



GDC Foundation | Fondation de la GDC

2015-2016  
Annual Report



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### **About Your 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 started to help students through two supported 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 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.



## Message from the Chair

The GDC Foundation continues to grow, through the annual donations of dedicated designers, building the fund that will help Canadian designers, students, and the profession. Our long-term vision is to build a fund that can sustain itself. This takes continuous fundraising for each fund and scholarship, as well as for operating funds.

We raised \$3,645 from our 2015 fundraising efforts and gave out one \$500 scholarship. There were 31 donors (including three whose donations were deposited in January). Donations ranged from \$25 to \$1,000, with the average at \$75. Eleven GDC Fellows contributed to the Fellows' Challenge campaign for a total of \$1,500.

We didn't reach our goal of hitting the \$50,000 mark this year, but we're getting close.

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.



**#designChange**

Generous supporters this year, **Craig Medwyduk** CGD and **Jacqueline Germin** CGD, are the award-winning professional graphic designers and screen printers of Odelay! located in Saskatoon SK. Their clients include such greats as Yukon Blonde, Western Canadian Music Awards, Juno Awards and many others.



Craig Medwyduk and  
Jacqueline Germin

They donated their expertise, time and materials to create a special poster for our 2015 fundraising efforts. They took us through their design and print process via photos and videos, which were Tweeted, Facebooked and Instagrammed, to show all the work that happened before the poster was released. The final result is a beautiful limited-edition poster titled "Section 2", in reference to the Charter of Rights and Freedoms. The words "True North Strong and Free" are overlaid on top of the list of Rights, on luscious French Poptone Wild Cherry 100 lb cover, using a unique blend of custom ink, house paint, maple syrup (yes, you can smell it!), Maple leaf powder, and Canadian nickel. (The word "Free" literally glows nickel.)

There are still a few posters left, and you'll want to grab one of these beauties before they are gone forever. [www.gdc.net/foundation/merchandise](http://www.gdc.net/foundation/merchandise)

We are grateful to Craig and Jacqueline for their huge support. Thank you!

## Promotion

*DesignEdge* picked up our campaign in two separate online articles. *Dexiner* published our press release. We were also honoured to have Siri follow us on Twitter!

### Social Media Audience Increases

Our GDC Foundation Social Media Chair, **Oliver Oike**, reports that aligning the fundraising campaign to help build the Foundation's social media presence was successful, and will help to reach larger audiences for future efforts.

The @getbehinddesign Twitter account started at 221 followers at the outset of the campaign, and currently sits at 301, an increase of 37% interested followers in approximately one month.

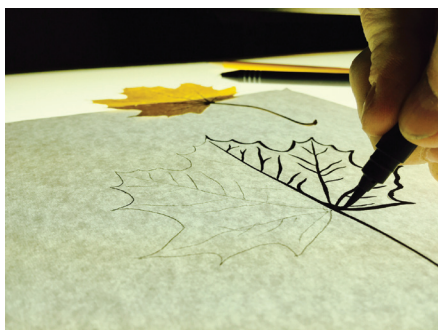
An Instagram account was created (gdcFoundation), and despite relatively minimal activity (8 images posted), has earned 52 followers since the campaign launch.

A scan of the #designChange hashtag shows decent overall activity, and sharing of tweets/links/etc: <http://tinyurl.com/h4dscj6>

### Scholarships

We've awarded six supported scholarships since 2012.

Thanks go to **Casey Hrynkow** FGDC for generous, ongoing funding of the Ray Hrynkow Scholarship Fund.



Thank you to the **Alberta North Chapter** for funding the Mark Brisbane Scholarship for graduate students. This award will end in 2016, as the Chapter has decided to fund it on its own, and turn it into a provincial scholarship. Thank you to the Chapter for allowing us to help honour Mark Brisbane and support graduate work in communication design.

### More Thanks

A huge thank-you to all our 2015 donors! You make all our work worthwhile.

Thank you to our in-kind donors for believing in the GDC Foundation and for your generous contributions to our fund raising efforts.

Thank you to everyone who purchased posters.

Thank you to committee members **Jim Hudson** CGD, **Oliver Oike** CGD, and **Patrice Snopkowski** CGD for putting in the time, ideas and support for our activities.

Thank you to Presidents and Chapter Representatives for helping to link the GDC Foundation to members, create events, and promote our fundraising work.

