win Without Pitching
- Communication Arts Magazine
- Eye Magazine
- Hemlock Printers
- Metropolitan Fine Printers
- Spicers
- Riding the Pine
- Mitchell Press
- Tétro Design

Winners of the 2020 Donor Draw

- Blair Enns, Win Without Pitching Pricing Creativity Action Pack Plus:
- James Ducommun, Toolbox Design
- Spicers \$100 worth of paper toward a designer's print project, with a \$250 printing voucher from Hemlock Printers: Emrys Miller CGD
- Eye Magazine, one-year subscription: Marga Lopez CGD
- Communication Arts Magazine: Tanea Brown
- Riding the Pine, choice of shopping bag, with mask and cowbell: Andrew Boardman CGD
- Met Printers award-winning, organic Olive Oil: Mike Priebe CGD, Jane Merks
- Mitchell Press, Creative Pioneers Casebound Journals: Hedi Peters, Esther Stang, Craig Cullimore CGD, Chris Mulligan, Doug Coates CGD

GDC Foundation Scholarships

The 2020 scholarship judging process was coordinated by GDC Education Chair, Aidan Rowe CGD.

The judges were Andrew Boardman CGD, Daniel McCafferty CGD, Jocelyne Saulnier CGD, Paul Tétrault CGD, and Matt Warburton CGD, FGDC.

Judging took place remotely in June 2020.

Recipients receive scholarship awards that are applied directly to their tuition fees.

The GDC National Scholarship Awards are funded through the GDC Foundation and are coordinated by the GDC. Since 1956, the GDC has been dedicated to establishing professional standards and supporting design practice in the workplace and in schools.

