



2024 DESCAN IMPACT REPORT



DESIGN PROFESSIONALS OF CANADA
COMMUNITY BY DESIGN

PROFESSIONNELS DU DESIGN DU CANADA
COMMUNAUTÉ DE CONCEPTION

Design Professionals of **Canada**



1956



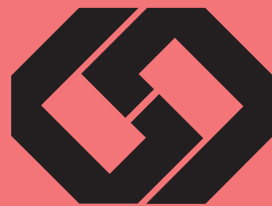
1958



1959



1968



2014



2021



ABOUT DESCAN

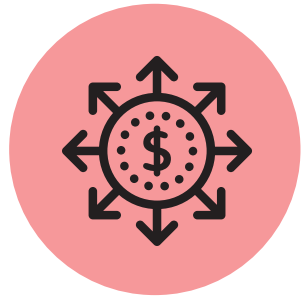
The Design Professionals of Canada (DesCan) is committed to **leading, supporting, and advancing professional design** communications in Canada.

DesCan is a coast-to-coast-to-coast, membership-based design community. Our association has been establishing standards for design professionals since we were known as the Type Directors Club in 1956. In 1968 our name was changed to the Society of Graphic Designers of Canada (GDC).

In 2021, in an effort to serve the industry from a more multidisciplinary lens, our organization evolved its name to the Design Professionals of Canada. '**Design**' and '**Canada**' reveal the organization's shorthand name: **DesCan**.

'**C**' is for **Community**, for **Certification**, for **Canada**.

HIGHLIGHTS



\$37,500+

awarded in **DesCan Foundation**
scholarships
plus **\$20,000+** in Chapter
Scholarships (2012 to present)



79
Fellowships
awarded since **1960**



35
events held
in 2024/2025 in
Chapters across
Canada and online



\$2550

raised in support of the
DesCan Foundation's
2024 Get Behind
Design Campaign



\$20,000+
new scholarship
funds (2025)



positive
response
to national spec
work outreach
(e.g., FIFA Vancouver
and Ethics Committee)

EVENTS

CHAPTER EVENTS

- Design Thinkers Booth** — Vancouver (May 2024)
- UX & Design Hack** (June 2024)
- Chris Rouleau Showcard & Sign Painting** — Calgary (June 2024), Saskatoon (June 2024), Vancouver (September 2024)
- DesCan Associations Picnic** — Vancouver (August 2024)
- Launch Student Conference** at BCIT TechCollider — Vancouver (2-Day Event October 2024)
- Graphic Means Screening & Design Talk** — Calgary (October 2024)
- Graphic Means Screening** — Saskatoon (November 2024)
- Salazar Awards** in partnership with MET Fine Printers, key note speaker Susan Mavor — Vancouver (November 2024)

- Jim Rimmer Scholarship Awards** in partnership with Hemlock Printers, key note speaker Scott Clumb at La Salle College — Vancouver (November 2024)
- Festivus** — Vancouver (December 2024)
- Whiskey & Type** (March 2025)
- UX Design Hack** — AI in UX at Emily Carr University (April 2025)
- POP Power of Paper** — Calgary, Edmonton, Vancouver (April 2025)
- Design Thinkers Booth** — Vancouver (May 2025)

ONGOING CHAPTER EVENTS

- CreativeMornings** — Vancouver (Monthly)
- Pecha Kucha** — Winnipeg (Quarterly)

WEBINARS

- Let’s Talk Mental Health** — Webinar (June 2024)
- Building your HR/Health & Safety Foundation** — Webinar (July 2024)
- Design Meditations** with Joon-Mo Lee — Webinar (November 2024)
- Why Design Matters** — Webinar (February 2025)
- Tax Prep** — Webinar (February 2025)
- Negotiation for Designers** — Webinar (May 2025)

Have an idea for a new event, or want to help bring one of these events to your Chapter? Email director@descan.ca to get involved!



COMING IN OCTOBER!

CREATIVE FESTIVAL

TICKETS ARE NOW LIVE!

MEMO

October 2–3, 2025 — Saskatoon, SK

*A memo is a way to communicate a piece of information or idea.
This event is an exchange of information and ideas.*

MEMO is a 2-day festival that creates conversations and experiences around art, design, music, food, fashion, technology, sustainability, and entrepreneurship. We want to inspire people to be more of who they want to be, so they can find empowerment to shape the world around them.

