



# Membership



## Membership Information & Application Form

For more information see [www.gdc.net](http://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 affiliates 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 over 1,300 members in nine chapters across Canada. In addition to our professional members, we have several hundred student and affiliate 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 Arctic Chapter

### Professional Membership

#### **Certified Graphic Designer (CGD)**

CGD is awarded to a practicing designer who has completed at least seven years, in total, of combined graphic design education and/or 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/case study review. Practicing web and new media designers are eligible to apply for CGD 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.

#### **Provisional Membership**

Provisional Membership is made available to an applicant who has the qualifications for professional membership and is awaiting a portfolio review or has completed a programme of studies in graphic design and/or is working, freelancing or looking for work in the field of graphic design. Applicants are encouraged to apply online at [www.gdc.net](http://www.gdc.net).

#### **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 students, sponsors and affiliates whose opinions and support are valued by the professional graphic design community.

#### **Student**

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

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

#### **Affiliate**

Awarded to any professional engaged in a field related to graphic design who is not working as a graphic designer. Related fields can include communications, desktop publishing, marketing, print production, printing, illustration, photography, writing, computers and technology, web programming, etc.

#### **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 Provisional members in order to receive immediate benefits and later upgrade their memberships. **Provisional, student and affiliate memberships can be completed online at [www.gdc.net](http://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 CGD 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 CGDs) 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:

Erin Mohr, CGD, Arctic Chapter, Membership Chair  
Email: [membership.arctic@gdc.net](mailto:membership.arctic@gdc.net)  
Tel: (867) 444-9492

Or contact the National Membership Chair:  
Patrice Snopkowski, CGD  
Email: [gdc\\_membership@gdc.net](mailto:gdc_membership@gdc.net)



# 2011 Application



## Checklist for Joining:

### Professional (CGD)

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
- signed licensing agreement
- annual fee of **\$250.00**

Design Administrators or Design Educators must submit\*:

- detailed resume describing your professional history
- academic papers or business plans as work examples
- signed licensing agreement
- annual fee of **\$250.00**

**Retired** Designers must submit:

- GDC identification number, if applicable
- detailed resume describing your professional history
- signed licensing agreement
- annual fee of **\$80.00**

- Provisional Level 1\*** membership annual fee of **\$125.00**
- Provisional Level 2\*** membership annual fee of **\$150.00**
- Provisional Level 3\*** membership annual fee of **\$175.00**
- Student** membership annual fee of **\$50.00**
- Affiliate** membership annual fee of **\$225.00**

\* Provisional Membership Levels

**Level 1** *Applicants who have graduated 1 year ago*

**Level 2** *Applicants who have graduated 2 years ago*

**Level 3** *Applicants who have graduated 3 or more years ago and/or those working in the field of design who are in the process of applying for Professional Membership*

**Application for Provisional, Student and Affiliate membership are taken at any time and do not require a portfolio review. Go to [www.gdc.net/join/form](http://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)



# 2011 Application



I am applying for:  Professional Membership \$250  Student \$50  Affiliate \$225  
 Provisional Level 1 \$125  Provisional Level 2 \$150  Provisional Level 3 \$175  Retired \$80

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



## Case Study 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.

## Case Study 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

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## Case Study 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

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## Case Study 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

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## Case Study Submission 5

### 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

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## Case Study Submission 6

### 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

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## Case Study Submission 7

**Project Title**

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Date of Project

.....  
Project Objective(s)

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Key Audience(s)

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Design Solution(s)

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**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
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**Questions?**

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Erin Mohr, CGD, Arctic Chapter, Membership Chair  
Email: membership.arctic@gdc.net  
Tel: (867) 444-9492

Or contact the National Membership Chair:  
Patrice Snopkowski, CGD  
Email: membership@gdc.net

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