Ray Hrynkow Scholarship Recipients

2020 Liam Kennedy

Wilson School of Design
Kwantlen Polytechnic University, BC

2019 Sara Nguyen

Bachelor of Design Program, Capilano University,
BC

2018 Ata Ojani

IDEA School of Design, Capilano University, BC

2017 Paul Twa

University of Alberta, Edmonton, AB

2015 & 2016 no scholarships awarded

2014 Lilian Leung

Capilano University, North Vancouver, BC

2013 Aaron Campbell

Capilano University, North Vancouver, BC

2012 Cheryl Loh

Emily Carr University of Art + Design, Vancouver, BC

Cheryl Lynn Rutledge Northern Indigenous Student Award Recipients

2020 Paris Summers

Wilson School of Design,
Kwantlen Polytechnic University, BC

2019 Riel Kitson

Bachelor of Design Program,
University of Alberta, AB

UX Design Scholarship Recipients

2020 Emma Sun

Capilano University, BC

2019 Danica Koller

Bachelor of Design Program,
Capilano University, BC

Marc Brisbane Scholarship Recipients

2017 Sarah Jackson, MDes candidate

Department of Art & Design
University of Alberta, Edmonton, AB

2015 Lyubava Fartushenko

University of Waterloo, ON

2014 Maryam Mobini

Simon Fraser University, Surrey, BC

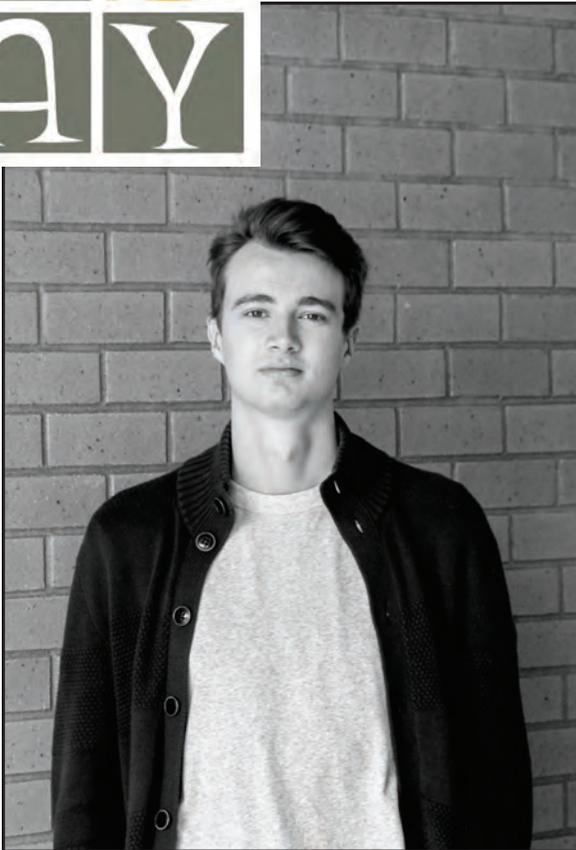
2013 Maryam Mobini

Simon Fraser University, Surrey, BC

The Marc Brisbane Scholarship ended with the 2017 award.



2020 GDC Foundation Ray Hrynkow Scholarship



Awarded to Liam Kennedy
Wilson School of Design
Kwantlen Polytechnic University, BC
Instructor: Michael Cober

"The amount of information we are exposed to on a daily basis is all-consuming and often overwhelming. I believe clear communication and thoughtful design cut through the noise, and have the potential to elevate a project to a place where it can be truly meaningful to the target audience.

As a designer, I strive to tell nuanced stories in an engaging manner. I am always mindful of creating responsible, compassionate, and thoughtful design, because good design is good thinking, and this project has only reinforced that in my mind."

— Liam Kennedy

The brief: "Research, design and present an infographic about Canada's residential school history, or an aspect of. Describe the specific target audience and use scenario; the social, cultural and historical issues that relate to the information conveyed; the testing and evaluation methodologies you have employed during development; and the resulting design decisions you have made. Special consideration must be given to the sensitivity of the subject matter, the perspective of survivors and their families, and of course consideration to indigenous symbolism and graphic elements; appropriation is still an issue of concern in this context and must be approached carefully and respectfully."

Liam's Project: "A booklet created to communicate the weight and historical significance of the residential school program in Canada.

Examining the stories of Roderick Taypaywaykejick, Phillip Swain, and the dozens of other kids who lost their lives returning to their homelands."

This national scholarship is awarded to a third-year student in a Canadian four-year program whose submission has demonstrated a deep understanding of problem-solving through communication design. The Scholarship was created in honour of Ray Hrynkow, a respected Vancouver, BC design professional, teacher and GDC Fellow who passed away in 2012. It is supported by Casey Hrynkow FGDC and other donors.

One step away from joining the professional ranks, the promise of the design talent in Canada is demonstrated by the recipient providing great design for social innovation and sustainability in a robust package with a strong rationale and supporting research.



Judges' comments:

“Overall Liam did a great job at giving us a great visual overview of the historical significance of the residential school program in Canada. The typography was interesting and very well laid out. The torn papers and textures, minimal colours all helped to tell the story of the two boys that never made it back home.”

“Super typesetting, colour and information design. Illustration is unique and compelling.”

“The process of applying for the GDC Foundation Ray Hrynkow Scholarship challenged me to articulate my design thinking in a clear manner. It’s easy to have internalized ideas about what you want your work to accomplish, but the scope of the submission process required me to express those ideas in writing—which helped me in understanding what elements of my project were working, as well as areas that needed more refinement.

Ultimately being awarded the scholarship validated the refinement process I went through, and receiving feedback from the judges gave me a good perspective on how I could push my work even further. Additionally, winning the scholarship increased my confidence in my design thinking and has inspired me to continue creating focused, meaningful work.” – Liam Kennedy

2020 Ray Hrynkow Scholarship Award Honourable Mention

Annika McFarlane

Capilano University, BC

Instructors: Judy Snaydon, Dominique Walker



"I am applying for the GDC Foundation Ray Hrynkow Scholarship because I resonate with what Ray stood for and because it would be an honour to be recognized as a designer seen fit to carry on his legacy."

"My hope is that my career will encompass just that; using my skills as a designer (and hopefully art director in the future) to communicate big ideas that make the world a better place."—Annika McFarlane

Judges' comments:

"Well researched and structured presentation. Strong brand expressions."