Looking for a way to spend your professional development funds in Canada this year?

Join us at MEMO Creative Festival in Saskatoon

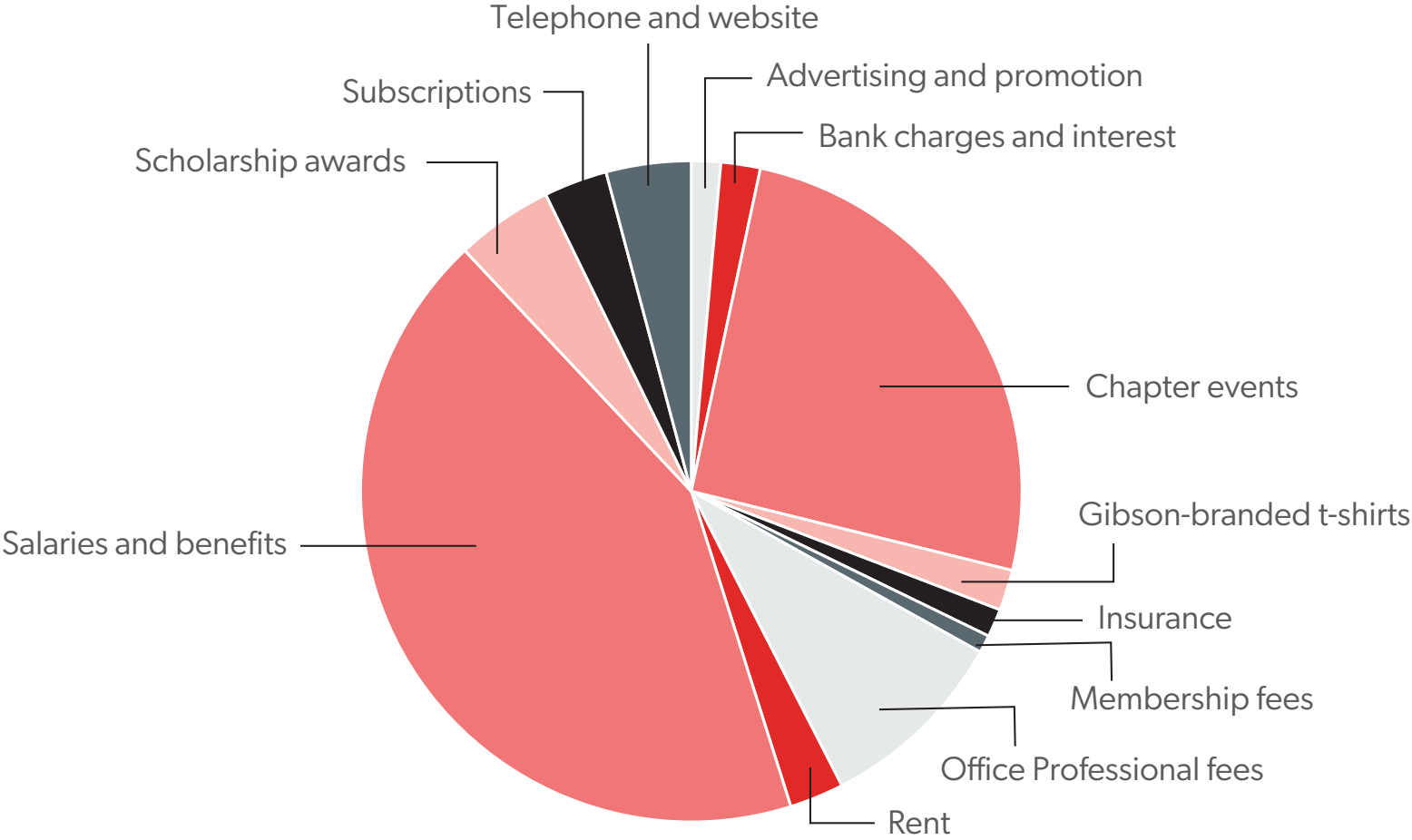
EARLY BIRD TICKETS ON SALE NOW — SAVE \$150