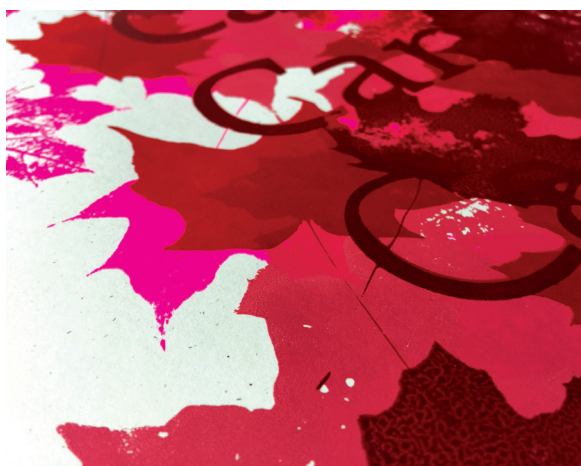
And a big thank you to GDC Executive Director **Melanie MacDonald**, for your support!

### The Road Ahead

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

Please support the GDC Foundation and help make us strong and free, with the ability to help designers in Canada. Your donations and support are welcome at any time!

**Peggy Cady** CGD, FGDC  
GDC Foundation Committee Chair



Cover image and poster creation images throughout this report courtesy Odelay! Design.



## Slow reveal of uniquely-Canadian, limited-edition poster explores “Design Change” theme to benefit Canadian designers

### GDC Foundation fundraiser launched

**DECEMBER 2, 2015, OTTAWA, ON** – What defines Canada? What unifies us? Is it respect? Equality? Empathy? What makes this country, well, this country? What if we can visualize that uniqueness?

What if it takes shape as a 19” x 25” poster, designed and hand screened by one of Canada’s most respected and hardworking shops?

What if it inspires you to say “I must have it”?

What if it’s all that \*and\* a way to support the GDC Foundation?

**Craig Medwyduk** CGD and **Jacqueline Germin** CGD of Odelay Design (Saskatoon, SK) are in the process of designing and screen printing a limited run, multi-coloured edition of 50 posters. All proceeds from the sale of these once-and-they’re-gone posters will be generously donated to the GDC Foundation as part of its 2015 fundraising efforts to help grow a fund to support design research, scholarships for students and professionals, and a benevolent fund to offer short-term financial assistance to designers experiencing a career-challenging difficulty.

To get us all even more excited about the project, Odelay are providing behind-the-scenes glimpses of their process as they work toward completion. Photos, sketches and more will be shared via GDC Foundation’s social media accounts on Twitter, Facebook and Instagram.

**#designChange**

**Direct link to order the poster:**

[www.gdc.net/foundation/merchandise](http://www.gdc.net/foundation/merchandise)

[designedgecanada.com/news/gdc-fundraising-poster-2015-odelay-design/](http://designedgecanada.com/news/gdc-fundraising-poster-2015-odelay-design/)

[www.designer.com/news/28444](http://www.designer.com/news/28444)

[designedgecanada.com/news/gdc-fundraiser-poster-odelay-graphic-design-poster/](http://designedgecanada.com/news/gdc-fundraiser-poster-odelay-graphic-design-poster/)



# Scholarships

## GDC Foundation Marc Brisbane Scholarship



Doctoral candidate Lyubava Fartushenko

**Lyubava Fartushenko was awarded the 2015 GDC Foundation Marc Brisbane Scholarship of \$500.**

The Scholarship is given to a Masters or Doctoral degree student pursuing research with a focus on visual communication in Canada at a Canadian post-secondary institution. Lyubava has a Master of Design in Visual Communications Design from the University of Alberta and is currently a University of Waterloo PhD student in Social-Ecological Sustainability Environment and Resource Studies. Her research proposal is titled "Using design epistemology to promote bioinclusive ethic."

"As people experience urban growth, visual communication design becomes an inevitable tool to provide solutions for the future. My doctoral research proposes to use design as means to address and shape an inclusive understanding of environment — one that accommodates both the human and the nonhuman components within the context of urbanism. While using design theory to address ecological and ethical questions, my fundamental goal is to advance the design research in Canada," said Fartushenko in her application.

### About the GDC Foundation Marc Brisbane Scholarship

The GDC Foundation Marc Brisbane Scholarship was created through a 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 has been provided in honour of Marc Brisbane LGDC, 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.

*2016 will be the last year the Foundation grants this award. The Alberta North Chapter plans to deliver this on a provincial level in the coming year.*

**Since 2012, the GDC Foundation has awarded \$3,000 in student scholarships.**

## The GDC Foundation Ray Hrynkow Scholarship

This \$500 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 project will demonstrate the student's excellent research and exceptional skills in the craft of design, having synthesized their research results into an outstanding communication design solution.