"I loved Annika's quirky illustration style as well as the logo. She did a great job of balancing the hand lettering with simple typography. Some of the details were fun for the consumer, such as the inner label packaging and the lid statements."



Nutrition Facts
Per 125 mL (1.25 fl oz)

Calories 220

	% Daily Value
Total Fat 15 g	25%
Saturated Fat 9 g	47%
Total Carbohydrate 18 g	
Fibre 1 g	4%
Sugars 14 g	
Protein 3 g	
Cholesterol 50 mg	
Sodium 40 mg	8%
Total Iron	8%
Calcium	10%
Iron	8%

*% Daily Value is based on a diet of 100% organic, locally sourced ingredients.

Spruce Tips
500mL

Wild Ones Ice Cream
3587 Broadway Street
Vancouver, BC, Canada
V7H 2G9

INGREDIENTS: CREAM, SKIM MILK, SPRUCE TIPS, SUGAR, SKIM MILK POWDER, EGG YOLK, LOCUST BEAN GUM, GUAR GUM, CARBONATED WATER. **CONTAINS: MILK, EGGS.**

Clean this jar and bring it back for a \$1 refund or reuse it your own way. Sustainability has never been sweeter!

Our Story
Like our favourite things, Wild Ones started as a seed. A simple idea: to share nature's hidden flavours. Because we believe some of the best things in life can be found in nature. So we bring nature to you with our ice cream featuring wild foraged ingredients.

What are Spruce Tips?
They are the bright green tips of spruce trees that emerge in spring. They have a fresh and citrusy flavour. Dig in and see for yourself!

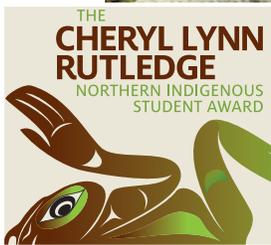
PACKAGED ON:

KEEP FROZEN

8 592772 485012



2020 Cheryl Lynn Rutledge Northern Indigenous Student Award



Awarded to Paris Summers
Wilson School of Design,
Kwantlen Polytechnic University, BC
Instructors: John Belisle, Michael Cober

Paris identifies as Cree and Métis.

"My family has a strong history of Canadian Indigenous descent that came long before the Mayflower."

"My future goals are to grow my clientele and earn a name for myself as a successful graphic designer and will someday move towards a field that focuses on nature preservation." — Paris Summers

Judges comments:

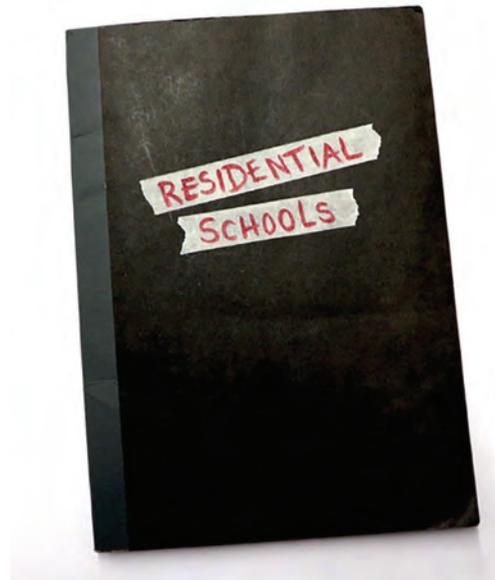
"Demonstrates exceptional visual control of the narrative within the infographic piece. Overall, nice work in both instances."

"Very powerful letter with her family's story. Really strong project samples. The Indigenous Storybook is particularly powerful, but also nicely designed with appropriate imagery and typography. The Atlas app was really well done too, especially from a UX design perspective."

This national award was created through a donation from Mark Rutledge CGD, to support an indigenous design student pursuing an education in graphic/communication design at a Canadian post-secondary college or university. It was established in honour of Mark's mother, Cheryl Lynn, who was his support and inspiration and who passed away in 2016.

