footings

GDC Foundation Scholarships

MARC BRISBOURNE SCHOLARSHIP FUND FOR DESIGN RESEARCH LAUNCHED

The $500 GDC Foundation Marc Brisbourne Scholarship Fund originated in the spring of 2013 through a generous donation from the GDC Alberta North Chapter and other generous donors. Created in memory of Marc Brisbourne LGDC, it will support students studying graphic/communication design in Canada at a Masters or PhD level.

Marc, the MacEwan University Chair of Design Studies, passed away in early February, 2013. He earned his Master of Design degree from the University of Alberta and was passionate about design research and education.

The Fund will support an annual $500 scholarship awarded to a graduate student conducting research in the discipline of visual communication in Canada at a Canadian post-secondary institution at a Masters or Doctoral level.

2013 MARC BRISBOURNE SCHOLARSHIP WINNER

GDC FOUNDATION AWARDS FIRST MARC BRISBOURNE SCHOLARSHIP FOR DESIGN RESEARCH

The GDC Foundation has awarded its first Marc Brisbourne Scholarship for Design Research. The $500 award went to GDC student member, Maryam Mobini, a graduate student at Simon Fraser University, Surrey, BC.

Maryam’s research project is titled “Design Principles for Mobile Applications for Chronic Pain Patients.”

“Currently, there is a lack of consideration given to visual design when developing mobile applications for patients who are suffering from chronic pain. My goal is to come up with a set of design principles that caters to chronic pain patients that designers could use as a guideline for their future designs,” wrote Maryam in her application.
GDC Foundation Scholarships

RAY HRYNKOw SCHOLARSHIP FOR THE THINKING DESIGNER

The $500 Ray Hrynkow Scholarship for the Thinking Designer was created in memory of beloved Vancouver designer and GDC Fellow, Ray Hrynkow. He and his wife, GDC Fellow Casey decided to provide this legacy just before Ray lost his six-year battle with cancer in early 2012.

“Ray was a champion for design and design education in Canada. A recipient of over 200 national and international awards for design, Ray advocated for design and its role in Canadian business and culture. He was a leader in the profession in Canada. Ray knew that Canada was made greater through the work of its communication designers,” said Casey. His was a unique talent. He loved design and left a lasting impression on those he worked with and mentored.

The Scholarship both honours Ray’s career and promotes “intelligent design,” which was fundamental to his practise and something he always encouraged in students and young designers. He envisioned the scholarship supporting a candidate showing great promise as a “thinking” designer — one who demonstrates an understanding of sociology and anthropology in their work. The scholarship is awarded to a student entering the third or fourth year of an undergraduate communication/graphic design program in Canada.

2012 RAY HRYNKOw SCHOLARSHIP WINNER

The GDC Foundation awarded its first Scholarship in 2012. The first Ray Hrynkow Scholarship for the Thinking Designer went to Cheryl Loh for her re-brand of CEWIGO, The Centre for Women in Governance, a non-profit organization in Uganda. Cheryl was a third year student at Emily Carr University of Art + Design, in Vancouver, BC., when she won the scholarship.

“The project was extremely rewarding, as I realized how much I could accomplish in new situations, and how my design could make a positive impact for a deserving client.”
– Cheryl Loh
Cheryl’s project design also won the GDC BC Mainland Chapter’s 2011 Jim Rimmer Scholarship for Design at Practivism 4.

The judges praised Cheryl’s strategic thinking and solid rationale. Larry Burke cgd said: “Solid program of branding with a good rationale. Looked at what she was trying to accomplish and how it was executed – it was a success in terms of what she accomplished. Well-considered overall campaign, and Cheryl demonstrated ability and real thought in her solution. Altruistic organization – not just about selling!”

Michael Maynard cgd, fgdc said: “Designing and redesigning a visual identity, – a brand for a women’s policy NGO. Very appropriate and professional way to take an academic project and apply it to the real world. Her strategic thinking was very good. Logical presentation and good design.”

“I started with the GDC in the early 80s and it’s gratifying to know that the work of so many people over the years is continuing to build and continuing to benefit not only the educational institutions but also the profession and society.

– Michael Maynard cgd, fgdc
The GDC Foundation announced 2013 Ray Hrynkow Scholarship of $500 was awarded to Aaron Campbell (pictured left) of Capilano University, North Vancouver BC for his “Amnesty Write Campaign.”