The Fund is supported by Casey Hrynkow CGD, FGDC and generous annual donors in remembrance of Ray. You can support this worthwhile scholarship with your donation at [gdc.net/foundation/donate](http://gdc.net/foundation/donate).

The Ray Hrynkow national scholarship was not awarded this year.



*Ray and Casey Hrynkow, 2012*

### 2015 Scholarship Judging

Scholarship applications were received from across the country. Applicants submitted work completed as a class project and were judged by Certified GDC members. Judges scored each entry on criteria such as methodology, typography, content and presentation. The judges were **Marga Lopez**, **Johnathon Vaughn Strebly** and **Jeff Harrison**. Judging took place on August 31, 2015 at The Art Institute of Vancouver.

### Past Scholarship Recipients

**2012 Cheryl Loh**,  
Emily Carr University of Art + Design, Vancouver, BC,  
The Centre for Women in Governance re-brand.

**2013 Aaron Campbell**,  
Capilano University, North Vancouver BC,  
"Amnesty Write" Campaign.

**2014 Lilian Leung**,  
Capilano University, North Vancouver BC,  
"Molecure" project.

**The GDC Foundation Ray Hrynkow 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.

# Financial Report

at December 31, 2015

<b>Income</b>	<b>2015</b>	<b>2014</b>
Total from previous year end	\$ 43,670.71	\$ 39,199.10
Donations to Ray Hrynkow Scholarship Fund	550.00	2,050.00
Donations to Marc Brisbane Scholarship Fund	0	1,000.00
Donations to Foundation General Fund	3,645.07	1,286.82
Sales of posters & cards	810.00	750.00
Donations to operations fund	0	150.00
Bank Interest income	.54	507.84
<b>Total in Funds</b>	<b>\$ 48,676.86</b>	<b>\$ 46,543.76</b>

## Expenses

Bank service fees	5.81	10.27
Paypal service fees	88.59	–
Mailing expenses	775.45	\$262.78
Scholarships given out	500.00	1,000.00
<b>Total Expenses</b>	<b>1,369.85</b>	<b>1,273.05</b>

**Year end total** **\$ 47,307.01** **\$ 45,270.71**

*Does not include fundraising donations and sales received/deposited in early January.  
The General Fund is invested in a GIC.*

## GDC Foundation Ray Hrynkow Scholarship Fund

	<b>Donations</b>	<b>Scholarships Awarded</b>	<b>Year-end Balance</b>
2012	\$8,861	\$500	\$8,361
2013	\$650	\$500	\$8,511
2014	\$2,050	\$500	\$10,561
2015	\$550	–	\$10,611

*This fund is invested in a GIC.*

*We have received a further \$1,050 in donations to this fund since December 31, 2015.*

## GDC Foundation Marc Brisbane Scholarship Fund

	<b>Donations</b>	<b>Scholarships Awarded</b>	<b>Year-end Balance</b>
2013	\$1,625	\$500	\$1,125
2014	\$1,000	\$500	\$1,625
2015	0	\$500	\$1,125



# 2015 Donors – Thank you!

Andrew Boardman CGD

Karen Brown CGD

Peggy Cady FGDC

Dave Coates FGDC

Valerie Elliott FGDC

Catherine Garden FGDC

Cynthia Hoffos FGDC

Jim Hudson CGD

Casey Hrynkow FGDC (RHSF)

Karin Jager CGD

Marga Lopez CGD

Michael Marshall FGDC

Miriam MacPhail CGD

Colin Maskell

Dean McNeill CGD

Craig Medwyduk CGD

Anne O'Grady

Bardolf Paul FGDC

Ken Paul CGD

Elaine Prodor FGDC

Rod Roodenburg CGD

Brenda Sanderson CGD

Adrian Shum CGD

Rick Strong

Ron Tanasichuk (RHSF)

Matt Warburton FGDC

Ulrich Wodicka FGDC

Jeope Wolfe CGD

## 2016 Donors (at May 8, 2016)

Sue Colberg CGD

GDC Vancouver Island Chapter

Casey Hrynkow FGDC (RHSF)

Ron Tanasichuk (RHSF)

