



2013 Reports

President

Exam Board

Communications Committee

Membership Committee

Education Committee

Ethics Committee

PR Committee

Provisional RGD Committee

Student RGD Committee

Presented at RGD's Annual Meeting on April 24, 2014

2013 President's Report

PRESENTED BY LIONEL GADOURY RGD

I want to thank all of our Committee Chairs for all of the work they do throughout the year. I'd also like to thank the many volunteers who sit on our various Committees as well as all those Members who assist with so many RGD programs. The desire to give back is a key element in RGD's success and the entire design community benefits from these contributions.

RGD is lucky to have the support of many industry suppliers who also give back to the community through contributions. We are grateful for our on-going relationships with the following organizations:

At the Partner level: 123rf, Adobe Systems, Creative Niche, DesignEdge Canada, Flash Reproductions, Somerset Graphics and Targeted Accounting. At the Gold level: AFIX, Applied Arts, Aquent, Cascades, Domtar, Getty Images, Monotype, Moveable, NewPage, Sun Life Financial and Spencer Xiong Photography. And at the Silver level: Aboveground Art Supplies, FunctionFox, Hyperweb and Mitchell Sandham. New this year, we welcome one of Canada's oldest law firms, WeirFoulds LLP, as RGD's Legal Partner and Gold Sponsor Akran Marketing, who will provide bags for DesignThinkers.



In 2014, RGD will once again partner with the Accessibility Directorate of Ontario (ADO) which is funding a new web accessibility initiative by RGD focused on promoting understanding and compliance with accessible website requirements. In addition to developing print and online resources, RGD will host a one-day conference in Toronto in early October and organize a series of webinars. With the tools and case studies provided by RGD, creative professionals will be equipped to deliver web design solutions that meet Ontario's accessibility requirements and demonstrate the value of accessible design to their clients. This initiative will be a part of a new RGD Exam in 2015, ensuring RGD's certification remains relevant to industry.

A black rectangular graphic with white and red text. At the top, 'Creative' is in a white script font and 'EARNERS' is in a large, bold, white sans-serif font. Below this, in smaller white text, it says 'Take Canada's most comprehensive survey of salaries and billing practices in the creative communications industry. Over \$3,000 in prizes for participants!'. In the center, 'CREATIVEEARNERS.CA' is written in red. At the bottom, in white text, it says 'Participate before June 16th. Spread the word #creativeearnors'.

"RGD Salary Survey's findings reinforce the value of creative professionals. We are excited to continue our partnership with RGD on this important initiative."

CREATIVE NICHE CEO MANDY GILBERT

Providing insight into the financial trends facing Canada's creative sector, RGD's biannual national salary and billing survey, CreativeEarnings, offers a summary of how graphic designers and other creative communicators are valued. Beginning May 1, 2014, RGD and Creative Niche will once again invite creative professionals across Canada to fill out the online survey and contribute to this important national industry resource. Those who complete the survey will also be entered into draws to win great prizes including \$1,500 in Umbra gift cards and free registrations to DesignThinkers 2014, Canada's national design conference.

RGD continues to raise its profile through partnerships with other organizations. Internationally, we do this as a member of ICOGRADA. Last November, I attended ICOGRADA's Congress in Montreal and spread the word about RGD's certification process. The interest from several design organizations around the world was gratifying and I look forward to continued discussions.

"It was lovely to get a stronger understanding of the wonderful work and history at RGD. Icograda will benefit enormously from RGD's experience and advice."

RITA SIOW, ICOGRADA COMMITTEE MEMBER

RGD is also a member of the Design Industry Advisory Committee (DIAC), a cross-disciplinary research group that seeks to promote the strategic value of design to economic, social and environmental goals. A very exciting recent initiative by DIAC will launch shortly: funded

by Industry Canada, DIAC did an Impact of Design Study, conducting interviews with the CEOs of 5 companies about the role of design in their success. We will have more to report on this shortly.



"I had a blast. You guys put on an amazing show. Such an aspiring bunch of people. Hopefully I get to make it up there again."