**The brief:** Students were asked to choose an organization and write their own brief for a social cause campaign. The campaign had to include: choice of transit shelter, poster, guerilla marketing or T-shirt; and an online component (banner advertisement, website, app, or strategic social media campaign).

**The project rationale:** “My initial concept began with the comparison between the lead in a bullet and the lead in a pencil. The two seem to be opposite; one has power to kill and destroy, and the other has the power to create and spread a message. In this campaign I used the pencil as a metaphor for people’s opinions and voices, which are essentially, stronger than a bullet ever could be.

I noticed the Amnesty International Forum was very small and not very emphasized. Internet forums are a popular way of communicating with like minded people so I thought it would be appropriate to bring this feature to the spotlight. This, combined with the pencil metaphor, brings the campaign name, “Amnesty Write.”

The goal of the campaign is to raise awareness for freedom of speech, freedom of the press and overall world issues that are up for discussion. It aims to mobilize users to donate, discuss and take action to do their part to contribute to the organization.”

Acknowledgements: Amnesty International brand identity belongs to their organization.

**Judge’s comment:** “The thinking behind this project identifies an existing asset that Amnesty International has in terms of content and conversation, and brings it to the surface, and gets their message out in a new way.” – Brenda Sanderson CGD

GDC Scholarship payments are sent directly to the educational institution of the recipient.
The GDC National Scholarship judging took place April 29, 2013 in Winnipeg, following the National AGM.

The process was overseen by Karin Jager, CGD, GDC National VP Education. Judges were impressed with the quality and variety of the submissions for the Foundation Scholarships.

Matt Warburton CGD, FGDC, National Communications VP commented, “The Hrynkw category submissions had some really good ideas. Very, very good work and I am impressed with the quality.”

Brenda Sanderson CGD said, “The students are tackling tough problems.”

We are educating students with a social conscience, with a commitment to make the world a better place as well as using wonderful typefaces and interesting layouts.”

– Michael Maynard CGD, FGDC

You can direct your donation to a specific scholarship or to the general fund building the GDC Foundation. Make your donation online and reply to the email receipt, naming the fund you wish to support.

Contact foundation@gdc.net for further information or to discuss setting up a special fund or named grant.
2012: A Very Good Year

We are pleased to report that 2012 was the best year yet for the GDC Foundation. Here’s what happened:

We set up the first GDC Foundation Scholarship Fund, in honour of Fellow, Ray Hrynkow, and raised $8,861 for this fund.

We awarded first $500 GDC Foundation Ray Hrynkow Scholarship to Cheryl Loh, a third-year student at Emily Carr University of Art + Design in Vancouver.

We had 108 donors, the greatest number of donors in any year.

It was our most successful year yet for in-kind donations – a value of $10,622.

It was our most successful year yet for fundraising. We raised $14,409, compared to the previous year’s $4,494.

We raised the total in the Foundation to $33,480.

That’s a long way from our first donation of $1,000 in 2006.

Since 2004, designers and businesses have donated $33,480 to the Foundation.

2012 Achievements

$8,861 Ray Hrynkow Scholarship Fund
Awarded first GDC Foundation Scholarship
108 donors
In-kind donations $10,622
Raised $14,409
Total in the Foundation $33,480

FINANCIAL REPORT

A. Income at December 31, 2012
Total from Dec 31, 2011 $19,546.14
Donations to Ray Hrynkow Scholarship fund 8,861.00
Donations to General fund (for benevolent fund and grants) 5,147.60
Sale of posters 300.00
Donations to Operations fund 50.00
Interest income 47.51

B. Expenses
Bank service fees 22.14
Scholarship given out 500.00

Year end total in GDC Foundation $33,481.84
What Made the Difference?

1. Number one was that the generous outpouring of support for the scholarship in honour of a beloved designer put the GDC Foundation on the map. Each year a “thinking designer” will be awarded this scholarship and Ray Hynkow’s memory will be honoured for years to come because of this special gift.

2. Chapters hosted special events and activities for our “Get Behind Design” campaign.

3. Fellows supported the Fellows’ Challenge.

4. National and Chapter Executives promoted the fundraising campaign.

5. Members purchased special posters donated by Aaron Draplin.

6. In-kind donors supported us – businesses, individual members, and the Alberta Chapter donated prizes, books and original artwork.

