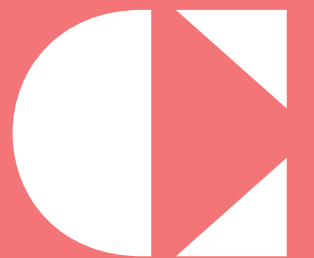


2023 DESCAN IMPACT REPORT



DESIGN PROFESSIONALS OF CANADA
COMMUNITY BY DESIGN

PROFESSIONNELS DU DESIGN DU CANADA
COMMUNAUTÉ DE CONCEPTION



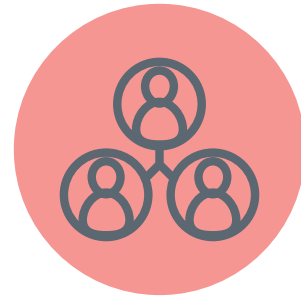
Design Professionals of **Canada**

DESCAN'S GOALS



- 1) Improve the human environment
- 2) Develop the profession of graphic and communication design
- 3) Serve the profession of graphic and communication design

2023 HIGHLIGHTS



17%

increase in
CDP members
(281 vs. 239 in 2022)



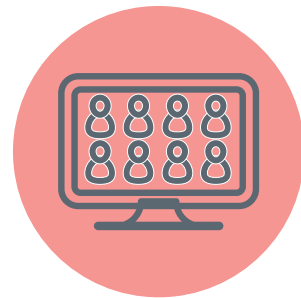
\$31,500+

awarded in member-supported
scholarships since 2012
(does not include Chapter
Scholarships prior to 2012)