DARHIL CROOKS, DESIGNTHINKERS 2013 SPEAKER

DesignThinkers 2013 was our best-attended conference to date with 1200 delegates over the two days. Speakers included Morag Myerscough from the UK, Disney's Christopher Chapman, Patagonia's Dmitri Siegel, information designer Nicholas Felton, Imaginary Forces co-founder Karin Fong and book designer Peter Mendelsund.

In 2014, DesignThinkers will take place November 6 to 7 at a new venue, the Sony Centre for the Performing Arts. Confirmed speakers include Aaron Draplin, Kickstarter co-founder Charles Adler, *Design Matters* host Debbie Millman, educator and author Ellen Lupton, Sagmeister + Walsh Partner Jessica Walsh and the UK's Mary Lewis. This year, RGD has reduced rates for RGD Members to attend DesignThinkers to our lowest in our 15 year history to help ensure it is truly an RGD celebration of design and design thinking.

"Awesome job as always. I can only imagine how much hard work goes into the prep and you always nail it. I just love it, and love bringing my team."

DESIGNTHINKERS 2013 DELEGATE

Reaching business and the public locally, RGD continues to organize Design at Work. This year, 17 projects by Western Ontario designers were showcased, including work by members of the professional associations for industrial and interior designers. The exhibit was on display at the Waterloo Regional Airport and at London's Covent Garden Market. We hope to develop similar initiatives in other regions.

RGD continues to develop our Future by Design program to connect local professionals to each other and to a larger community through technology. On Feb 4, discussion groups in eight cities connected with panelists from Toronto, New York and Washington DC to explore the topic of Creative Collaboration for RGD's latest Future By Design.



"Design at Work is a fantastic opportunity to meet a diverse, talented group of people and become part of a broader design community."

PROFESSIONAL MEMBER OF ACIDO

I'd like to finish by recognizing our staff. These dedicated individuals keep our organization vibrant, growing and relevant. They are: Executive Director, Hilary Ashworth; Chief Operating Officer & Director of Membership, Heidi Veri; Creative Director, Karin Heinsch RGD; Education & Programs Coordinator, Mark Scheibmayr; Senior Marketing & Communications Coordinator, Michelle Pereira, Membership Coordinator, Christina Dahl, and Communications & Research Coordinator, Lauren Nisbet.

2013 Exam Board Report

PRESENTED BY ROD NASH RGD, PRESIDENT OF THE EXAMINATION BOARD FOR REGISTERED GRAPHIC DESIGNERS

DIRECTORS: ADAM ANTOSZEK-RALLO RGD, FRANK CHARTRAND RGD, TERRY HILL RGD, CRIS JAW RGD, LOUIS LAPOINTE RGD

The Exam Board is focused on:

- Establishing and updating the eligibility process for determining which candidates are qualified to take the RGD Exam
- Creating a method for testing these candidates that ensures they meet the standards required to be certified as Registered Graphic Designers
- Ensuring the assessment is professionally credible, feasible, defensible and affordable.

It has been a very busy year for the Examination Board. Many new procedures have been implemented to improve the Exam candidates' overall experience, make the Exam process more transparent, make the Written Test and Portfolio Interview more effective and the Exam more accessible nationwide.

“With close to 20 years of experience, I am pleased to be assisting RGD’s Exam Board to qualify RGD candidates and maintain the quality and integrity of our professional designation.”

DIEGO CASCO RGD, PORTFOLIO EVALUATION COMMITTEE

First, the Exam Board developed a new results sheet giving candidates an overview of how they scored on the entire Exam. Candidates receive the results of their Portfolio Interview evaluation with indications for assessment areas where there is room for improvement or where the candidate has demonstrated exceptional ability. They are also told whether they passed or failed each of the Test sections and then told, based on their portfolio interview results, how many Test sections they needed to pass to succeed overall.

Second, in an effort to increase transparency, we posted information about our Portfolio Evaluation Committee to the RGD website, along with the criteria to be considered for the group. Criteria includes a recognized body of work/study in the profession, a minimum of 10 years in the industry including education, a member recommendation and a time commitment of 3-6 hours per month. To date, 15 RGD interviewers have been approved by the Exam Board. All other information about RGD’s certification process has been incorporated into the RGD website. To view, go to rgd.ca/rgd-certification/.