We hope to see you there

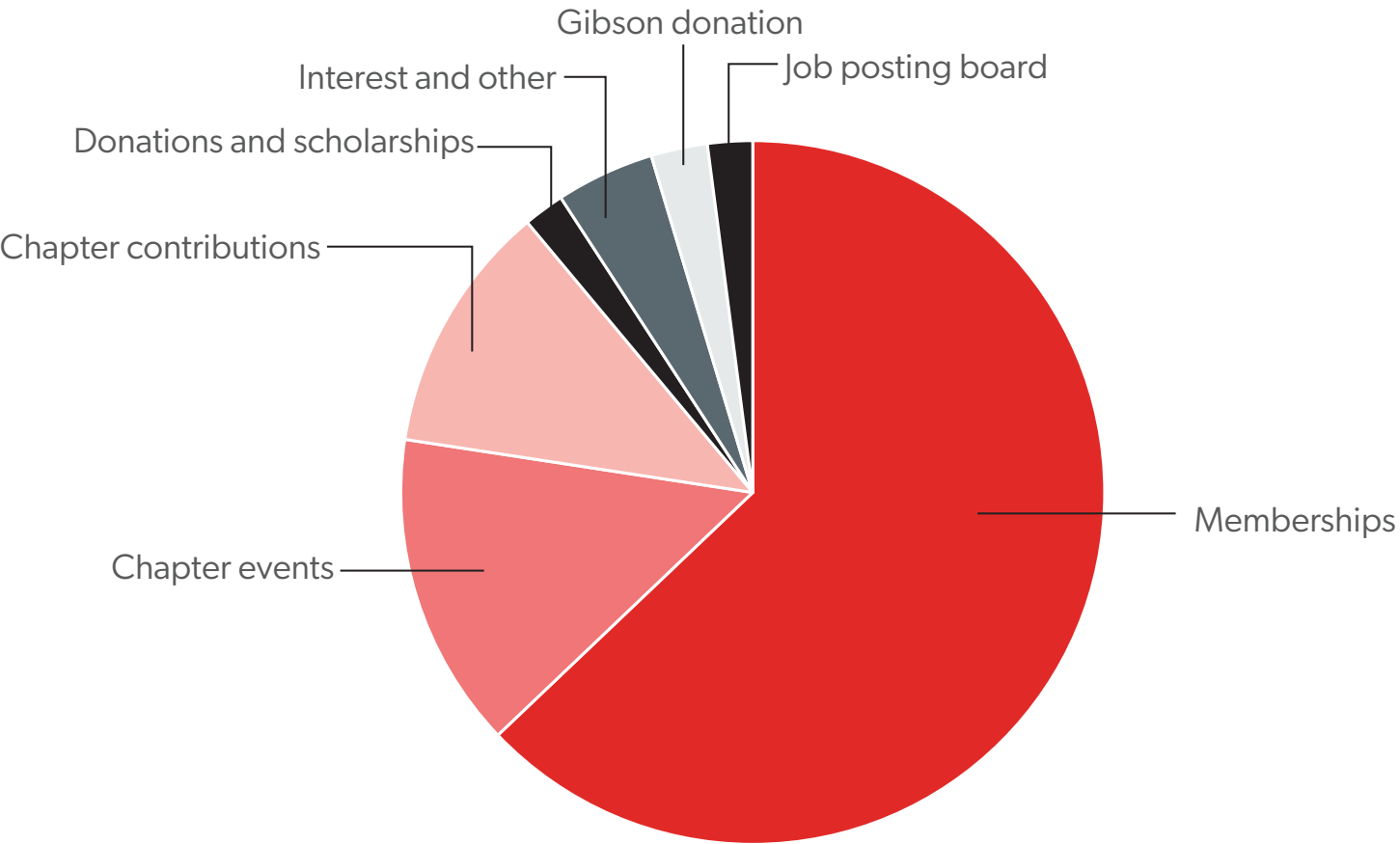


FINANCIAL INFO

Expenditures



Revenue



PARTNERS

We are thankful to the many people and organizations who collaborated with us to make 2024 an impactful year for our members.