7. 108 generous individuals donated – and each donation made a difference.

<table>
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<th>$ Total in Fund</th>
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<td>14,409</td>
<td>33,480</td>
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</tbody>
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Figures in this report are rounded to the nearest dollar.

Thank you!

The Foundation do will more good things for designers when the funds become self-sustaining. The funds will grow as long as we retain our belief in great possibilities, in the future of the GDC, and in the kindness and generosity of our design community.
THANK YOU TO OUR 2012 DONORS!

Chris Au
Peggy Cady CGD, FGDC
May Chung CGD, in appreciation of Walter Jungkind FGDC and Peter Bart FGDC
David Coates CGD, FGDC
Susan Colberg CGD, FGDC
Rick Cuff
Laurie Darrah CGD
Hanno Ehhes FGDC
GDC BC Chapter
GDC SKS Chapter
GDC VI Chapter
Randy Hergott CGD
Ana Herrera CGD
Jim Hudson CGD
Carol Hyland CGD
Karin Jager CGD
GDC, in honour of a Fellow passing: Ray Hrynkw FGDC
Casey & Ray Hrynkw: Scholarship Fund
Miriam MacPhail CGD
Kit Maloney
Michael Marshall CGD, FGDC
Mary Ann Maruska CGD, FGDC
Keith Martin CGD
Bardolf Paul CGD, FGDC
Ken Paul CGD
Rod MacDonald CGD, FGDC
Erin Mohr CGD
Jana Neil
‘Segun Olude CGD
Brenda Sanderson CGD
Adrian Shum CGD
Patrice Snopkowski CGD
Rick Strong
Isabelle Swiderski CGD
Dal Tiwana
Chris Tyrrell CGD
Ulrich Wodicka FGDC
Gord Wright
Nancy Wu CGD
Alice Young CGD

2012 RAY HRYNKOW SCHOLARSHIP FUND DONORS

Micheline Albert, in Loving Memory
Sigrid Albert CGD
Brooke Allen
Anna Marie Atherton
Carmen Bright, in honour of Ray Hrynkw
Heather Braun
Chelsea Brown
Peggy Cady CGD, FGDC
Hubert Chan
Brenda Cofield
M. Damon
Don Dickson
Cynthia Duncan, in honour of Ray Hrynkw, one of the good guys
Lisa Edward
Anne Farrer
Scott Falkner
Elspeth & Harry Flood
Jim & Marilyn Galin
Sheri Grierson
Jennifer Hansen
Casey Hrynkw CGD, FGDC
Catherine Hrynkw
Mary C. Hrynkw
Marcela Huerta
K Hughes & Moira Bryans
Karin Jager CGD
Adrian Jean CGD
Richard Kendall
Deborah Kieselbach
Barbara Lawrence
Paul Lebofsky and Teresa Symyk
Jean Littledale
Vince Lo
Marga Lopez CGD
Karen Linnea Lutz
Janet McCartney
Therese Mickelson
Mark Nishiguchi
Kara Pecknold
PWL Partnership Landscape Architects Inc, in honour of Ray Hrynkw
Anne Power
Javier Puig
K.K. Puri
Sharon A. Romero
Brenda Sanderson
Sases Inc.
Christina Raaby Sestan
Valerie Sharp
Dale Simonson CGD, FGDC
Skipp Design
Rob Sowden—In loving memory from Pat and Rob Sowden, Heather and Mike Stockton, John and Rachel Sowden, Kelly and Dave O’Brien, and Catherine and Andrew Rae
Specialty Hair & Spa Salon
Ron and Ingrid Tanasichuk
Tembo Design
Nils Thaysen
Kosta Tsetsekas/Signals Design Group
UBC, Land & Building Services
Matthew & Lynn Warburton
Nancy Wu CGD
Don Yee

Alice Young CGD donated her calligraphy for the Get Behind Design campaign.
In-kind donations help bring awareness to our annual “Get Behind Design” fundraising campaign and assist us in raising the funds needed to build a strong Foundation.