Third, the existing Written Test portion of the Exam has undergone several changes in the last few months in anticipation for its evolution to an online format in July. We have removed the existing technology section; we

have made all sections of the Written Test open book as is the current practice with online exams. The Rules of Professional Conduct section is also being updated with new questions.

“As a freelance designer, studying best business practices and the RGD’s Rules of Professional Conduct have helped enhance the relationships I have with my clients.”

UMAR SHAHZAD RGD

The next step for the Exam Board will be the complete transformation of the Written Test from its focus on testing knowledge that designers already have to one that trains forward-thinking, strategic professionals who are sought after as accredited RGDs. New Written Test sections will be developed around subjects, like Accessibility and Responsive Design, that will differentiate RGDs to employers and clients, and will be based on educational webinars designed to prepare candidates for the new sections. Our goal is to launch in early 2015.

This June, the Exam Board will hold its Annual General Meeting when we will welcome new Board and Advisory Committee Members to help us reach our ambitious goals for the upcoming year.

“After 15 years on the board of SDGQ, I am passing on my duties to whoever will oversee certification in Quebec. I will keep fond memories of our collaboration.”

LOUIS LAPOINTE RGD, DGA



2013 Communications Committee Report

PRESENTED BY BOB HAMBLY RGD, VICE PRESIDENT, COMMUNICATIONS & COMMITTEE CHAIR

MEMBERS: JULIAN BROWN RGD, LIONEL GADOURY RGD, TINA MACKENZIE RGD, ROD NASH RGD, KAREN SATOK RGD

The mandate of the Committee is to steward RGD's identity and external communications strategy, working to facilitate communication between the Association and our Members.



In 2013 we introduced a new RGD Certificate, incorporating RGD's refreshed identity and the new 'RGD Sticker' component. Each year a new Member firm will be selected by the Committee to design a sticker to be distributed and used on certificates and membership cards representing another year of commitment to RGD. The sticker is a great opportunity for smaller firms to contribute to RGD, and we've seen great designs so far from Philip Mondor RGD and Jim Ryce RGD, who designed the stickers for 2013 and 2014.

Another new development was the RGD brand animation, created by Committee Member Julian Brown RGD. The animation does a great job of incorporating the RGD brand into our recordings of events and webinars, which are available for Members on Vimeo and featured publicly for one-week periods on the RGD homepage.

The Committee was excited to work with Stüssy Tschudin RGD and the team at Forge Media + Design on the development of an interactive infographic highlighting RGD stats. The infographic appears in the 'About' section of the RGD website, on banner stands for display at events; and on ads in *Applied Arts* and *Marketing Magazine*. The graphics will also be used to create an information brochure that will be printed in May.

"TAXI is proud to be the design sponsor for this year's conference. And while we know graphic designers are a tough bunch to impress, we are up for the challenge."

TAXI'S DAVE WATSON

For DesignThinkers 2013, the Committee invited Montreal-based Orangetango, who developed a unique campaign that was very well received by attendees. This campaign is a finalist for the Redgees and we have high hopes for it being selected as a winner. The 2013 conference also included a new responsive website from The Pixel Shop. For 2014, we are working with TAXI, whose team has presented a very exciting concept that we look forward to sharing.



After launching for the first time in 2012, the second annual So(cial) Good Design Awards received 190 entries from 7 countries. The 2013 identity was designed by

"RGD provides a reliable source of information on the design community to students, industry, government and the public."

JOSEPH
D'AGOSTINO RGD

Entro and the printed catalogue of winning entries was also adapted as an iPad App, created in-house by RGD's Creative Director Karin Heinsch RGD. We look forward to working with Forge Media + Design as the design partner for this year's Awards.

In 2014, RGD and Creative Niche are working with The Pixel Shop as design partner for the 2014/2015 CreativeEarnings National Salary Survey, launching next month.

In addition to the visual design, The Pixel Shop has created a new platform for the survey incorporating a much more user-friendly experience for survey participants.

RGD's social media platforms have experienced substantial growth in the last year. Compared to stats from 2012 to the present:

- Twitter followers increased from 1,800 to 5,000.
- Daily web visitors increased from 700 to 1,100.
- Combined total of 3,000 LinkedIn and Facebook followers increased to 2,300 Facebook followers and 5,100 LinkedIn group members.
- Number of subscribers to RGD Word e-newsletter increased from 5,700 to over 10,000.