(RHSF): *Donations to the Ray Hrynkow Scholarship Fund*

## Annual Donations

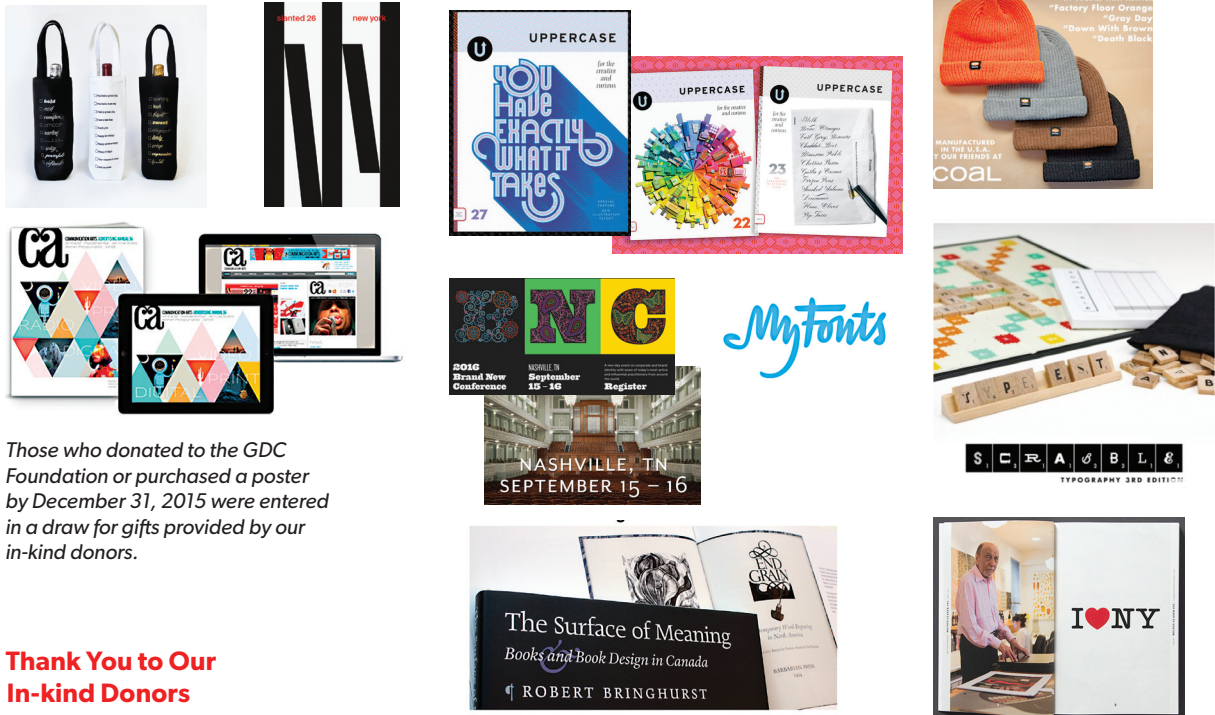
Year #	Donors	\$ Donation	\$ Total in Fund
2004	1	\$1,000	\$1,000
2005	0	0	1,000
2006	3	1,011	2,111
2007	12	3,992	6,103
2008	9	2,131	8,289
2009	4	1,436	9,670
2010	12	5,382	15,052
2011	35	4,494	19,546
2012	108	14,409	33,480
2013	42	8,323	40,303
2014	38	7,344	45,271
2015	31	3,645	\$47,307

*Totals 2013 and forward include income from sales and interest. Figures in the table and in the report are rounded to nearest dollar.*

## In Short

- Awarded the third Marc Brisbane Scholarship of \$500 to Lyubava Fartushenko a University of Waterloo, Ontario, PhD student.
- Received 31 cash donations from generous individuals.
- Received donations from eleven Fellows who supported the GDC Fellows' Challenge – up one contributor from last year for a total of \$1,500.
- Received in-kind donations from 12 donors and gave out 29 prizes.
- Raised the total in the Foundation from \$45,271 to \$47,307 and we are working toward the \$50,000 mark.
- Raised \$810 from poster sales from 15 purchasers, up from \$710 last year.
- As of May 15, 2016, the General Fund is at \$33,231 and the Ray Hrynkow Scholarship fund \$11,611.

# #designChange Campaign



Those who donated to the GDC Foundation or purchased a poster by December 31, 2015 were entered in a draw for gifts provided by our in-kind donors.

