



Society of
Graphic Designers
of Canada

Saskatchewan North Chapter

Société des designers graphiques
du Canada

**Chapitre Nord
de la Saskatchewan**

Saskatchewan North Chapter
Midtown Postal Outlet
P.O. Box 24016
Saskatoon SK S7K 8B4
Website: www.gdc.net

**Membership Information
& Application Form**

Effective January 1
to December 31, 2010

Membership

The Saskatchewan North Chapter

The Saskatchewan North Chapter of the Society of Graphic Designers of Canada (GDC SKN) represents graphic designers who reside and work north of Davidson, Saskatchewan. The Saskatchewan Chapter of the GDC was founded in 1992. While recognized as one Chapter with a common set of by-laws, in actual practice, GDC/SK operated with separate northern and southern executives that were financially independent for a number of years. In 2004, it became official, as GDC SKN and GDC SKS were granted full Chapter status.

GDC SKN's goals are to develop a positive identity for the Graphic Design profession in northern Saskatchewan, by promoting and actively supporting higher standards of design, by fostering interaction and dialogue, and by representing the Society's concerns and interests to the general public, to government, and to industry.

In addition to involvement with the national body, GDC SKN carries out programs of regional interest and significance.

The National Society

Founded in Toronto in 1956 as the Society of Typographic Designers of Canada, the Society evolved into a national association by 1974 and was granted a Federal Charter in 1976.

Like all professional associations, the GDC is concerned with standards of professional conduct, practice and integrity; with education and professional development, and with information about the graphic design profession and those engaged in it.

Its objectives are to secure and maintain a defined, recognized and competent body of graphic designers and to promote high standards of graphic design for the benefit of Canadian industry, commerce, public service and the public. The significance of these objectives for Canada's standing as a trading nation and for the quality of our environment cannot be over-emphasized. In private practice or salaried employment, in education or public service, its members subscribe to the objectives, goals and code of conduct of the Society and are concerned with design as a way of life and livelihood.

The Status of
Professional Membership

Fellowship

FGDC is awarded by the National Society to a professional graphic designer who, by accomplishment or influence, has made a major contribution to graphic design in Canada. Fellowship is the highest honour that can be bestowed by the Society. FGDC confers full voting rights in the National Society and the Chapter, and fellowship may be conferred as an honour under special circumstances (Hon. FGDC).

Professional Membership

CGD is awarded at the Chapter level to a practicing professional graphic designer, living in Canada or who is a Canadian citizen, whose work and professional integrity are of acceptable standards; or who has received professional status in a province which, through legislation, registers graphic designers; or is engaged in design education or design administration as a full-time activity within Canada; and in all cases, has completed at least seven years, in total, of combined graphic design education and professional practice.

The status entails a Portfolio Review, confers full voting rights in the Chapter and contributes to the voice of the Chapter in the National Society.

Licentiate Membership

LGDC is awarded at the Chapter level to a practicing professional graphic designer, living and working in Canada or who is a Canadian citizen, whose work and professional integrity are of acceptable standards, or has successfully completed an approved program of studies in graphic design and has entered into professional practice of graphic design and, in either case, has completed at least five years and less than seven years, in total, of combined graphic design education and professional practice

The status entails a Portfolio Review, confers full voting rights in the Chapter and contributes to the voice of the Chapter in the National Society.

Retired

(Ret.) is awarded to any Professional or Fellow who is no longer engaged in design as a full-time activity.

The Status of
General Membership

The status of General Membership is made available by the Society in order to encourage the involvement of persons whose opinions are valued by the professional graphic design community.

While Professional Members are requested to employ their GDC status initials with their names in order to promote the profession, Society and Chapter; General Members are not so required.

General Membership statuses do not entail a portfolio review, and do not confer a vote in formal Chapter affairs, although the Member has most of the privileges granted Professional Members and the Chapter intends that they will have ample opportunity to express their views on Chapter business.

In addition, materials such as publications, distributed as a benefit of membership, will also be received by General Members.

Associate Membership

Awarded to a practicing designer, other professional, student or business person engaged in a field related to graphic design.

Graduate Membership

Awarded to an individual who has graduated from an approved program of studies in graphic design within the previous three years.

Student Membership

Awarded to an individual attending a program of studies in graphic design at an academic institution recognized by the Chapter.

Sponsor*

Awarded to an individual, corporation, organization, firm, establishment or society who furthers the objectives and general goals of the GDC by making an annual financial and/or in kind contribution to the Society. The number of representatives are subject to individual Chapter bylaws.