"As the year 2020 draws to a close, more than ever, we found solace in the power of creativity and our belief that all young people deserve a chance to develop their creativity was strengthened—especially in areas that are often overlooked. Our goal was to make a thoughtful and authentic connection beyond our own backyard and support Indigenous youth in the Far North.

This year we're donating to The Cheryl Lynn Rutledge Northern Indigenous Student Award Fund to help "unlock the door to the future" for Indigenous students interested in pursuing a graphic design career." — Jacknife Design





“The task with this project was to research, design and present an infographic about Canada’s residential school history, or an aspect of. I chose to do a comparative design to educate the public on the drastic reality that was residential schools in comparison to what they were perceived as, at the time. In the perspective of a child writing in their school book about it.”
 —Paris Summers

2020 Cheryl Lynn Rutledge Northern Indigenous Student Award, Honourable Mention



Lex Cutler
 Alberta University of the Arts, AB
 Instructors: Louis Garcia, Madeline Mackay, Naoko Masuda

Lex is Ojibwe, from the Cote First Nation community.

“As an indigenous student of the Cote First Nation whose grandmother and many aunts and uncles were forcibly taken from their homes and put into Birtle Residential school, it is my aim and utmost desire to be able to give back to First Nations communities.” — Lex Cutler

Judges’ comment:

“Really strong letter with a powerful story about her family and the residential school experience. Her design work is really strong too, very graphic in nature.”



2020 GDC Foundation UX Design Scholarship

This scholarship is available for a promising visual or interactive design student in first to the third year who exhibits passion and proficiency in the area of experience design. It encourages students to take a user-centric approach to interactive design while exploring the design process in its many forms. The scholarship is donated by Ryan P. Senger.



Awarded to Emma Sun
Capilano University, BC
Project: "Timewise"
Instructor: Christina Lee Kim Koon

"I aspire to create meaningful work that colours the world just a little bit brighter, and to be able to reach that goal, I work to constantly learn and improve from my mistakes."

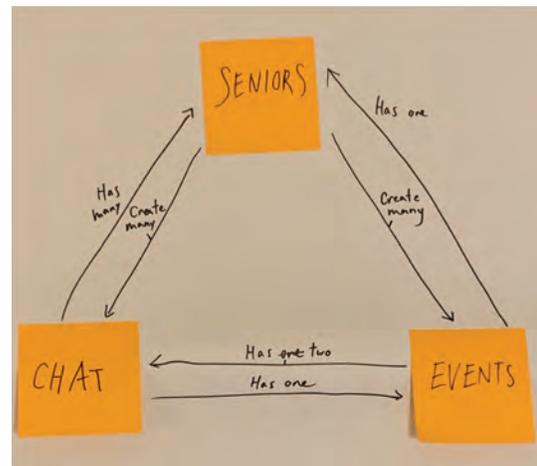
"My ideal future career is one I can be passionate about, where I am allowed artistic freedom and am challenged to grow. I want my work to aid others, so that they may go about their daily lives just a little more positively." — Emma Sun

Judges' comments:

"Warm and enjoyable app. Fairly straight forward approach, not overly complicated which can often be admirable traits. Lovely well considered UI."

"Well done. Fantastic letter. Short, succinct and impactful. Thorough research and very good articulation of why decisions were made. Perfectly appropriate illustration and design style. Extremely readable yet sophisticated design solution. The case study itself was nicely designed as well."

Ryan Senger hopes the award he has established encourages emerging designers to create for a better tomorrow through understanding, consideration, and empathy.



"The Challenge: How can I help retirees transition into a community they can thrive in after retirement?"

