



Membership



Membership Information & Application Form

For more information see www.gdc.net

The National Society

The Society of Graphic Designers of Canada (GDC) is a member-based organization of design professionals, educators, administrators, students and associates in communications, marketing, media and design related fields.

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.

The GDC has been an advocate, voice and resource for Canada's graphic design profession. We are the national certified body of graphic designers promoting high standards of visual design and ethical business practices. Through the media, publications, seminars, events, conferences and exhibits, the GDC builds awareness of graphic design and its essential role in business and society.

The GDC has more than 1,200 members in nine chapters across Canada. In addition to our professional members, we have several hundred student, graduate and associate members.

The Society's objectives are 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 Atlantic Chapter

The Atlantic Chapter of the Society of Graphic Designers of Canada (GDCAtlantic) represents graphic designers living and working in the four Atlantic provinces. GDC-Atlantic was formed in 1975 at the founding meeting of the Society of Graphic Designers in Toronto. Since that time the chapter has held competitions, exhibitions, conferences, and its members have served the National Society.

GDC-Atlantic's goals are to develop a positive identity for the Graphic Design profession in Atlantic Canada, 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, the Atlantic Chapter carries out programs of regional interest and significance.

Professional Membership

Professional (MGDC)

MGDC is awarded to a practicing designer who has completed at least seven years, in total, of combined graphic design education and professional practice, and whose work and professional integrity are of acceptable standards. Applicants must submit an application and resume as well as undergo a confidential portfolio review. Practicing web and new media designers are eligible to apply for MGDC status. Also included in this category are professional design educators and design administrators whose application is subject to review and approval by the Chapter or National Executive.

N.B. A three or four year course of studies in graphic design is recommended, but not required.

Licentiate (LGDC)

LGDC is awarded to a practicing designer who has completed at least five years and less than seven years, in total, of combined graphic design education and professional practice, and whose work and professional integrity are of acceptable standards. Applicants must submit a membership form and resume as well as undergo a confidential portfolio review. Practicing Web and new media designers are eligible to apply for LGDC status.

N.B. A three or four year course of studies in graphic design is recommended, but not required.

Retired

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

Associate Membership

Associate 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, Associate members do not use GDC status designations.

Associate membership status does not entail a portfolio review and does 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 GDC publications, distributed as a benefit of membership, will also be received by Associate members.

Associate

Awarded to any professional engaged in a field related to graphic design. Related fields can include communications, desktop publishing, marketing, print production, printing, illustration, photography, writing, computers and technology, web programming, etc.

Graduate Associate

Awarded to an individual who has graduated from a two-, three-, or four-year full-time degree or diploma program of studies in graphic design at an academic institution within the previous two years.

Student Associate

Awarded to an individual attending a program of studies in graphic design.

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.



How to Join



Applying for Membership

The Chapter Membership Chair is responsible for maintaining contact with potential members and is your contact throughout your application process.

Professional Members may apply first as Associate members in order to receive immediate benefits and later upgrade their memberships.

Associate, graduate and student membership can be completed online at www.gdc.net.

Portfolio Orientation

An online portfolio orientation session will be available soon. In the meantime, we recommend attending a chapter portfolio orientation session if you plan to submit a portfolio. This session ensures that you understand the criteria on which your portfolio will be vetted.

The Portfolio Review Process

The portfolio review process ensures that the GDC maintains excellence and high standards for the Society. The Chapter Membership Chair will be your contact throughout the application and review process. The Membership Chair and the Portfolio Review Chair are the only GDC members who will know your name and work in strict confidence to protect applicants identities while being vetted.

To protect anonymity in the portfolio review process, please do NOT display any names or contact information anywhere in the portfolio submission.

The Portfolio Review Committee is comprised of six Professional Members of the Chapter, three of whom will review your portfolio in confidence as Standards Officers.

