

# spring & summer 2008

the digital newsletter of the Society of Graphic Designers of Canada, Manitoba Chapter



Society of  
Graphic Designers of Canada  
Manitoba Chapter

Société des  
designers graphiques du Canada  
Chapitre de Manitoba





## Bruce Anthony Gillespie

attendees wishing to listen to speeches, music, and to pay their respects to a fine teacher – and a fine man. His dedication to the education of a great many of the city and province’s current collection of designers was sincere, forthright and above all, inspiring. The Manitoba design community will miss him.

Bruce is survived by his wife of 32 years, Alison Preston; his mother, Elsie Gillespie; his sisters, Patti Gillespie, Janet Rodie, and Lois Gillespie; his brothers-in-law, Doug Rodie and John Preston, his niece Charmaine Rodie and nephews Sean Rodie, Max Preston and Zeke Preston, all of Winnipeg.

MANITOBA’S DESIGN COMMUNITY LOST A GREAT FRIEND and educator with the passing of Red River College instructor Bruce Gillespie this spring.

On March 30, at St. Boniface Hospital, Bruce passed away at the age of 57. He lived his whole life in Winnipeg except for three years on the west coast, and for the last two decades he taught in the Creative Arts department at RRC – touching a great many lives and hearts.

This was no more evident than at a memorial event held at the college on April 11 where the campus cafeteria swelled with

## We want to hear from you!

GDC Manitoba would like to draw attention to the achievements of its members. If you have exciting developments, kudos, news or an announcement to share, send them our way.

News can include (but isn’t limited) to: new employees/positions, business anniversaries, product developments, design for social good, exhibitions, publishing achievements and/or awards. Announcements will be listed in the GDC Manitoba e-newsletter.

Please include member name, company name, date of achievement, one or two sentences describing the achievement and an URL/e-mail where readers can obtain more information.

If you have a submission, please contact the chapter communications chair:

**Jeope Wolfe** MGDC

Chapter Communications Chair

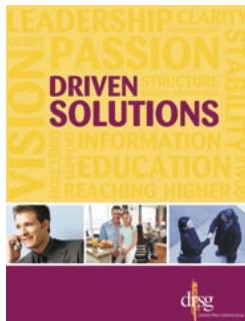
[jeopewolfe@gmail.com](mailto:jeopewolfe@gmail.com)

# New MGDC profiles

## Steve Bamburak

A GRAPHIC DESIGNER FOR OVER SEVEN YEARS, Steve has worked in both print and packaging with industry leaders such as Diageo, The Keg Brands and Angostura Rum. He has also assisted in the relaunch of visual identities for Salisbury House of Canada and Green Gates Restaurant, Lounge and Conference Centre.

Currently, Steve manages the visual identity for Dufresne Retail Solutions Group, a national furniture buying group. A graduate of graphic design programs at both Red River College and Sturgeon Creek Collegiate, Steve also received a Certificate in Marketing Management from Red River College in 2007.

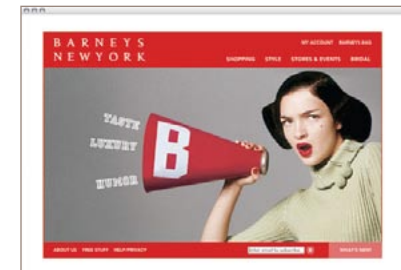


## Andrew Boardman

ANDREW BOARDMAN RUNS AND MANAGES MANOVERTOARD, a web and print design and consulting firm. He brings to his company a desire to make the visually complicated world a finer, more intuitive and better place.

Having worked on Tiffany & Co.'s first e-commerce site in 2003, Andrew designed the first e-commerce site for retailer Barneys New York. His hands-on approach and a personal attention to detail helps to guide clients to their own success.

MANOVERTOARD's portfolio also includes work for Generation Investment Management, Intuit, Council of Canadians with Disabilities, Primedia, Columbia Business School, the United Nations University and MIT.

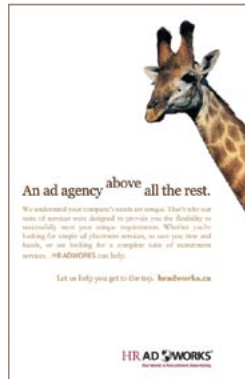


# New MGDC profiles

## Wade Clisby

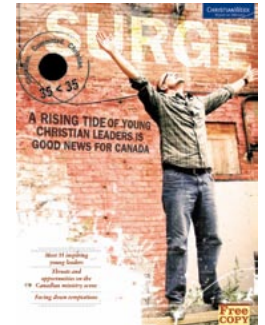
GRADUATE OF BEMIDJI STATE UNIVERSITY'S Design Technology program and Sheridan College's post-graduate Advanced Illustration program, Wade Clisby has been working in the industry for over seven years. In that time, he has developed various design solutions for an assortment of exciting and rewarding clients.