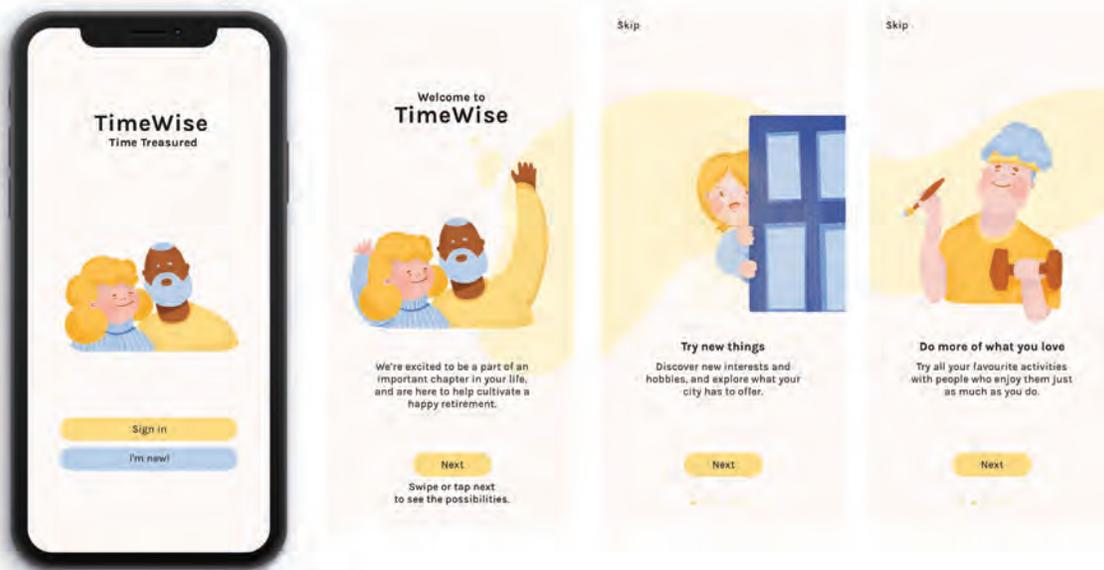
"The Solution: Help guide retirees' transition to cultivating a fulfilling retirement by creating a platform that builds communities and encourages lifelong learning through meetups, workshops, and volunteering events. Retirees are able to stimulate their mind and body through a variety of events based on different hobbies and interests. Most importantly, they do all these activities as a group."

Object-Oriented UX

Finally, I defined the attributes of each object categorized by either core content, metadata, or nested objects, and ranked them in order of importance to the user, so that I could design the hierarchy accordingly.



Onboarding Process



2020 UX Design Scholarship Award Honourable Mention

Valeriya Kim
Capilano University, BC
Project: ami
Instructor: Christina Lee Kim Koon



“What I love about UX design is that it allows me to integrate my knowledge from many different design disciplines to create original and compelling projects.”

“I am excited by the prospect of expanding and enriching my skillset

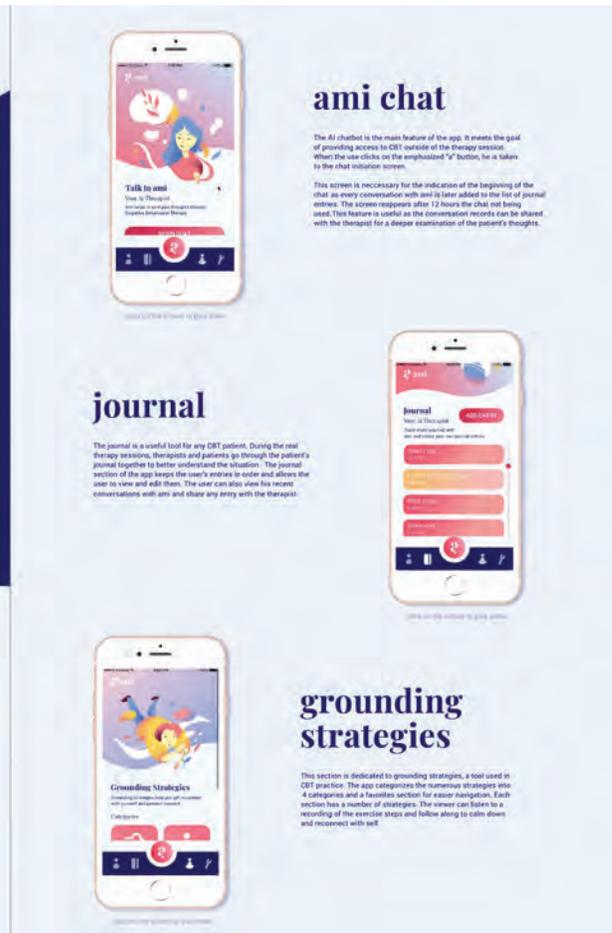
for building efficient, engaging user experiences that serve a wide range of audiences.”