- The process of submission involves delivering your portfolio to a location designated by the Chapter Membership Chair.
- The Chapter Membership Chair will review the submitted portfolio and ensure all required materials are present. All personal information is masked and prepared for review.
- Three MGDC Members who sit as Standards Officers for the term meet to review your portfolio in confidence. They will not discuss your work until all scoring is completed. Once completed, the Officers may discuss issues that have arisen while vetting the work. Should an issue require a further vetting to assure fairness, the Chapter executive (only MGDCs) will review the portfolio and make a recommendation by consensus.
- Your portfolio scores are tallied by the Portfolio Review Chair and given to the Chapter Membership Chair. If the portfolio has been accepted by the Standards Officers, the Membership Chair will contact your references to confirm your qualifications and work.
- Should a portfolio be deemed incomplete or inappropriate for the designation, the Chapter Membership Chair will contact the applicant and make suggestions on how best to pursue professional membership. In some cases, applicants have simply not prepared their portfolio appropriately.
- Should you receive a Request for Re-submission, the Chapter Membership Chair will explain what components of the portfolio did not adhere to the requirements.

Portfolio Criteria

Your portfolio will be vetted on the following information:

Strategy

Appropriateness of concept, ability to articulate concept, ability to articulate solutions. Craftsmanship of 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

Print media:

Appropriateness of size, format, colour, media, paper, inks, printing techniques, print quality and marriage of materials to the concept and bindery with consideration for audience.

Electronic media:

Supports fast loading for websites as appropriate. Craftsmanship of layout, spelling, format, Information is intuitively accessible quickly, 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.

Designers submitting portfolios that include print media should provide a sample of the final product wherever possible. Hard copy outputs 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 following scoring system will be used to rate the portfolio: 1. Not acceptable; 2. Nearly acceptable; 3. Acceptable; 4. Above average. Your overall score must be over 60% to pass the portfolio review.

Questions? Please feel free to contact your Membership Chair:

Reuben Hall, LGDC, Atlantic Chapter, Membership Chair
membership.atlantic@gdc.net
902 237-0311

Or contact the National Membership Chair:
Patrice Snopkowski, MGDC
Email: gdc_membership@gdc.net



2010 Application



Checklist for Joining:

Professional (MGDC)

Practising Designers must submit:

- application form
- seven (7) samples of published work that represent your work
- rationale for each submission
- detailed resume
- names of two references
- annual fee of **\$280**

Design Administrators or Design Educators must submit*:

- detailed resume describing your professional history
- academic papers or business plans as work examples
- annual fee of **\$280**

Retired Designers must submit:

- GDC identification number, if applicable
- detailed resume describing your professional history
- annual fee of **\$60**

Licentiate (LGDC)

Practising Designers must submit:

- application form
- five (5) samples of published work that represent your work
- rationale for each submission detailed resume
- annual fee of **\$210**

Associate membership annual fee of **\$180**

Graduate membership annual fee of **\$70**

Student membership annual fee of **\$35**

Application for Associate, Graduate and Student membership are taken at any time and do not require a portfolio review. Go to www.gdc.net/join/form to complete and pay for your application online.

Fees are due annually, determined by original date of Membership acceptance.

We look forward to your involvement in the GDC, please complete the attached Volunteer questionnaire at the end of this form.

Professional Specialties

Check all that apply. Please note that the Standards Officers will consider your specialties when vetting your portfolio.

- administration
- advertising design
- animation
- art direction
- audio visual
- book design
- cartography
- corporate identity/branding
- copy writing
- creative direction
- display design
- editorial design
- education
- environmental design
- exhibit design
- film design
- graphic design
- illustration
- information design
- management
- multimedia/digital design
- packaging design
- photography
- production planning
- signage design
- typography
- wayfinding
- website design
- other (*please indicate*)



Society of
Graphic Designers of Canada
Atlantic Chapter

Société des
designers graphiques du Canada
chapitre de l'Atlantique

PO Box 1533, Station M
Halifax, Nova Scotia
Canada B3J 2Y3

Phone: 613.567.5400
Toll Free: 1.877.496.4453
Fax: 613.564.4428
membership.atlantic@gdc.net
www.gdc.net