2013 Membership Committee Report

PRESENTED BY TINA MACKENZIE RGD, VICE PRESIDENT, MEMBERSHIP & COMMITTEE CHAIR

MEMBERS: RUSSELL GIBBS RGD, JASON LIND RGD, KAREN NG-HEM RGD, TIM SMITH RGD

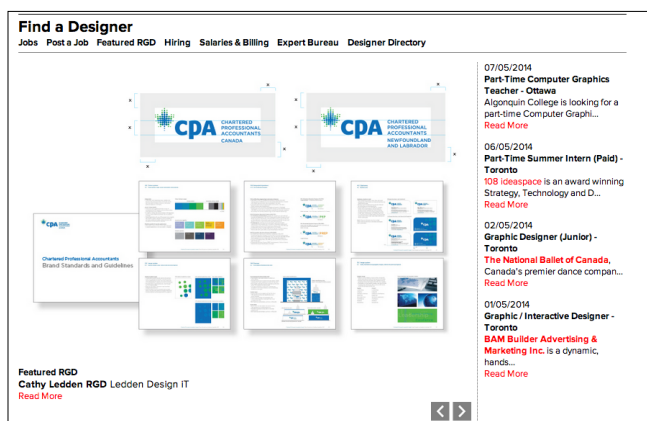
In the past, the Committee spent a great deal of its energies on the monthly review of Member applications. The Committee's revised mandate relinquishes those responsibilities to RGD staff: Christina Dahl, Membership Coordinator, and Heidi Veri, Director of Membership, with oversight by the RGD Board. Memberships will be activated more quickly and efficiently. Membership cards are also now being sent digitally to Student RGDs, Provisional RGDs and Affiliate members.

Currently we have 3,079 members. These include 780 RGD Members (down by 2 from last year); 69 RGD Emeritus (our category for Retired RGDs, up by 10); 471 Provisional RGDs (up by 58); 85 Affiliates (up by 67) and 1,579 Student Members (up by 125).

"I frequently attend RGD webinars and enjoy the variety of relevant topics. These presentations help me to stay in stride with the industry and the convenience of being able to listen in from my home office is perfect."

TRACEY WATT RGD

The Committee's new focus is developing and reviewing member programs and services, ensuring their relevance and increasing their value. This past year, RGD presented 60 webinars on topics relating to business, education, research, inspiration, user experience and branding, each attended live by an average of 30 Members. In addition to the live broadcasts and live-tweeting, all are recorded and available for Members on Vimeo, and are highlighted for one-week periods as Featured Videos on the RGD website. We also hosted 6 Virtual Portfolio Reviews, with 15 professionals from across North America offering feedback on the portfolios of 15 Provisional RGDs and Student RGD Members.



In 2013, RGD introduced opportunities for Members to highlight their expertise on the RGD website and in our e-newsletter. All Members are invited to upload projects and highlight areas of specialty in our searchable, online Designer Directory, from which we highlight a Featured RGD Member each week. In addition to the Directory, we introduced Case Studies to the RGD website, with RGDs presenting in-depth looks into their design process.

"After I was profiled on the RGD website, I was contacted by three clients looking to hire me! The Member profile is a great tool for designers to showcase their work and expertise to potential clients."

RAYMOND CHEAH RGD

This past year, RGD's mentorship program connected 18 emerging designers to experienced professionals. This program is often cited by incoming Provisional RGDs as a unique opportunity for them to gain access to RGD's broad community of firm owners, design managers and sole proprietors. For RGD mentors, it continues to be a great way for them to contribute to the future of the industry.

We continue to offer incentives for candidates to go through the RGD Examination Process through a Member Referral Program. To date, 9 RGD Members received incentives for encouraging new RGDs to join the Association. Referring Members, who can be RGDs or Provisional RGDs, can choose to receive discounts on Membership dues or DesignThinkers.

Through the remainder of 2014, we will continue to work to deliver value for Members, seeking feedback and reviewing the success of existing programs and services and reviewing proposals for new ones. We'll also have a larger focus on membership recruitment, particularly at the Provisional RGD level since these emerging designers represent the future of our industry.

"RGD is a great resource for staying connected to the design community, learning and being a part of promoting best practices in our industry."