Patron Sponsor

Awarded to an individual, corporation, organization, firm, establishment or society who furthers the objectives and general goals of the GDC through a financial endowment, substantial financial contribution or major gift.



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Application for
Professional Membership
(see over for criteria)

CGD: Professional Membership

- enclose a detailed resume
- seven examples of your work. Only work which has been commercially prepared, with the constraints which that implies, are suitable for CGD submissions. In the case of work designed for screen, CD's or URL's are appreciated along with laser printed copies.
- one sample should have a detailed description and the remainder with shorter descriptions.
- enclose the annual fee of \$253 (payable to Society of Graphic Designers of Canada)

LGDC: Licentiate Membership

- enclose a detailed resume
- five examples of your work. Only work which has been commercially prepared, with the constraints which that implies, are suitable for MGDC submissions. In the case of work designed for screen, CD's or URL's are appreciated along with laser printed copies.
- one sample should have a detailed description and the remainder with shorter descriptions.
- enclose the annual fee of \$186 (payable to Society of Graphic Designers of Canada)

Professional Specialties:

- Advertisement Design
- Art Direction
- Audio Visual or Film Design
- Book Design
- Calligraphy
- Display Design
- Exhibit Design
- Illustration
- Information Design
- Multimedia / CD-Rom Design
- Typography
- Packaging Design
- Editorial Design
- Photography
- Signage Design
- Website Design
- Other *(please indicate)*

The Portfolio Review Subcommittee is comprised of three Professional Members of the Chapter and meets periodically to review applications in confidence. Their recommendations are presented to the Chapter Executive for approval.

Application for
General Membership

(see over for criteria)

- Associate Membership;** please enclose the annual subscription of \$181 and a detailed resume of your career.
- Graduate Membership;** please enclose the annual subscription of \$85.
- Student Membership;** please enclose the annual subscription of \$50.

Application for **Sponsorship**

Please contact the Chapter for details on the various levels of sponsorship membership / recognition available.

Name of Applicant		Company Position
Home Address		City
Province	Postal Code	Telephone
E-mail		Fax Number
Design School (graduate)		
Years attended (from – to)		
Degree Diploma		
Major Courses		
Employer		
<input type="checkbox"/> Self Employed		
Street Address		City
Province	Postal Code	Telephone
E-mail		Fax Number

Sponsors/References (for Professional & Licentiate applicants only)

The following two employers or clients or GDC Members are familiar with my qualifications:

Name and GDC Status (if applicable)	Telephone
Name and GDC Status (if applicable)	Telephone

For Students & Graduates:

School Attended	
Design Instructor	
Number of years completed	Year you will graduate (graduated)

How would you like your Membership Certificate to read? (please print clearly)

Authenticity Statement

This statement verifies that all work submitted by the applicant is the work of the applicant. In the case of the applicant having collaborated with other professionals, please note the names and the extent and nature of the involvement of those people in the written descriptions.

Signature of Applicant

Date of Application

Please send correspondence to:
 Home Work

I have read the GDC Code of Ethics and agree to abide by its principles.



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Portfolio Submission Information and Guide

Membership prices are subject to
change pending the 2011 Sk North
AGM

*Please return this form with
your submissions to the attention
of the GDC/SKN Membership
Committee Chair.*

Josh Nagy

Dark Horse Communications
Unit I, 3027 Millar Ave North
Saskatoon, SK S7N 6G5
CANADA

Ph (306) 652-5086

Fax (306) 652-7666

Please indicate the status of
Membership for which you are
applying. See the Membership Form
for details on each status.

- Professional Membership**
 - The required portfolio submission for CGD is a resume describing the professional history of the applicant, seven work samples, one with a detailed rationale and the remainder with shorter rationales, PLUS a cheque for \$253.
- Licentiate Membership**
 - The required portfolio submission for LGDC is a resume, five work samples, one with a detailed rationale and the remainder with shorter rationales, PLUS a cheque for \$186.

Please attach the appropriate
submission form to each piece
of your work. **Omit other
identification.** Your samples will be
coded for confidentiality by the Chair.

**Note that only work which has
been commercially prepared, with
the constraints which that implies,
is suitable for CGD and LGDC
submissions.** Business plans and
academic papers are considered
appropriate for Administrative and
Educational submissions.

Statement

*I hereby certify that all of the
information herein is correct
to the best of my knowledge
and furthermore that the design work
presented in these submissions as
mine is mine alone.*

.....
Signature of Applicant

.....
Date of Application

Please ensure that your Membership
Application Form has been filled out,
attach your cheque and enclose with
your portfolio samples and forms.