Wade's creativity has been responsible for the creation of billboard and print ads, print collateral, websites, video advertising, publication design, brand image development, promotional materials and logos.



## Carson Samson

CARSON SAMSON GRADUATED FROM UNIVERSITY OF Manitoba's School of Art with a BFA (honours) in 1999. He founded Samson Design Studios in 2005 following stints with a communications agency, a national newspaper and a Winnipeg university. Samson Design Studios provides print and web design, photography and video editing to businesses of all sizes.



# Cause and design

by **Lenore Hume** FUSION COMMUNICATIONS GROUP



Award-winning pro-bono work for the WECC included print materials (above right) and a redesigned website (above).

**After over 20 years at the same location, it was time for the West End Cultural Centre (WECC), a Winnipeg musical icon, to replace its crumbling original structure with an exciting new building.**

THE WECC CALLED ON FUSION COMMUNICATIONS GROUP TO CREATE a dynamic new look to help coincide with fundraising the final \$700,000 for this not-for-profit's new \$3.2 million dollar musical venue project.


Fusion was a natural fit to partner with the WECC on the campaign, as both operations are based in the city's West End neighborhood. It was the perfect opportunity for Fusion to showcase top quality design on a pro-bono basis, allowing the freedom to push creativity to the limit, using their own time.

Fusion designer **Rob Niedzwiecki** (MGDC) employed organic graphic elements, representing the vibrant energy and music evolving from within the building for the WECC's 2007 *Strike a Chord* fundraising campaign. The choice

of typeface, colours and images helped to convey the earthy, roots/eclectic vibe of the centre.

Reflecting the new brand image of the WECC, the redesign enhanced the usability and function of the website, giving better access to concert, community and fundraising information. A public service television spot was also produced to create awareness for the building renovation fundraising campaign – without mentioning fundraising to maximize PSA pickup.

Fusion Communications took home a pair of 2008 Signature Awards for the campaign. Awarded in both the Public Service Announcement and the coveted Judges' Choice categories, Niedzwiecki gladly accepted the awards on behalf of both Fusion and the WECC, giving one last plug for supporting this great cause to reach their (now) \$3.5 million dollar goal (only \$200,000 left!).

There was an immense sense of pride being part of rebuilding such a treasured Winnipeg arts and cultural icon, both in contributing to helping the WECC reach their goals and being acknowledged by industry peers. 

- > Fusion WECC PSA television spot
- > West End Cultural Centre
- > Fusion Communications Group

[fusiongroup.ca/index.cfm?pageID=167&view=0](http://fusiongroup.ca/index.cfm?pageID=167&view=0)  
[wecc.ca/](http://wecc.ca/)  
[fusiongroup.ca/](http://fusiongroup.ca/)

# A Signature event

**Této Design captured four awards at this spring's Signature Awards, the Advertising Association of Winnipeg's annual gala recognizing advertising and communications excellence in Manitoba.**

IN ADDITION TO WINNING THE AWARDS FOR BEST WEBSITE, BEST DIRECT mail and best illustration, the firm also won one of five coveted Judge's Choice awards. The judges are industry experts recruited from around the world, and judging is based on message clarity and effectiveness, creativity and originality of concept, execution and quality of production.

The winning work included a website for Hello Dolly, a girlie site for "sassy one-of-a-kind handmade dolls", a direct mail promotion for photographer **Ian McCausland** (Associate), and an illustration for the prominent Toronto-based Lorraine Kimsa Theatre for Young People's production of *Touch the Sky* (Této's illustration for the Manitoba Arts Council was runner-up in the illustration category as well). The firm sends heartfelt thanks for the hard work and amazing talents of designers Jessie Turner and Fiona Lamont.

"What was really special for us about these awards was that we won every category we were in," says partner Andrea Tetrault. "We don't typically flood the awards with entries; rather we are selective and only enter pieces we feel are appropriate to this show."

Této Design is a graphic design and communications firm founded by Paul and Andrea Tetrault. Now in their 10th year, the team is six people strong. ♡



Top: illustration for *Touch the Sky*. Above: direct mail promo piece for Ian McCausland.