MARC LAURIAULT RGD

2013 Education Committee Report

PRESENTED BY KAREN SATOK RGD, VICE PRESIDENT, EDUCATION & COMMITTEE CHAIR

MEMBERS: DONNA BRAGGINS RGD, JESSICA GLEMNITZ RGD, MOLLY HILL RGD, GIL MARTINEZ RGD, ANDREW MCLACHLAN RGD, PHIL MONDOR RGD, MEGAN OLDFIELD RGD, RYANNE SPIES RGD

The Committee's mandate is focused on helping students enhance their knowledge, skill and effectiveness as graphic designers.

The success of the Education Committee is due, in part, to RGD's on-going and long-standing automatic Student Membership program which results in RGD having about 1,500 Student Members annually. Through this program, colleges cover the fees for their students to be Members. This year, we had 12 schools participating in the program, including, for the first time, Capilano University in Vancouver and, for the second year, the College of the North Atlantic in St. John's.

“Supporting future design talent is one of the greatest ways an established designer can help ensure our industry continues to prosper.”

JEAN-PIERRE LACROIX RGD, STUDENT AWARD SPONSOR



One of the Committee's most significant initiatives is RGD's annual Student Awards Program, which has awarded over \$220,000 in cash awards since 1999, all money being contributed by employers of emerging designers. In 2013 we received entries from 176 students, up from 121 in 2012. The number of sponsors was up from 15 to 17 with two new Award categories - Corporate Design and Digital Marketing Design. The total number of schools represented with entries was 18, up from 15 and schools represented with winners was up from 7 to 12 in 2013.

In 2013, we expanded eligibility to students at schools outside of Ontario and to students in the second-last year of their program and these changes remain in place for 2014. This year, we again have 17 industry sponsors: 50 Carleton, Bell Media, Bureau, Cineplex

Digital Solutions, Cinnamon Toast, Cundari, Empire Life, Entro, Forge, Harlequin, Milestone Integrated, Normative, Parcel, q30, Quarry, Shikatani Lacroix and Tamm + Kit. In addition to the cash prizes, we continue to recognize Student winners in a booklet distributed to 10,000 subscribers of *Design Edge*. One significant change for 2014, we've added fields to the evaluation form so that judges provide feedback on their top 5-10 picks in the category they are judging. This feedback will be relayed back to all Student finalists.

Last year, we combined the DesignThinkers scholarship program with our So(cial) Good Design Awards. So Good Winner Chantal Abdel-Nour Prov RGD was awarded Scholarships from Jacknife Design and Patrick Robinson RGD to cover her costs to attend DesignThinkers 2013. She was also invited to introduce conference speaker Dmitri Siegel.

“I had a great time at HeadStart. It was so nice meeting the students and seeing their passion and excitement for the industry.”

MARIA PASSARELLI RGD, HEADSTART REVIEWER

As in past years, Committee Members assisted with HeadStart, RGD's conference for emerging designers, which saw our highest attendance ever. We also continue to host portfolio review events at Georgian College in Barrie and Cambrian College in Sudbury, which together provided reviews and a panel discussion to 80 students.

In 2013, the Committee helped to organize RGD's first Design Educators Conference, a joint venture between RGD and York University. The one-day event took place the day after DesignThinkers at York and saw an attendance of roughly 100.

The 2014 Educators Conference will be hosted by Centennial College on November 8. Our deadline for abstract submissions is May 30th and the theme for presentations is “Colouring Outside the Lines: Teaching for the future to meet the changing needs of the industry.” DT Speaker Ellen Lupton will be one of our keynotes.

Finally, the Committee has been assisting the Post-secondary Accountability Branch of the Ontario Ministry of Training Colleges and Universities which is creating new graphic design standards for college programs. Many Members feel that College curriculum is not keeping up with industry needs, and we ensured your voices were heard with educators and with government.

2013 Ethics Committee Report

PRESENTED BY STÜSSY TSCHUDIN RGD, VICE PRESIDENT, ETHICS & COMMITTEE CHAIR

MEMBERS: LUC BERGERON RGD, ERIN BOYCE RGD, LIONEL GADOURY RGD, MARK MCALLISTER RGD, ROD NASH RGD

The Ethics Committee's primary mandate is to advise on ethical issues that arise from design professionals, educators, managers and/or buyers of design.