V. 2010-03

2010 Application



I am applying for:

- Professional Membership \$280
 Licentiate Membership \$210

- Associate Membership \$180
 Graduate Membership \$70

- Student Membership \$35
 Retired Membership \$60

First Name of Applicant

Initial

Surname

Position/Title

Your name as you would like it to appear on your membership certificate (please write name in upper and lowercase letters)

Home Address (Use this as my primary address)

City

Province

Postal Code

Telephone

Fax Number

E-mail address

Company Name (Use this as my primary address)

Employer

Self Employed/ Owner

Work Address:

City

Province

Postal Code

Work Telephone

Work fax Number

Work E-mail

Design School attended:

Years attended (from – to)

Degree/Diploma

Major Courses

For Student & Graduate Applicants:

Design Instructor

Duration of Program

Number of Years Completed

Year you will graduate (or year graduated)

Professional & Licentiate Applicants

References

The following two GDC members are familiar with your qualifications. If no GDC is aware of your work, please provide references that can attest that your work and professional integrity are of an acceptable and appropriate standard.

Name and GDC Designation

Email

Telephone

Relationship to applicant

Name and GDC Designation

Email

Telephone

Relationship to applicant

Authenticity Statement

- I verify that the design work presented in this submission is my work unless otherwise noted and that all other collaborators have been credited.

Acceptance of Code of Ethics (all applicants)

- I have read the GDC Code of Ethics (available at www.gdc.net) and I accept the responsibility to conduct my professional practice in accordance with this Code.

Privacy (all applicants)

- I hereby grant permission for my portfolio materials to be retained for use by the GDC for promotion and education.

■ You do not have to list home contact information unless this is an appropriate way to contact you. The GDC allows one-time use of mailing labels to sponsors and allied groups for promotions of interest to members. We publish a member directory that includes the name, address, phone, fax, email and website address you provide. The GDC also promotes its members on the Internet. Contact information is stored in our national database and you have the right to access this info as well as the responsibility to keep the information current. By signing this application you agree to this usage.

I certify that all of the information herein is correct to the best of my knowledge.

Signature

Date of Application

Payment

Fees are due annually, determined by original date of Membership acceptance. If paying by cheque please make payable to "Society of Graphic Designers of Canada."

Cheque

Visa

Paid online, balance due \$ _____

Money Order

Mastercard

Credit Card number

Expiry Date

Name on credit card

Signature



Submission 1

Project Title

Date of Project

Project Objective(s)

Key Audience(s)

Design Solution(s)

Project Responsibilities (mandatory where applicable)

Applicant responsible for	Supplied by client/other	
<input type="checkbox"/>	<input type="checkbox"/>	Strategy
<input type="checkbox"/>	<input type="checkbox"/>	Design concept
<input type="checkbox"/>	<input type="checkbox"/>	Media selection
<input type="checkbox"/>	<input type="checkbox"/>	Logo
<input type="checkbox"/>	<input type="checkbox"/>	Copywriting
<input type="checkbox"/>	<input type="checkbox"/>	Image art direction
<input type="checkbox"/>	<input type="checkbox"/>	Type selection
<input type="checkbox"/>	<input type="checkbox"/>	Identity standards
<input type="checkbox"/>	<input type="checkbox"/>	Image selection
<input type="checkbox"/>	<input type="checkbox"/>	Graphic elements
<input type="checkbox"/>	<input type="checkbox"/>	Colour selection
<input type="checkbox"/>	<input type="checkbox"/>	Paper selection
<input type="checkbox"/>	<input type="checkbox"/>	Type implementation
<input type="checkbox"/>	<input type="checkbox"/>	CSS design
<input type="checkbox"/>	<input type="checkbox"/>	CMS selection
<input type="checkbox"/>	<input type="checkbox"/>	Pre-built templates

Remember to:

- Number all submissions.
- Avoid using any personal information on your submissions.
- Include screen shots with web and multimedia submissions.
- Use original printed samples wherever possible.
- For larger work use photographs and state size of original.