We look forward to your
involvement in the Chapter!

Submission Information

To assist the standards officers, you are required to describe your role in the projects that you are submitting and explain the objectives and constraints of those projects. Photocopy the secondary submission form as necessary.

Note: These forms are provided as a courtesy and a guideline. Feel free to use them. However, it is recommended that you design/typeset your required information as part of your portfolio submission. Just ensure that all the required information is there.

Submission: Detailed

Please provide a brief explanation of the objectives of the design and constraints of the project. (Use a separate piece of paper if required.)

.....
Brief Project Title and Description

.....
Date of Design

Applicant's role on this project:

Please check all that apply. Use the back of this sheet for clarification if necessary.

- Creative Direction
- Art Direction / Design
- Production / Technical Execution
- Illustration
- Other (please specify)

.....
Please identify any elements of the submission which are not your original work.
(i.e. existing identity or layout, collaboration, etc.)

Special Project Considerations

Please note here the objectives of the design and any constraints on the project.
The back of this sheet can be used if more space required.

Portfolio



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Submission: Secondary

Brief Project Title and Description

Date of Design

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Please check all that apply. Use the back of this sheet for clarification if necessary.

- Creative Direction
- Art Direction / Design
- Production / Technical Execution
- Illustration
- Other (please specify)

Please identify any elements of the submission which are not your original work.
(i.e. existing identity or layout, collaboration, etc.)

Special Project Considerations

Please note here the objectives of the design and any constraints on the project.
The back of this sheet can be used if more space required.

Submission: Secondary

Brief Project Title and Description

Date of Design

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Portfolio Review

PORTFOLIO CRITERIA

Portfolios are evaluated by GDC standards officers using the following five criteria:

Strategy

Appropriateness of concept, ability to articulate concept, ability to articulate solutions. How well the strategy was implemented, whether strategy met objectives and goals and whether it achieved the desired outcome.

Typography

Appropriateness of font, weight, size, emotion, interpretation. Craftsmanship in use of hierarchy, readability, kerning, leading, use of grids, typographic rules

Use of Imagery

Appropriately support the concept, is an appropriate choice of visual components, ease of use with typography. Craftsmanship in placement of imagery, colour choices, contrast, execution and size.

Implementation

Appropriateness of size, format, colour, media, paper, inks, printing techniques and bindery with consideration for audience. Supports fast loading for websites as appropriate. Craftsmanship of layout, spelling, format, print quality and marriage of materials to the concept. Information is intuitively accessible quickly and is easy to use and well organized. Compatibility with browsers is successful as outlined in requirements.

Presentation

Appropriateness of format used to make submissions accessible with consideration to format, size, context, materials, functionality and diversity of work. Craftsmanship for presentation should be present in labeling, mounting, cutting and taping.

Portfolios are graded in each of these criteria using a five point system:

1. Not acceptable
2. Nearly acceptable
3. Acceptable
4. Above average
5. Outstanding

Overall scoring must at least average "3" for a portfolio to be recommended for acceptance by a standards officer.

Designers submitting portfolios that include print media should provide a sample of the final product wherever possible. Colour printouts are acceptable, however, the applicant must ensure they are of adequate size, quality and clarity to be easily evaluated against the portfolio criteria. Website and new media samples must include a list of active and/or functional URLs and colour printouts of screen captures (i.e. key interfaces or presentations). If display materials are presented they should be in photograph form with actual sizes included.

The measure of professional design, for the purposes of the review, will be:

1. not based upon "Style", as this is subjective, except insofar as it is considered that the specific style employed is at conflict with what is judged to be good strategy in appealing to the target audience;
2. demonstrative of a creative concept of merit, judged likely to appeal to the target audience in a way likely to achieve the client's desired ends;

3. demonstrative of an intelligent application of available resources, with due weight given to the cost of work relative to the benefit the client may be expected to receive; in this area particular attention must be given to the premise that a measure of design is that the effective application of limited production resources can be indicative of a high level of design ability;
4. demonstrative of a successful application of design to the improvement of the client's interests;
5. not containing material of a nature considered to be demeaning to any person or group towards which prejudice is generally not permitted in our culture;
6. not containing any plagiarism of the work of others.

In the final analysis, the decision of the Portfolio Review Committee will be made in an objective frame of mind, and they will take every care possible to ensure that they have dealt fairly with the applicant, but also with the high standards to which the chapter subscribes.

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Questions? Please feel free to contact your Membership Chair:

**Joshua Nagy, LGDC
Membership Chair
Saskatchewan North Chapter**

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e: membership.skn@gdc.net

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