A focus of this Committee continues to be lobbying against requests for spec in RFPs. In 2013, 20 letters were sent with a success rate below last year's 40%, but we were pleased to see an increase in the number of clients contacting RGD directly for advice on developing ethical RFPs. And, our success rate so far in 2014 is back up around the 40% mark. Where possible, we document successes on the RGD website. Successes from 2013 included the revision of an RFP that originally asked for webpage designs; an RFP that requested concepts for a branding project; and clarification on an RFP where compensation was provided for concept work.

“With the clear information on the RGD website, we were able to understand the greater creative process involved and correct our RFP.”

CANOEKAYAK COMMUNICATIONS OFFICER

A particularly unfortunate spec contest was launched by the Association of Canadian Community Colleges (ACCC) to invite design students to design its logo. In addition to contacting ACCC to explain industry best practices and offer assistance to run a fair and more effective process, RGD asked program coordinators to contact ACCC to speak out. This situation highlights the difficulties educators face when trying to incorporate real-world projects into design curriculums without compromising the value of the design industry. We hope to have guidelines in place to help address this issue before the academic year begins in September.

“It is important to follow best practices when offering internships. Having guidelines helps ensure a quality internship experience for all.”

FRANK CHARTRAND RGD

Another area where the Committee focuses its advocacy is on internships, with the adoption of new Internship Guidelines. As a regular practice in the creative industry, internships provide emerging designers with practical job skills and hands-on work experience to help launch their careers. RGD's Guidelines for Internships comply with the Ontario Ministry of Labour, which requires interns to be compensated with minimum wage unless the placement is offered through a college or university. The document touches on key components of the internship experience in addition to responsibilities of the firm

and intern. Recent crackdowns by the Ministry of Labour underscore RGD's foresight in this area.



When the Canada 150 logo controversy made waves last December, RGD addressed the issue swiftly, without compromising accuracy. Within a day of the story being published, we had a statement from RGD President Lionel Gadoury with a call to action for designers and an assurance that we were contacting government to ensure our voices were heard. Media, locally and internationally made note of our position, including *Strategy*, *Creative Review*, *Fast Company*, *Marketing*, *Toronto Star*, *Azure*, *Metro News*, *Radio Canada Quebec* and *Grafika*.

In addition to advocacy, the Committee continues its work on the Rules of Professional Conduct, a cornerstone of RGD certification. The new Rules summarize the ethical conduct required of an RGD in a way that is easy for both designers and clients to understand. Each of 8 Rules is supported by Policies, Best Practices, Examples and Additional Resources. Policies cover areas that can be acted upon by RGD's Grievance Committee. Best Practices cover behaviour the Committee feels is important, but would be impractical to enforce. Situational Examples clarify ethics in practice. Resources provide background.

With the new Rules being fully adopted, the next step, which we have already been hard at work on, is revising the Rules section for the Written Test portion of the RGD Exam. These new questions will help ensure that all new Registered Graphic Designers have a clear understanding of their ethical responsibilities as documented in the new Rules of Professional Conduct.

2013 PR Committee Report

PRESENTED BY KENN WAPLINGTON RGD, COMMITTEE CHAIR

MEMBERS: DIEGO CASCO RGD, MARAWAN EL-ASFAHANI RGD, BOB HAMBLY RGD, ANDREW KUZYK RGD, WENDY MILLARD RGD, BARRY QUINN RGD

The Committee's primary responsibility is to raise awareness of the Association and the RGD designation. After many discussions and a review of past efforts, the Committee strategized that the best conduits to business are Members and strategic partners, and DesignThinkers is a prime vehicle for our efforts. So, in 2013 the Committee launched two DesignThinkers-related initiatives involving Members and partners.



“Bring a Client’ provided a chance to explain my designation to someone in business and communicate the value of the graphic design profession.”