Above: Této's design efforts for Hello Dolly's website were recognized at the 2008 Signature Awards, held in May.

- > Hello Dolly: Sassy One-of-a-Kind Dolls
- > Této Design

hellodolly.ca  
tetodesign.com



Above: "Team Winnipeg" – the participating Red River College third-year graphic design students of *¡Viva la diferencia!*

## Last autumn's Icograda Design Conference in Cuba planted a creative seed in the minds of Havana hometown designers Claudio Sotolongo and Kedgar Volta.

COORDINATED BY THE TWO, *¡VIVA LA DIFERENCIA! UN PROYECTO SOBRE NOSOTROS MISMOS* (a project about ourselves) was billed as an open invitation to graphic design professionals and students around the world to take part in a multi-national study of sorts, with the objective of looking inside participants' individual cultures – as well as local cultural practices in different countries – in a quest for "that thing that makes us different."

# ¡Viva la diferencia!

by **Jeope Wolfe** MGDC

Volta and Sotolongo's end goal is to now gather the diverse collection of submissions and eventually publish them as a digital book. *¡Viva la diferencia!* ran earlier this year, from February to June, and project updates are posted on Sotolongo's blog. They have received works from New York, Richmond, Va., Huddersfield, U.K., Bogotá, Colombia – and from Red River College's recently-graduated third-year class of graphic design students.

RRC design instructor Frank Reimer extended the challenge to the class, with their output going towards the final book. Excerpts below from the design brief offered to the class explain the crux of the assignment:

*The 90s marked the presence of new media in daily life, and it conditioned a change in the assimilation of cultural experiences. Local traditions, the primary source of individual culture, are diluted when the access to other traditions or lifestyles is favoured by technological advances in the field of communications.*

*The graphic design, as an expression of culture, shows a tendency towards a unique international style. Our main goal is to find what makes us different from other people, and to use that difference as design inspiration. By doing this we will be preserving our own cultural heritage. Which are those particular cultural elements that, as individuals, make us different?*

- > Designing the World: Claudio Sotolongo
- > RRC 2008 third-year grad portfolios

[designingtheworld.blog.com](http://designingtheworld.blog.com)  
[graphicdesign.rrc.mb.ca/07-08\\_GD3/index.html](http://graphicdesign.rrc.mb.ca/07-08_GD3/index.html)



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1 **Amber Green:** “For me, the headdress is a very unique representation of my culture – it captures artistic, spiritual and musical qualities. I thought a brightly colored headdress, made of ink, paint and photography would encapsulate the essence of the cultural identity that makes me unique.” 2 **Tom Boresky:** “the cultural object I chose is an old-fashioned wood grain elevator – archaic, but still very much a part of the prairie landscape. The elevator is from another age, when being a small-time country farmer was still a viable career option.” 3 **Jessica Phillips:** “A coat of arms to represent Canada. Our existing one represents the diverse back-

ground and history of our country; the one I’ve created focuses on the unique aspects of Canada, primarily landscape, wildlife and national symbols.” 4 **Ann Christiani:** “Long johns – a full-body undergarment used to keep warm during the winter months.” 5 **Trista Lachuta:** “Cultural nourishment, an open can. My concept was to explain Canada as many cultures. I thought this could be understood by our imported foods and a common kitchen tool used in all cultures.” 6 **Priscilla Castro:** “Photographs – coming to Canada, depicting life in the Philippines, dreams of coming to Canada, and the experience in a new land and culture.”



6



Above: the 2008 edition of Portfolio One-on-One helped 23 students hone their books.

# Reviewing their case

by **Raelene Hanna** GRADUATE

**GDC Manitoba's Portfolio One-on-One sessions are fast becoming an annual rite of spring, where eager students meet with local graphic design professionals.**

THERE, THEY DISCUSS GRADUATING PORTFOLIOS they take with them into the workforce. This year's event was a held at King's Head Pub on April 9.

Much goes on behind the scenes to pull off a successful One-on-One portfolio review event, and this year was no different. GDC Manitoba wishes to thank the mentoring professionals who generously contributed time and expertise to review student portfolios. Because of their help, we were able to accommodate all of the students who signed up. Many participating graduates mentioned they were excited to receive tangible advice in improving some of their portfolio pieces.