— Valeriya Kim

Judges' comments:

“Really nice letter. Passionate! Excellent design solutions based on the research and the target audience. The illustration style was very appropriate. The animation was a nice touch.”

“Brilliant tool. Simple delivery.”



2020 Donors

Thank you to all our contributors!

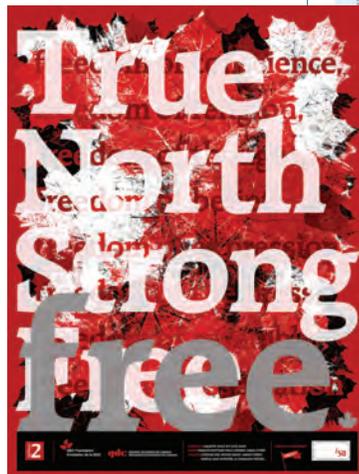
Anonymous	Jim Hudson CGD	Anne O'Grady	Patrice Snopkowsk CGD
Diana Bartel	Jacknife, Inc. (CLRNIF)	'Segun Olude CGD	Esther Stang
Andrew Boardman CGD	Jessalyn King	Amanda Parker CGD	Ron Tanasichuk (RHSF) in memory of Ray
Tanea Brown	Evan Kuz CGD	Bardolf Paul FGDC	Matthew Warburton FGDC
Peggy Cady FGDC	Marga Lopez CGD	Hedi Peters	Donika C Wimalaratne
Sue Colberg FGDC	Miriam MacPhail CGD	Michael Priebe CGD	(CLRNIISA): Cheryl Lynn Rutledge Northern Indigenous Student Award
Craig Cullimore CGD	Mary Ann Maruska FGDC	Elaine Prodor CGD	(MBSF:) Manitoba Studio Fund
David Coates FGDC	Dave Mason FGDC	Charlene Roberts	(RHSF): Ray Hyrnkow Scholarship Fund
Doug Coates CGD	Naoko Masuda CGD	Mark Rutledge CGD (CLRNIF)	(UX/UIS): UX/UI Scholarship
James Ducommun	Dean McNeill CGD	Sandra Scott	
GDC BC Chapter	Jane Merks	Ryan P Senger (UXDS)	
Graeme Haunholter	Emrys Damon Miller CGD	Erika Siren (CLRNIF)	
Casey Hrynkow FGDC (RHSF) in memory of Ray	Chris Mulligan	Judy Snaydon CGD	
	Megan O'Brien		

Buy a Poster for a Good Cause

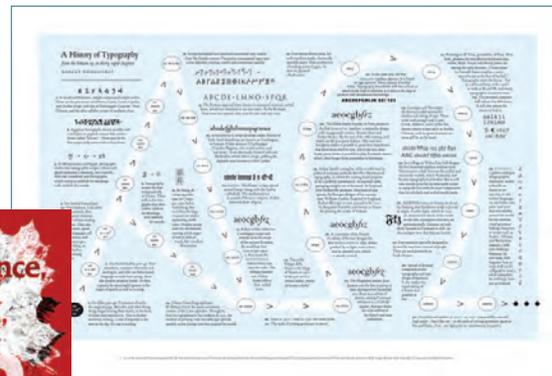
Poster sales support our operating expenses such as mailing costs, bank fees, and PayPal fees. Visit www.gdc.net/foundation/merchandise



Maxim/Dictum, designed by Robert L. Peters CGD, FGDC, for Circle Design, Winnipeg MB



Section 2, hand screened custom printed poster by Craig Medwyduk CGD and Jacqueline Germin CGD of Odelay Design, Saskatoon, SK