When in doubt contact your Membership Chair for advice.

Submission 2

Project Title

Date of Project

Project Objective(s)

Key Audience(s)

Design Solution(s)

Project Responsibilities (mandatory where applicable)

Applicant responsible for	Supplied by client/other	
<input type="checkbox"/>	<input type="checkbox"/>	Strategy
<input type="checkbox"/>	<input type="checkbox"/>	Design concept
<input type="checkbox"/>	<input type="checkbox"/>	Media selection
<input type="checkbox"/>	<input type="checkbox"/>	Logo
<input type="checkbox"/>	<input type="checkbox"/>	Copywriting
<input type="checkbox"/>	<input type="checkbox"/>	Image art direction
<input type="checkbox"/>	<input type="checkbox"/>	Type selection
<input type="checkbox"/>	<input type="checkbox"/>	Identity standards
<input type="checkbox"/>	<input type="checkbox"/>	Image selection
<input type="checkbox"/>	<input type="checkbox"/>	Graphic elements
<input type="checkbox"/>	<input type="checkbox"/>	Colour selection
<input type="checkbox"/>	<input type="checkbox"/>	Paper selection
<input type="checkbox"/>	<input type="checkbox"/>	Type implementation
<input type="checkbox"/>	<input type="checkbox"/>	CSS design
<input type="checkbox"/>	<input type="checkbox"/>	CMS selection
<input type="checkbox"/>	<input type="checkbox"/>	Pre-built templates

Remember to:

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- For larger work use photographs and state size of original.

When in doubt contact your Membership Chair for advice.



Submission 3

Project Title

Date of Project

Project Objective(s)

Key Audience(s)

Design Solution(s)

Project Responsibilities (mandatory where applicable)

Applicant responsible for	Supplied by client/other	
<input type="checkbox"/>	<input type="checkbox"/>	Strategy
<input type="checkbox"/>	<input type="checkbox"/>	Design concept
<input type="checkbox"/>	<input type="checkbox"/>	Media selection
<input type="checkbox"/>	<input type="checkbox"/>	Logo
<input type="checkbox"/>	<input type="checkbox"/>	Copywriting
<input type="checkbox"/>	<input type="checkbox"/>	Image art direction
<input type="checkbox"/>	<input type="checkbox"/>	Type selection
<input type="checkbox"/>	<input type="checkbox"/>	Identity standards
<input type="checkbox"/>	<input type="checkbox"/>	Image selection
<input type="checkbox"/>	<input type="checkbox"/>	Graphic elements
<input type="checkbox"/>	<input type="checkbox"/>	Colour selection
<input type="checkbox"/>	<input type="checkbox"/>	Paper selection
<input type="checkbox"/>	<input type="checkbox"/>	Type implementation
<input type="checkbox"/>	<input type="checkbox"/>	CSS design
<input type="checkbox"/>	<input type="checkbox"/>	CMS selection
<input type="checkbox"/>	<input type="checkbox"/>	Pre-built templates

Remember to:

- Number all submissions.
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When in doubt contact your Membership Chair for advice.

Submission 4

Project Title

Date of Project

Project Objective(s)

Key Audience(s)

Design Solution(s)

Project Responsibilities (mandatory where applicable)