APPLIED ARTS MEDIA
APPLIED ARIS

BP Media

DIGITAL ARTS,
MEDIA AND DESIGN

BCIT
BUSINESS
+ MEDIA

glance

Hemlock
INTEGRITY. INNOVATION. IN PRINT.

k **kallen**
printing inc.

Imno.

M E T

MITCHELL

P **PENINSULA**

slack

Spicers

sustana

today

THANK YOU!

We are truly a community **for** designers, **by** designers. Our volunteers are the backbone of DesCan. Thank you for all of your efforts this past year!!

NATIONAL EXECUTIVE COMMITTEE

- President — Amanda Parker, CDP
- Executive Director* — Melanie MacDonald
- Past President/Foundation — Marga Lopez, CDP
- Secretary — Steven Rosenberg, CDP, F.DesCan
- Treasurer — Tina Dermanovic-Moore, CDP
- CDP Certification — Kelly Hartman, CDP
- Education — Aidan Rowe, CDP
- Communications — Matt Warburton, CDP, F.DesCan
- Membership — Vacant
- Ethics — John deWolf, CDP

*Executive Director is our only salaried employee

Want to contribute to your profession, meet likeminded people, and learn along the way? We’re always looking for keen individuals with fresh ideas.

Email director@descan.ca to volunteer with DesCan today!

CHAPTERS

HALIFAX/MONCTON

Co-Presidents:

- Abdulsalam Hassan (Halifax)
- Richard Osborne, CDP (Moncton)

Board Members:

- Andrea Rankin-Sibley, CDP
- Taras Khutornyi
- Amanda Parker, CDP (Past President)

WINNIPEG

President:

- ’Segun Olude, CDP

Board Members:

- Aquila Samson, CDP
- Ayla Manning
- Justin Ladia
- Tess Vincent
- Dean Van De Walle, CDP (Past President)

REGINA

President:

- Michael Dymund, CDP

Board Members:

- Justin Swedberg, CDP
- Logan Seidlik, CDP

SASKATOON

President:

- Taylor Pfeifer, CDP

Board Members:

- Allan Dowedswell, CDP
- Cassandra Wesenhagen, CDP
- Josh Nagy, CDP
- Ryan Schmidt

CALGARY

President:

- Danny Lin, CDP

Board Members:

- Kelly Hartman, CDP

EDMONTON

President:

- Diana Campbell, CDP

Board Members:

- Michael Tolboom
- Stephen Felsing

VANCOUVER

President:

- Carolina Becerra, CDP

Board Members:

- Flora Gordon, CDP
- Craig Cullimore, CDP
- Helen Eady, CDP
- Matt Warburton, CDP, F.DesCan
- Scott Gray
- Elliott Magill
- Marty Shook, CDP

KELOWNA

President:

- Diana Bartel, CDP

Board Members:

- David Fenoulhet
- Mike Cober, CDP

VICTORIA

President:

- Patrice Snopkowski, CDP

Board Members:

- Amy Pye
- Doug Ward
- Michael Marshall, CDP, F.DesCan
- Peggy Cady, CDP, F.DesCan
- Simon Troop, CDP

WHITEHORSE

President:

- Mark Rutledge, CDP

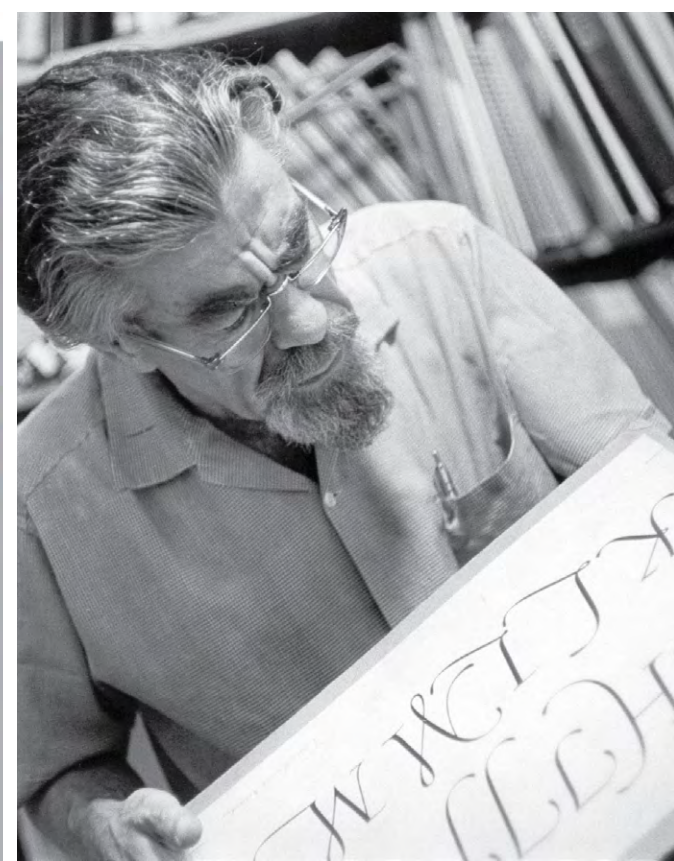
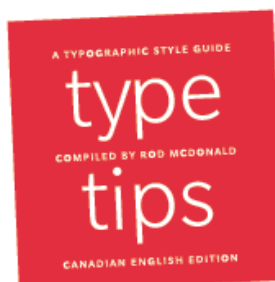
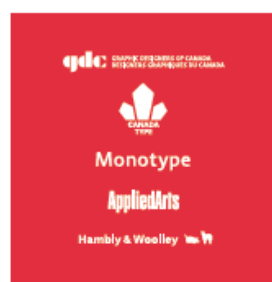
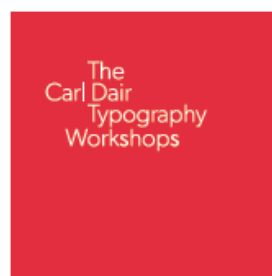
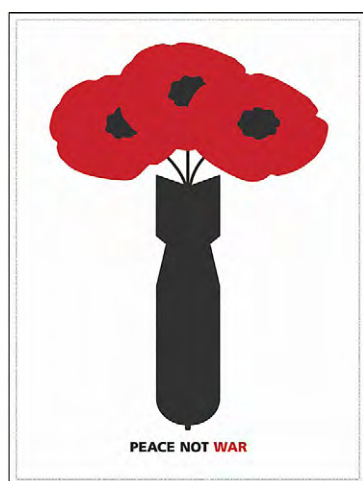
70TH ANNIVERSARY

DesCan is celebrating our 70th anniversary next year!

Join our committee and help bring anniversary celebrations to your chapter.

Read more about our history in this [Communication Arts Feature](#)

Learn about our 50th anniversary stamp and read the [Press Release](#)





DesCan Foundation | Fondation DesCan

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

Total scholarships awarded to students since 2012 = \$37,500, with \$20,000+ in new scholarships funded in 2025!

If you are interested in funding a scholarship or starting a new scholarship, reach out to **director@descan.ca**



Please Donate

The fund will grow as long as we retain our belief in great possibilities, in the future of DesCan, and in the kindness and generosity of our design community.

designers helping designers



JOURNAL 8 – PRINTED AND READY TO MAIL!

We are pleased to offer our members the latest edition of the *Journal*. This issue is our 8th in the series but our very first under our new identity, the Design Professionals of Canada (DesCan), after being known as GDC since 1968! The *Journal* is sought after worldwide and DesCan is proud of the enduring legacy of producing the only academic journal of its type in Canada.

Please join me in thanking Editors Matt Warburton, CDP, F.DesCan, and Aidan Rowe, CDP for their monumental efforts in bringing this issue to life. Thank you also goes to the contributors who entrusted us to publish their thought-provoking and inspiring articles. Additionally, we would like to thank our sponsors BP Media (printing), Sustana (paper), and Mitchell Press/Hemlock Printers (bindery).

I sincerely hope that you enjoy the articles contained within the covers. I further hope that once you are done that the DesCan *Journal 8* graces a place of honour in your creative space. May it be a physical reminder of the past, the present and the future power, importance, and influence of Canadian design for decades to come.

Sincerely,

Amanda Parker, CDP, CMS
National President

All CDP™ Certified members and Fellows receive a copy with free shipping. To receive your copy please send your mailing information to director@descan.ca no later than June 15, 2025.

All other members are eligible for a free copy (just pay shipping). Please contact director@descan.ca to order your copy.