A History of Typography by Robert Bringhurst



Financial Report

(at December 31, 2020)

	2020	2019
Income		
Donations to Ray Hrynkow Scholarship Fund	\$1,050.00	\$1,050.00
Donations to Marc Brisbane Scholarship Fund (fund fully distributed)	0	0
Donations to Cheryl Lynn Rutledge Scholarship	3,950.00	550.00
Donations to UX Design Scholarship	500.00	0
Donations to Foundation General Fund	3,745.00	6,369.94
Sales (posters, cards)	40.00	0
Donations to operations fund	250.00	200.00
Bank Interest	88.70	142.17
Total	\$9,623.70	\$8,222.21
Expenses		
Bank service fees	(13.00)	(28.54)
PayPal service fees	(192.32)	(77.33)
Postage/shipping & other expenses	(104.76)	(50.96)
Scholarships awarded	(2,500.00)	(2,500.00)
Total	(\$2,810.08)	(\$2,656.83)
Net	\$6,813.62	\$5,565.38
Previous year end total	\$83,393.82	\$77,738.54
TOTAL	\$90,207.44	\$83,393.82

Notes:

The GDC Foundation has two mutual fund investment accounts with the TD Bank: one for the Ray Hrynkow Scholarship fund and one for the General Fund. Above total does not include Mutual Fund gains. Both have earned over 5% interest since 2016. Statements are available upon request.

*Foundation Mutual fund total at Dec 31, 2020 is \$50,443.
Ray Hrynkow Scholarship Mutual Fund total is \$17,721.*

Scholarship donors contribute 10% on top of the award amount to the operations fund to support Foundation administration.

Donations made in late December 2020 were transferred from PayPal and recorded in January 2021.

Fundraising

Annual Donations

Year	# Donors	\$ Donations	\$ Total
2004	1	\$1,000	\$1,000
2005	0	0	1,000
2006	3	1,011	2,011
2007	12	3,992	6,003
2008	9	2,131	8,134
2009	4	1,436	9,570
2010	12	5,382	14,952
2011	35	4,494	19,446
2012	108	14,409	33,855
2013	42	8,323	42,178
2014	38	7,344	49,522
2015	31	3,645	53,167
2016	40	6,540	59,707
2017	47	6,386	66,093
2018	138	19,459	85,552
2019	53	7,719	93,271
2020	45	\$9,245	\$102,516

Total represents donation income without expenses subtracted. Figures rounded to nearest dollar.

GDC Foundation 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
2015	550	-	10,611
2016	1,050	-	11,661
2017	1,600	-1,000	12,261
2018	1,250	-1,000	12,511
2019	\$1,050	-1,000	12,561
2020	\$1,050	-\$1,000	\$12,611

Total does not include Mutual Fund interest gains.

In Short

- Since 2003, GDC has awarded \$61,500 in student scholarships, \$11,000 of which was raised through the GDC Foundation.
- Awarded the Ray Hrynkow Scholarship of \$1,000 to Liam Kennedy, Wilson School of Design at Kwantlen Polytechnic University.
- Awarded the UX Design Scholarship of \$500 to Emma Sun, Capilano University.
- Awarded the \$1000 Cheryl Lynn Rutledge Northern Indigenous Student Award to Paris Summers, Wilson School of Design, Kwantlen Polytechnic University.
- Since 2006 received 614 contributions from individuals and Chapters.
- Received \$1,530 from nine Fellows in 2020 supporting the GDC Fellows Challenge.
- Received in-kind donations in 2020 from nine donors and distributed 12 donor prizes.
- Raised the Foundation total to \$90,207.

GDC Foundation Cheryl Lynn Rutledge Scholarship Fund

	Donations	Scholarships Awarded	Year-end Balance
2018	\$12,900	0	\$12,900
2019	\$550	-\$1,000	\$12,450
2020	\$3,950	-\$1,000	\$15,400

GDC Foundation UX Design Scholarship Fund

	Donations	Scholarships Awarded	Year-end Balance
2018	\$500	0	\$500
2019	0	-\$500	0
2020	\$500	-\$500	0

2021 PREVIEW

New Scholarship for BIPOC Students Aims to Increase Diversity in Design Sector

We're pleased to announce that Manitoba design studios have united with GDC Foundation to help aspiring designers achieve their dreams.