Applicant responsible for	Supplied by client/other	
<input type="checkbox"/>	<input type="checkbox"/>	Strategy
<input type="checkbox"/>	<input type="checkbox"/>	Design concept
<input type="checkbox"/>	<input type="checkbox"/>	Media selection
<input type="checkbox"/>	<input type="checkbox"/>	Logo
<input type="checkbox"/>	<input type="checkbox"/>	Copywriting
<input type="checkbox"/>	<input type="checkbox"/>	Image art direction
<input type="checkbox"/>	<input type="checkbox"/>	Type selection
<input type="checkbox"/>	<input type="checkbox"/>	Identity standards
<input type="checkbox"/>	<input type="checkbox"/>	Image selection
<input type="checkbox"/>	<input type="checkbox"/>	Graphic elements
<input type="checkbox"/>	<input type="checkbox"/>	Colour selection
<input type="checkbox"/>	<input type="checkbox"/>	Paper selection
<input type="checkbox"/>	<input type="checkbox"/>	Type implementation
<input type="checkbox"/>	<input type="checkbox"/>	CSS design
<input type="checkbox"/>	<input type="checkbox"/>	CMS selection
<input type="checkbox"/>	<input type="checkbox"/>	Pre-built templates

Remember to:

- Number all submissions.
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- Use original printed samples wherever possible.
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When in doubt contact your Membership Chair for advice.



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Fax: 613.564.4428
membership.atlantic@gdc.net
www.gdc.net

V. 2010-03



Submission 7

Project Title

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Date of Project

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Project Objective(s)

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Key Audience(s)

.....
Design Solution(s)

Project Responsibilities (mandatory where applicable)

Applicant responsible for	Supplied by client/other	
<input type="checkbox"/>	<input type="checkbox"/>	Strategy
<input type="checkbox"/>	<input type="checkbox"/>	Design concept
<input type="checkbox"/>	<input type="checkbox"/>	Media selection
<input type="checkbox"/>	<input type="checkbox"/>	Logo
<input type="checkbox"/>	<input type="checkbox"/>	Copywriting
<input type="checkbox"/>	<input type="checkbox"/>	Image art direction
<input type="checkbox"/>	<input type="checkbox"/>	Type selection
<input type="checkbox"/>	<input type="checkbox"/>	Identity standards
<input type="checkbox"/>	<input type="checkbox"/>	Image selection
<input type="checkbox"/>	<input type="checkbox"/>	Graphic elements
<input type="checkbox"/>	<input type="checkbox"/>	Colour selection
<input type="checkbox"/>	<input type="checkbox"/>	Paper selection
<input type="checkbox"/>	<input type="checkbox"/>	Type implementation
<input type="checkbox"/>	<input type="checkbox"/>	CSS design
<input type="checkbox"/>	<input type="checkbox"/>	CMS selection
<input type="checkbox"/>	<input type="checkbox"/>	Pre-built templates

Remember to:

- Number all submissions.
- Avoid using any personal information on your submissions.
- Include screen shots with web and multimedia submissions.
- Use original printed samples wherever possible.
- For larger work use photographs and state size of original.

When in doubt contact your Membership Chair for advice.

Questions?

Please feel free to contact your Chapter Membership Chair:

Reuben Hall, LGDC, Atlantic Chapter, Membership Chair
membership.atlantic@gdc.net
902 237-0311

Or contact the National Membership Chair:
Patrice Snopkowski, MGDC
Email: gdc_membership@gdc.net

Or contact the National Secretariat:
Melanie MacDonald, Administrative Director
Email: info@gdc.net



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www.gdc.net

V. 2010-03

Volunteer Information



Please complete this form and return to:

Reuben Hall, LGDC
Atlantic Chapter, Membership Chair

PO Box 1533, Station M
Halifax, Nova Scotia
Canada B3J 2Y3

membership.atlantic@gdc.net
902 237-0311

The GDC is a volunteer-run organization. The Chapter Executive and Committee Chairs welcome your volunteer support, your participation, and proposals. Fill out this form and return it with your application today.

- Chapter Events
- Education
- Publicity
- Events Planning
- Executive Board
- Communication
- Newsletter
- Sponsorship
- Promotion
- Research
- Ethics
- Sustainability
- Operation
- Fund raising
- Other (please indicate) _____

You can call on me for help with almost anything!

Volunteer Information:

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Date of Application

.....
Telephone (day)

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Telephone (evening)

.....
E-mail

Comments/Ideas/Suggestions
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