15

Events across Canada
5 virtual events and
10 in-person events



Find a Designer
section re-launched
on website

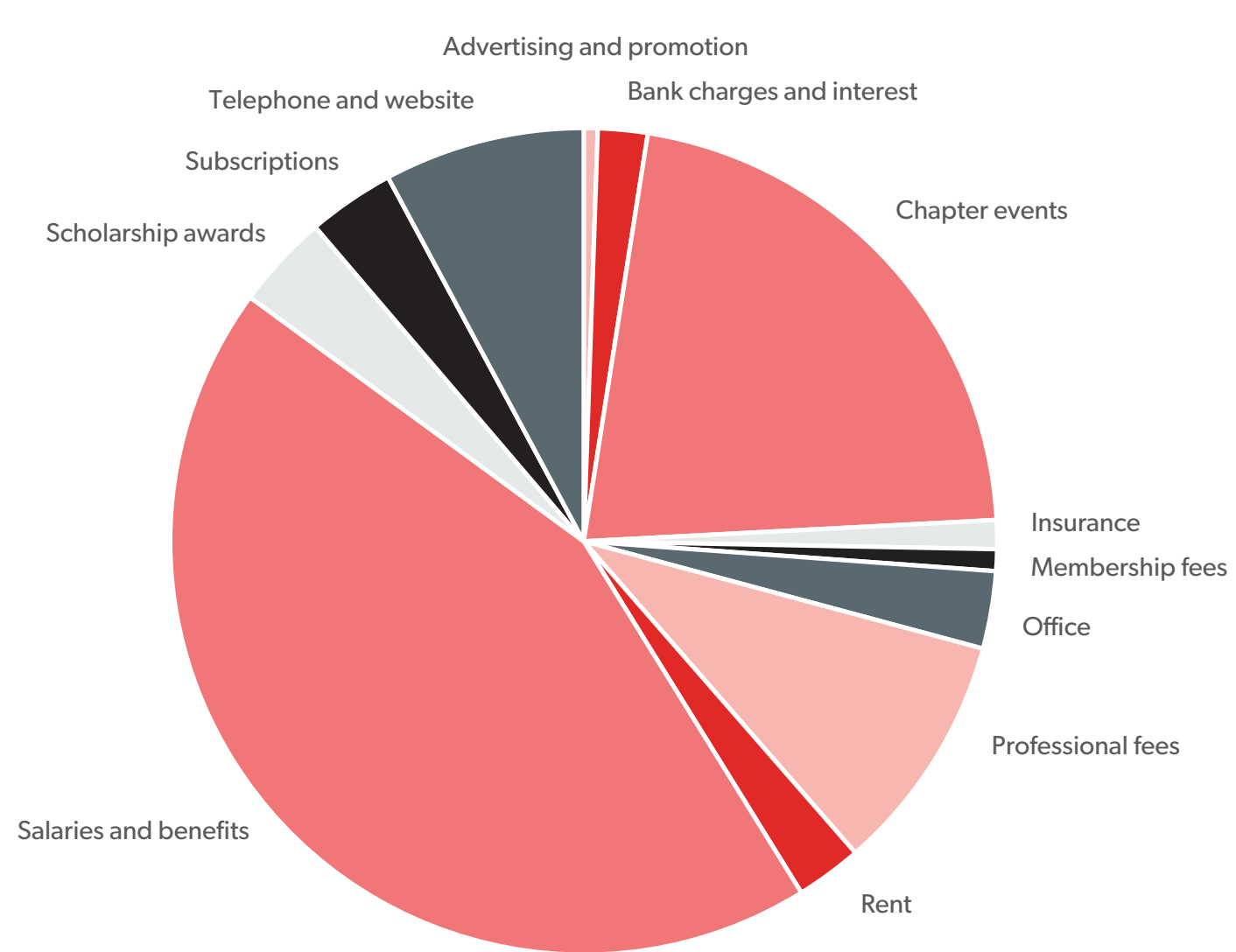


79

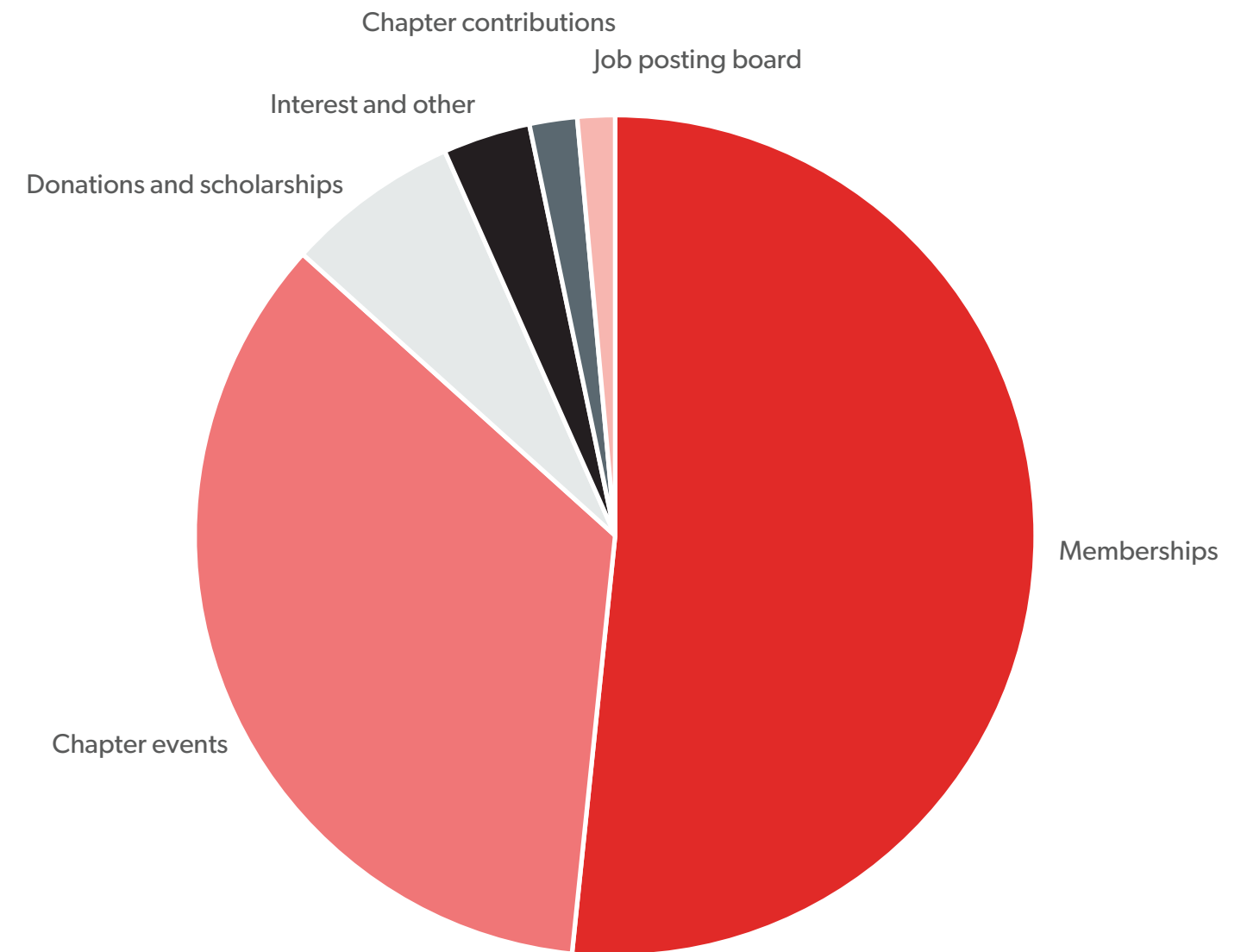
Fellowships
awarded since 1960

2023 FINANCIAL INFO

Expenditures



Revenue



PARTNERS

We are thankful to the many people and organizations who collaborated with us to make 2023 an impactful year for our members.



More partners will be announced soon!

LOOKING AHEAD...

Ongoing strategy sessions will guide our future priorities, with some new tactics already being implemented:

descan.ca
website updates to include Find a Designer, a much-loved feature

Togethering
campaign launched to bring all members into the new website

DesCan Shop
launched and swag items sent to board members as a thank you

Impact Report
annual recap document for members

Spec work letters
are regularly sent out, and are available to all members

QUICK DESCAN FACTS...

DesCan has a wonderful legacy to live up to:

Our organization was formed in 1956 as the Type Directors Club, and 2026 will mark our 70-year anniversary

We were known as GDC (Graphic Designers of Canada) from 1968–2022 and changed our name to represent all design professions

We are a member of the International Council of Design (ico-D) and 4 DesCan members have served as ico-D president

DesCan is all about building community :

We have 10 Chapters and we always welcome new Chapters...

All you need is 3 members to start a new Chapter anywhere, from coast-to-coast-to-coast

If you don't know 2 other designers in your area, that's okay – DesCan exists wherever you are

We are a volunteer-run organization – your input and participation is crucial for the health of the organization