"Being able to get constructive feedback on my work from professionals was a great

opportunity," enthused Red River College student Melissa Archer. "Not only did I receive great advice concerning my portfolio, I was able to make new contacts within the industry."

MGDC mentors included Bill Acheson, Morris Antosh, Karla Burr, Doug Coates, Jennifer R. Cook, Rob Coté, Kevin Guenther, Carol Kemp, Jody McLean, Oliver Oike and Paul Tétrault. Thank you all, and also to the mentors unavailable that night that offered to host offsite reviews: Dawn Huck, Evan Kuz and Segun Olude.

Thanks to the 23 students who participated: Melissa Archer, Nancy Arnold, Lorraine Carrette, Cori Jaye Elston, Adam Foidart, Chelsea Gowryluk, Gavin Ho, Ashley Ilchuk, Helene Kauz, Melissa Krawetz, David Kujawa, Kristie Leclair, Janell Loewen, Kristy McKenzie, Edwar Molina, Silvana Moran, Kate O'Toole, Eunyong Park, Jessica Phillips, Matt Stevens, Kitsune Ayame Ulrich, Chris Watchorn and Samara Wiebe.

Special thanks go out to Jay Khanuja and the staff at the King's Head Pub, and to the staff at RRC and University of Manitoba who promoted this event to students, including Chris Clarke, Brian Fawkes and Kirk Warren. Thanks to GDC class representatives Jessica Phillips and Vadim Brodsky, and to Melissa Archer for spreading the word to classmates, and thanks to Chris Clarke again, for taking photos of the event.

Finally, welcome to all of the new students who joined the GDC! 



# The List knows all

**It's quite possibly the best secret resource offered by the GDC for designers in Canada. And it's free!**

THE GDC LISTSERV IS AN AMAZINGLY INSIGHTFUL, INSPIRATIONAL RESOURCE FOR ANYONE requiring industry-related news, information– and even entertainment. Implemented in 1997, the listserv originally as a means for members to bridge the communication gap across Canada. Its primary purpose was, and is, for discussion of issues surrounding the graphic design profession, but the listserv also houses day-to-day inquiries regarding software, billing matters and technical support. It has been host to interesting discussions over the last several years about design usability issues, spec work, copyright, fees for services and more.

The wealth of knowledge dispensed on the listserv is an incredible resource to designers of all levels of experience; it even pays to just sign up and lurk if you're not up to joining any discussions. To post a message to the list, send an email to [gdc-list@gdc.net](mailto:gdc-list@gdc.net) – however, be sure to visit the GDC Listserv how-to/etiquette page first to ensure your message fits the service's parameters (GDC members also have access to searchable archives of the listserv).

**“The boss said he doesn't want any orange ever in any future communication piece ... being an in-house designer, that means I'll never see orange again. So I just wanted to let everyone know that I'm open for small freelance jobs involving orange.”**

– Anonymous, overheard on the GDC Listserv earlier this spring.

- > GDC Listserv home page [gdc.net/designers/listserv.php](http://gdc.net/designers/listserv.php)
- > Listserv searchable archives [gdc.net/designers/members/listserv\\_archives.htm](http://gdc.net/designers/members/listserv_archives.htm)

# Special thanks

by **Adrian J.K. Shum** LGDC

**On behalf of GDC Manitoba, I would like to thank our 2008 Professional Development presenters:**

**Dean Smallwood** (Associate, Bounce Design) for his March 25 Lunch Talk presentation *Pro Bono Design*. Dean reviewed GDC's pro bono guidelines – what you need to know, whether working for a non-profit or your best friend's cousin – in an informative presentation covering the issues that need to be considered.

**Mike Lesyshen** (Prolific Graphics) for his April 29 Lunch Talk presentation, *Spekta - Hybrid Screen Printing*. Mike elaborated on print technology, from conventional printing, to stochastic to hybrid, what they mean, what to look for, the pros and cons and how to take full advantage of what's available and to bring out the best in your images and designs.

I'd like to extend special thanks to Brian Fawkes and the Red River College Creative Arts Department (and faculty) – for their ongoing support of GDC Manitoba's chapter professional development activities. The great outdoors has arrived in Manitoba – get out there and enjoy the beautiful weather!

For upcoming professional development events, visit GDC Manitoba on the web at [www.gdc.net/chapters/manitoba](http://www.gdc.net/chapters/manitoba). 