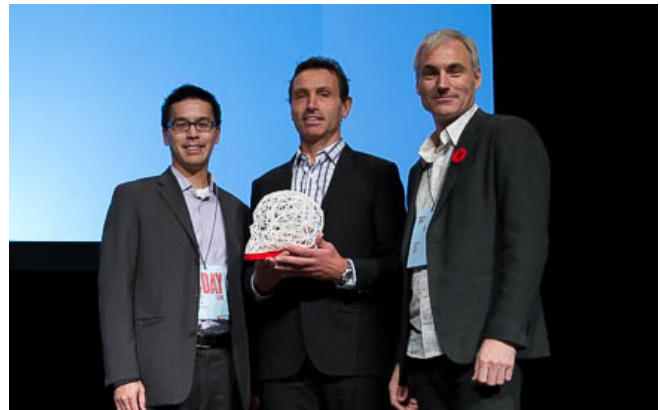
CAROLINE BRUCKNER RGD

For the ‘Bring a Client’ program, RGD conference delegates can invite a client to a free session. In 2013, approximately 20 RGD Members took advantage of the opportunity, and the response was positive. This year we will expand the program with ‘Bring a Client’ talks on both days. Past DT speaker Marty Neumeier will speak November 6 about the increasing role of creativity in business. Andy Epstein, author of *The Corporate Creative*, will speak November 7 on involving in-house design teams in strategic projects to foster innovation.

“The DesignThinker of the Year Award shines a spotlight on the role design can play in business success and innovation.”

ROTMAN DESIGN WORKS DIRECTOR MARK LEUNG

In 2013, RGD partnered with Rotman, Canada’s top business school, to create the DesignThinker of the Year Award to honour a Canadian executive who has demonstrated an appreciation for design. Nominations were reviewed by a



panel of judges that included Apple Executive Creative Director Alan Dye. Our 2013 DesignThinker of the Year, MEC CEO David Labistour, flew to Toronto to accept his Award at the conference. In 2014, RGD will again partner with Rotman, with the Call for Nominations opening in August.

In 2012, RGD launched our Expert Bureau as a resource for media and event organizers. In 2013, we suggested 4 Experts when TVO asked for panelists for a segment on visual literacy for *The Agenda*. Barry Quinn RGD was selected to participate in an episode that aired in December, was replayed in January and has 1,200 views online. We will recommend Experts over the coming year to our growing media list of over 370.

“Barry Quinn was terrific on the panel. His contributions were critical to making it such a compelling conversation.”

THE AGENDA PRODUCER

We continue to partner with the Toronto International Film Festival to bring a film-related design speaker to speak at DesignThinkers and at a related TIFF/RGD event. The Advertising and Design Club of Canada’s annual Awards coincides with DesignThinkers Conference again this year, and we will cross-promote our events. And Rotman will co-host an event during DesignThinkers with one of our conference speakers. Through media partnerships, we receive over \$40,000 in free advertising including in *Applied Arts*, *Print* and *Design Edge*, and we will be working with many organizations to spread the word about our CreativeEarnings Survey.

Our focus for 2014 will continue to be on devising outreach strategies among our client audience, media and the public.

2013 Provisional RGD Committee Report

PRESENTED BY TERRA GILLESPIE PROV RGD, COMMITTEE CHAIR

MEMBERS: JESSICA CORPORON PROV RGD, EVELYN CSIZAR PROV RGD, CHRISTINA DERY PROV RGD, APRILE ELCICH PROV RGD, JOSH FRECHETTE PROV RGD, ANTONIA GOGA PROV RGD, RACHEL GOLDBERGER PROV RGD, DANIEL KIM PROV RGD, JENNA LAWRENCE PROV RGD, ANNA PATERAS PROV RGD, ISABELLE SANTIAGO PROV RGD, ILIANA SHABATOVA PROV RGD, CHRISTINA WHITFIELD PROV RGD

The purpose of the Provisional Committee is to engage and connect Provisional RGDs not only with each other but with our RGD Members, Student RGD Members and the industry at large. We've helped develop RGD's Mentorship Program; RGD Exam Study Groups; Virtual Reviews, just to name a few. We also give Provisional RGDs a voice at the RGD Board level, and help ensure our voices, as the future of our industry and the Association, are heard.



“I just wanted to wish those on the Study Group writing the RGD Exam Good Luck! I went through the process yesterday and found it to be long, but not that stressful at all – mainly thanks to this study group process!”