DesCan believes in helping and supporting all creatives:

We advocate for the creative professional, including fighting against spec work, and influencing decisions at the federal, provincial and municipal levels

We welcome ALL design professionals: graphic, communications, UX, UI, IA, environmental, strategy and educators

We offer national CDP (Certified Design Professional) certification, recognized internationally – and we also welcome international members

In addition to CDP memberships, we also offer Student, Associate and Affiliate memberships



Creativity can be a singular pursuit, relentlessly chasing the idea, the spark, the breakthrough. We are often alone, if only in our own heads.

TOGETHERING is the term we use when we come together, at a gathering of the minds, in person at a DesCan event, or online at DesCan.ca. We are a community, and TOGETHERING we can be stronger than we are, alone. TOGETHERING is belonging. TOGETHERING is a connection both meaningful and productive.

So. Are you a current DesCan Member? Then join us by updating your information on DesCan.ca and create a new profile and login credentials.

If you're a lapsed Member, we'd like to welcome you back so we can be TOGETHERING, again.

*“As a graphic and web designer who had just moved to Canada, I was looking for a recognised body of design professionals where I could **meet, connect, learn** and **grow** with like-minded people. I came across DesCan on Google, checked the volunteer page and then reached out to Amanda, who is the DesCan regional president for Moncton/Halifax.*

Reaching out to her was one of the best decisions I have ever made in my career.”

– Abdulsalam Hassan



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