# Generally speaking

by **Jeope Wolfe**

**GDC's Manitoba chapter sent a delegation of representatives to the Society of Graphic Designers of Canada national Annual General Meeting, held April 24-26 in Saskatoon.**

GEOGRAPHICAL PROXIMITY WAS ENDORSEMENT ENOUGH FOR A QUINTET OF Manitoba representatives – chapter chair Karla Burr, chapter vice-president (and national representative) Oliver Oike, activities chair Adrian Shum, education chair Raelene Hanna and Red River College third-year student representative Jessica Phillips – to rustle up the ol' dogie (a.k.a. rental car) and come on down to the Bridge City. A major roadblock however, presented itself on the morning they were set to depart, in the form of a freak April blizzard that forced roads to close across Manitoba and Saskatchewan. But later that day, the five took advantage of low-season fares and hopped a jet to Saskatoon.

"It was an amazing experience, being my first national AGM," enthused Shum. "I felt privileged to be able to share and contribute to the wealth of diverse knowledge and experiences of the representative delegates from GDC chapters across Canada, as well as representatives from Icoagrada and SDGQ (Québec)."



The national AGM is the single best opportunity for chapter representatives to meet one another and discuss matters affecting the GDC and issues facing Canadian graphic design in general. Roughly 40 attendees – the GDC Council, comprising chapter presidents, chapter representatives and national executive – came together, alongside a handful of observers, including Shum, Hanna and Phillips, who had an opportunity to witness the proceedings.

"Attending the AGM allowed me to understand and see the GDC for what it is; a huge support network of passionate designers from coast to coast," said Phillips. "I became aware that I was part of something much bigger. We belong to a body of professionals who are dedicated not only to our industry, but to each other."

The event started with an evening sponsored by the host Saskatchewan North chapter, featuring a viewing of the 2008 Graphex exhibit and welcoming comments from the executive.

"It was a great pleasure to be able to meet them all in person, and to be able to put faces to some that I have long interacted with via the GDC Listserv and other common areas of interest," said Shum. "I feel energized and inspired by the passion that was shown, and humbled by the endless devotion of GDC executives and volunteers."

"Attending the AGM allowed me to understand and see the GDC for what it is; a huge support network of passionate designers from coast to coast. I became aware that I was part of something much bigger."



The first day of official meetings was opened by Walter Linkletter, a First Nations elder who shared some of the history of his people, stories of his life and the journey that had brought him to this point. He led a traditional blessing, encouraging attendees to work together to find balance leading to helpful outcome. The morning led off with chapter reports, providing a strong overview of successes and challenges that evolved over the past year. National executive reports ensued, detailing progress made on nationwide initiatives, communications and finances.

As the afternoon continued, delegates unveiled the new GDC Errors and Omissions insurance program, developed to provide members and studios with an affordable option for this increasingly important form of coverage.

Four new fellowship designations were also announced: Fritz Gottschalk (Gottschalk+Ash International), Stuart Ash (Gottschalk+Ash International), H el ene L\_Heureux (Dawson College) and Cynthia Hoffos (Concepts 3 Public Relations + Design). A visit by Debbie Paul of Unisource Canada (who donated the paper for our current annual report) afforded a great opportunity to show appreciation to GDC sponsors.

Elections were held to fill the positions of president, vice-president (communications) and vice-president (membership). Rod Roodenburg, Matt Warburton

and Patrice Snopski have assumed these roles, respectively. Time was also taken to thank and say farewell to Peggy Cady and Judy Snaydon, both of whom are departing the GDC national executive.

Saturday ("Planning Day") saw attendees dealing with hot-button issues of sustainability, branding and membership. Committees struck to delve deeper into these topics, leading to motions and decisions at next year's AGM. Judging of the GDC Scholarships took place on the AGM's final day.

After fully taking in her first national AGM, Phillips encouraged all GDC members to take the time to reach out to other members across Canada. "To share with – and to learn from – other members, is how you can make the most of your membership."

Raelene Hanna echoed these sentiments, and also used the opportunity to watch the proceedings to strengthen her own impressions on the role of graphic design in the larger community. "While I continue to analyze and criticize to ensure my work is always improving, I can also feel positive about the fact more people are learning to communicate their messages visually," she said. "And if we can get more people learning about good design, it could eventually improve our visual landscape." 

"If we can get more people learning about good design, **it could eventually improve our visual landscape.**"

To learn about sponsorship opportunities with  
GDC Manitoba, please contact:

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**gdc.net**

[gdc.net/chapters/manitoba.htm](http://gdc.net/chapters/manitoba.htm)

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