Seven design firms in Manitoba have come together to provide financial and industry support to those who have been historically marginalized and left out of the conversation of design. In March 2021, GDC Foundation launched the new scholarship, called the **Manitoba Studio Fund**, created by and for designers, to assist students from traditionally racialized and disenfranchised communities in the province.

In partnership with the Foundation, the Manitoba Studio Fund will offer \$2,000 to two BIPOC graphic design students — one from the University of Manitoba and one from Red River College — every year for the next five years. Scholarship recipients will also receive paid internships at one of the design studios.

The fund's objective is to champion designers



who are Black, Indigenous, and People of Colour in the province and to ensure that these designers have multiple seats at the table.

University of Manitoba graduate Russel Osis said: "The Manitoba Studio Fund will provide fundamental support to aspiring BIPOC designers. With this opportunity, I believe the design sector will flourish and inspire the next generation."

The design firms that founded and funded the Manitoba Studio Fund are Brandish, Guppy Design, Honest Agency, Manoverboard, Relish New Brand Experience, Segun Olude and Sly Bird Creative.

Designer and art director Segun Olude CGD notes: "Canada is a multicultural society, and this character





*In March & April 2021,
\$7,000 was donated
to support the
Manitoba Studio Fund
scholarships.*



is reflected in business, education, and various human endeavours and interactions. The stories from each community need to be told by those with better familiarity with their indigenous roots. We in the design community need to do our part and enable our aspiring visual storytellers to tell their stories and reverse the effects of unintended marginalisation."

This scholarship is available to graphic design, UX/UI, and digital media design students who are residents of Manitoba and who are attending either the University of Manitoba or Red River College.

Andrew Boardman CGD, of Manoverboard, said:

"Righting massive historical wrongs is difficult but it is the job before us. In establishing this new scholarship for design students who are Black, Indigenous and of colour, we hope to support a few individuals in their studies while also shining a bright light on the need for diversity and greater equity in the profession of design."

Submissions will be evaluated in June 2021 by a judging committee of CGD and Canadian design professionals and will include one judge from Manitoba, and one judge who identifies as Black, Indigenous, or as a Person of Colour. Community members, such as educators and printers, may be included in the committee.

Students will receive inaugural scholarship funding directly toward tuition in September 2021.

Donate to Help Designers

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.

Information: www.gdc.net/foundation

Donate

eTransfer: to director@gdc.net

Online: Use your credit card or PayPal at www.gdc.net/foundation/donate

Mail: Send your cheque made out to GDC, with a note that it is for the GDC Foundation, to:
GDC Foundation
Graphic Designers of Canada
Arts Court, 2 Daly Avenue
Ottawa, Ontario K1N 6E2

Phone: With your credit card, call toll free 1-877-496-4453

To discuss: Bequests, named scholarships or grants and special donations please contact:
Peggy Cady CGD, FGDC
GDC Foundation Chair
Email: foundation@gdc.net
Phone: 1-250-386-6215



GDC Foundation | Fondation de la GDC

About the GDC Foundation

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

The GDC Foundation is supported by donations from designers, sponsors and friends in the industry and has already begun to provide scholarships. When the fund is grown, it will also provide grants for special projects such as work that expands the knowledge base for design in Canada and preserves our design history.

About GDC

GDC has been Canada's national certification body for graphic and communication designers since 1956, establishing professional standards and actively regulating professional conduct. GDC is a member-based organization of design professionals, educators, administrators, students and affiliates in communications, marketing, media and design-related fields. As Canada's national certification body for graphic and communication designers, GDC licenses the unique CGD™ certification mark only to designers, educators and administrators whose services meet rigorous, standardized criteria. The CGD certification mark is recognized across Canada.