DesCan Foundation
Fondation DesCan

This *Journal* is being brought to you by the
DesCan Foundation.

Since 2001 the Foundation has been growing a fund through donations to support design research and education, special projects, and scholarships for students.

The Foundation also has a benevolent fund offering short-term financial assistance to designers experiencing a career-challenging difficulty.

Please consider donating to this unique initiative for our industry.

More information about the Foundation can be found at: descan.ca/foundation

Sincerely,

Marga Lopez, CDP
Past President, Foundation Chair

QUICK DESCAN FACTS...

DesCan believes in helping and supporting ALL designers:

We welcome ALL design disciplines: graphic, communications, UX, UI, IA, environmental, motion, interactive, strategy, educators and life-science

We welcome designers who work in in-house departments, educational institutions, large firms, agencies, studios, boutiques, freelancers, self-employed and students

Our DesCan Foundation offers several annual scholarship opportunities, as well as a benevolent fund offering short-term financial assistance to designers experiencing a career-challenging difficulty

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

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

DesCan is all about building community:

We are a volunteer-run association, more of a community than a business

A community **for** designers, **by** designers

DesCan exists wherever you are

We always welcome new Chapters... All you need is 3 members to start a new Chapter anywhere, from coast-to-coast-to-coast

DesCan has a wonderful legacy to live up to:

2026 will mark our 70-year anniversary!

We were known as TDC (Type Designers Club) from 1956–1968, GDC (Graphic Designers of Canada) from 1968–2022 and changed our name to DesCan (Design Professionals of Canada) in 2021 to include and represent all design disciplines

We are a member of the International Council of Design (ico-D)

THE NOT-SO-SECRET SOCIETY



You are a design professional.

We are the community you've been looking for.

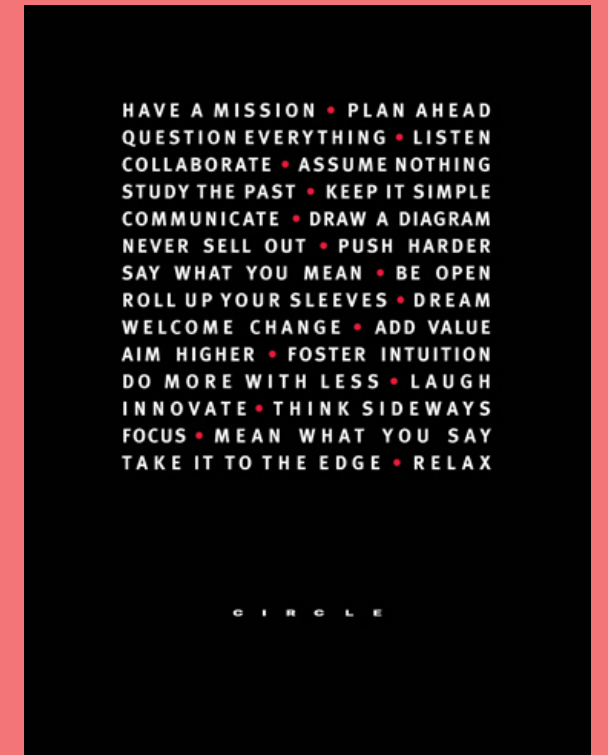
Get the support you need and contribute your voice to the Canadian design industry. Become a DesCan Member and see the benefits!

Add yourself to our Find-a-Designer database today on DesCan.ca and make sure potential clients and employers can find you!



Design Professionals of **Canada**

“Graphic design ignites passion, identifies, informs, clarifies, inspires and communicates in our interconnected, interdependent, real-time world. Identity has to do with what lies within and with intrinsic qualities – if that’s the case, are we satisfied with the qualities and values of graphic design as a profession?”



Never has there been a greater need for designers to dig deep, to exercise whole-brain thinking skills, to understand patterns of inter-connectivity, to join peer networks, to collaborate with other experts and to leverage the multi-perspective advantages of teamwork. How to best proceed, and to succeed? Help break down divisive barriers, embrace pluralism, raise the bar for civilization – and above all, further the characteristics that matter in making us truly human beings.”

– Robert L. Peters (1954–2023), F.DesCan



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COMMUNAUTÉ DE CONCEPTION



Design Professionals of **Canada**