IFFAT JOKHIO RGD

In 2013 we started a new RGD Study Group for RGD Exam candidates. The Group gave participants an opportunity to review study materials and jointly prepare for both the Written Test and Portfolio Interview. The program was very successful (with all 5 participants passing with flying colours!) and we are in the midst of planning another RGD Exam Study Group to begin in late May.

“The virtual review offered me a chance to present my work to creative professionals and get critical feedback on my portfolio remotely, making it easier to fit into my work day.”

FARAZ AHMAD PROV RGD

Also in 2013 we initiated the Welcome Wagon program. About once a month we invite new Provisional RGD Members to join a virtual meeting led by some on our Committee to discuss the benefits of Membership and discuss possible future initiatives. So far in 2014 three such meetings have taken place with an average of five participants and some great discussions.

One of the most important initiatives of the past year was recruiting new Committee Members. After reaching out to Provisional RGDs, we received an overwhelming response of enthusiasm and interest. As a result, we have had an influx of new blood on the Committee and I am excited about what ideas and suggestions we will come up with over the coming year.

“RGD has been a great resource for me throughout my design career, and I am pleased to be involved in the Committee and giving back to the design community.”

EVELYN CSIZAR PROV RGD

An exciting new initiative we will be advising on is a DesignThinker of the Future program to identify those Provisional and RGD Members under 30 years of age, who will drive our industry forward. In addition to providing cash awards, the honourees will be invited to attend DesignThinkers and participate on a panel of Future Creatives to discuss how design is changing and what skills, tools and thinking will drive success.

We've also recently proposed adding Provisional RGDs to all of RGD's other Committees to increase the opportunities for Provisional RGDs to get involved and also increase RGD's relevance to emerging designers. I am pleased to report that the RGD Board has confirmed that this will be happening over the next few months. We look forward to engaging with our Members and helping to build RGD for the future!

2013 Student Rep Committee Report

PRESENTED BY YOON KANG STUDENT RGD, COMMITTEE CHAIR

The Committee continues to make strides serving the needs of RGD Student Members, and uniting students from schools across Ontario. This year we had active Student Reps, from George Brown and OCAD in Toronto, St. Lawrence in Kingston, Conestoga in Kitchener, Canadore in North Bay, and Fanshawe in London. And, for the first time, we welcomed a Student Rep from Capilano in Vancouver. Currently, our main source of communication for Student Members is our Student Facebook Group, which has about 800 members.

This year, the Committee developed two new initiatives for the year.

First is a Student Blog, still in development, which seeks to connect Student Members online. The Blog will guide students to relevant RGD information, provide summaries of past events and webinars, share experiences of RGD Provisional members and allow students to showcase their schools. Some of the sections of the site we are working on include “Getting to know your school” and “Where are they now,” about past RGD Student Award-winners.

“I loved to hear the advice at Design Disclosures. The stories from the experienced designers inspired me and I hope to stay in contact with all of them.”

CARA O'CONNELL STUDENT RGD & OCAD REP



The second new Committee initiative is an event series called Design Disclosures, where RGD Student Reps organize lectures at their schools featuring alumni at various stages of their career. Lectures explored topics such as Freelancing, Interactive, and Print. So far OCAD and George Brown have hosted Design Disclosure events, and we will expand the series into other schools in the fall.

“I am excited to bring Design Disclosures to St. Lawrence in the fall. We have a passionate community of designers and I'd like to leverage that to give the students context for life beyond the classroom.”

SAM CAMPBELL STUDENT RGD & ST. LAWRENCE REP

In addition to the new initiatives, the committee continues to provide valuable insights to students through our webinars, themed around “3 Things I Didn't Learn in School”. We also participated in HeadStart, answering questions at an information table and distributing student-related materials. Over the spring and summer, we will be promoting RGD's Student Awards, organizing Studio Tours in downtown Toronto and launching the Student Blog.

On behalf of all Student Members, I want to thank RGD for the opportunity that it offers the Committee to implement programs that benefit and unite Students across the province, and beyond.

“Had so much fun at HeadStart so grateful that industry professionals took time out of their day to talk to us students.”

@MARTINECORMIER, STUDENT RGD

“Thank you @RGD for the amazing 2 days at HeadStart – leaving with a new perspective on graphic design.”

@BRITTANYROB21, STUDENT RGD