## Thank You to Our In-kind Donors

Absolute Therapy  
 Aaron Draplin  
 Brand New Conference/  
 UnderConsideration  
 Communication Arts  
 Fairgoods.com  
 GDC Vancouver Island Chapter  
 MyFonts.com  
 Odelay@! Design  
 Peggy Cady  
 Skillshare  
 Slanted.de  
 Uppercase Magazine

## Draw Winners

- Aaron Draplin gifts: Dean McNeill, Ken Paul, Bardolf Paul, Rick Strong, Matt Warburton, Michael Marshall
- MyFonts.com \$100 gift certificate: Andrew Boardman
- Skillshare, 1-year premium membership: Oliver Oike
- Brand New Conference Videos and Ticket: Adrian Shum
- Slanted, issue 26 - NY: David Coates
- "The Surface of Meaning" by Robert Bringhurst, donated by VI Chapter: Valerie Elliot
- Scrabble Typography donated by Peggy Cady: Rod Roodenburg
- Absolute Therapy, Private yoga session for 4: Miriam MacPhail
- Communication Arts subscription: Karin Jager
- Uppercase Magazine subscription: Marga Lopez
- Fairgoods.com: t-shirt: Anne OGrady, Emrys Miller
- Fairgoods.com: wine tote: Karen Brown, Sue Colberg, Catherine Garden, Jim Hudson, Cynthia Hoffos, Colin Maskell, Elaine Prodor, Brenda Sanderson, Ulrich Wodicka, Randy Hergott, Dean Van De Wall, Jeope Wolfe

## Poster Sales help the GDC Foundation

All proceeds from poster sales go to the GDC Foundation.

[www.gdc.net/foundation/merchandise](http://www.gdc.net/foundation/merchandise)



### #designChange Poster "Section 2"

*Freedom of conscience,  
Freedom of religion,  
Freedom of thought,  
Freedom of belief,  
Freedom of expression,  
Freedom of the press,  
Freedom of assembly,  
Freedom of association,  
Free.*

Designed and hand printed by Odelay!

Size: 19" x 25"

Limited to 50 prints

Paper: French Poptone Wild

Cherry 100 lb cover

Colour: custom ink, house paint, maple syrup, Maple leaf powder, and Canadian nickel

Price: \$50 plus shipping



### Stefan Sagmeister Happiness Poster

Designer:

Michael Dymund, CGD,  
Silent Queue Design,  
Saskatoon, SK

Printer: Henry van Seters,  
Novatex Serigraphics Inc.

Ink: Sun Chemicals Rev  
inks - Process Yellow,  
Process Magenta and  
Process Cyan with  
Spot Gloss Clear,  
Paper: Via Linen Bright  
White 80 lb Cover

\$30 plus shipping



### Maxim/Dictum Poster

Designed by Robert L. Peters  
CGD, FGDC for Circle Design  
Inc., Winnipeg MB.

Beautifully printed on the  
HP Indigo 7500 press at  
Hemlock Printers, Vancouver  
BC, on stock provided by  
Spicers, Vancouver BC:

FSC® Certified Classic Crest  
Text Bright White 100% PC  
FSC Recycled Paper.

Size: 12 in x 16 in

\$30 plus shipping

View more posters at [www.gdc.net/inspiration/gdc50-posters](http://www.gdc.net/inspiration/gdc50-posters)



### Chapter Representatives to the GDC Foundation

Arctic:

**Mark Rutledge**

Alberta North:

**Brian Kulba**

Alberta South:

**Kelly Hartman**

Atlantic:

**Jim Hudson, Paul Williams**

British Columbia:

**Johnathon Strebly**

Vancouver Island:

**Patrice Snopkowski**

Manitoba:

**Oliver Oike**

Saskatchewan North:

**Josh Nagy**

Saskatchewan South:

**Rhea Liebel**



## Please Donate

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](http://www.gdc.net/foundation)

### Online:

Use your credit card or Paypal  
at [www.gdc.net/foundation/donate](http://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  
Graphic Designers of Canada  
Arts Court, 2 Daly Avenue  
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:  
Peggy Cady CGD, FGDC,  
GDC Foundation Committee Chair  
Email: [foundation@gdc.net](mailto:foundation@gdc.net),  
Phone: 250-386-6215

### GDC Foundation Committee

Peggy Cady, *Chair*

Jim Hudson

Oliver Oike

Patrice Snopkowski

### Bookmark our links:

[www.gdc.net/foundation](http://www.gdc.net/foundation)

[twitter.com/getbehinddesign](https://twitter.com/getbehinddesign)

[www.facebook.com/GDC-Foundation-827640470628889](https://www.facebook.com/GDC-Foundation-827640470628889)

[www.instagram.com/gdcfoundation](https://www.instagram.com/gdcfoundation)

[www.gdc.net/foundation/donate](http://www.gdc.net/foundation/donate)