THANK YOU TO OUR 2012 IN-KIND DONORS

Communication Arts Magazine
CUSP
Design Edge Canada
Function Fox
GDC Alberta North Chapter
Moo.com
MyFonts.com
Society of Typographic Aficionados
Spicers
Type Directors Club
TYPO San Francisco
Typographydeconstructed.com
UPPERCASE Magazine
Aaron Draplin
Peter Bartle
Jennifer Luckay
Brenda Sanderson
Keith Martin
Nancy Wu
Joseph Wu Origami

2012 GET BEHIND DESIGN CAMPAIGN

2012 GET BEHIND DESIGN PRIZE DRAW RESULTS

Grand prize draw – open to all donors entered
A free entry to 2012 TypeCon: Nancy Wu
A free entry to TYPO San Francisco: Patrice Snopkowski

$300 + Donors
CUSP 2013 Conference pass: Rita Sasges
Vector Dance, Framed Keith Martin print: Laurie Darrah
Joseph Wu, original origami: Jim Hudson

$200 - $299 Donors
2 x free entries Regional Design Awards: David Coates
Cuban poster by René Azcuy: Hanno Ehses
1 one-yr subscriptions TimeFox Lite – FunctionFox:
GDC VI Chapter (x2), Ana Herrerra, Dal Tiwana, Rick Strong, Randy Hergott

$50-$199 Donors
1-year subscription to Communication Arts: Karin Jager
1-year subscription to UPPERCASE Magazine: Ulrich Wodicka
Pantone Colour Bridge Swatches Coated/Uncoated: Keith Martin
What’s Cooking? Famous Designers on Food: Adrian Shum
$150 gift card from Moo.com: Miriam MacPhail
Typography Deconstructed poster: Mary Ann Maruska
$100 Gift certificate from Myfonts.com: Alice Young

$25 - $49 Donors
Celebrate 65, Type Directors Club: Carol Hyland,
Ken Paul, Brenda Sanderson, Michael Marshall, Nancy Wu
GDC Travel Mug: Peggy Cady
Graphic Design Referenced, Armin Vit: Jana Neil
Flaunt, Armin Vit: Erin Mohr
Designing, Ivan Chermayeff (autographed): Susan Colberg
The GDC Foundation: Inspiring and Supporting Graphic Design in Canada

The GDC has created a Foundation designed to provide long-term financial resources for supporting and advancing the design profession. It is the first of its kind in Canada.

The fund will directly contribute to the profession by being a dynamic resource for the promotion of new ideas and innovation in design, by supporting design education and by assisting designers in need.

With a fully-grown and self-sustaining fund, the GDC Foundation will be able to:

• provide short-term benevolent assistance when a career-challenging crisis, accident or illness occurs;
• support design students and graduates to complete or further their education;
• help designers keep up with changes in the profession and improve their work;
• help build the profession by offering grants for innovative research, publications, events and conferences.

Keith Martin CGD donated his drawing Vector Dance to the Get Behind Design Campaign.

Thank you.
Merci.

Jim Hudson CGD donated the design of the Foundation’s Thank You card. Taylor Print Group, Fredericton NB, donated the printing.

We welcome volunteers to the committee and for local fundraising efforts. Contact foundation@gdc.net.

GDC Foundation Committee Members

Chair: Peggy Cady CGD, FGDC
Ana Herrera CGD, GDC National Treasurer
Jim Hudson CGD, GDC Past President
Jennifer Luckay CGD, Arctic Chapter President
Laurie Darrah CGD, Vancouver Island Chapter
Bruce Campbell, North Vancouver, BC
Melanie MacDonald, GDC Executive Director

GDC Foundation advocates in the Chapters:

Atlantic: Larry Burke CGD
Arctic: Jennifer Luckay CGD
Alberta North, Jessica Jackson CGD
Alberta South: Naoko Masuda CGD
BC Mainland: Andy Maier CGD
BC Vancouver Island: Tara Kerner CGD
Manitoba: Oliver Oike CGD
Saskatchewan North, Josh Nagy CGD
Saskatchewan South, Reah Liebel CGD
Members at Large: Brenda Sanderson CGD
Thank you to all the chapters who organized activities on behalf of the GDC Foundation. You are helping the Foundation grow!

Some of the fundraisers included:

- BC Chapter Holiday Card Sale
- VI Chapter Holiday Social, and sale of “Design By Nature,” by Maggie Macnab
- Saskatchewan South Event & Auction “Thirteen”

Five things you need to know about the GDC Foundation

- **It is still growing, so we need ongoing support**
  Once the GDC Foundation reaches its financial goal, we can begin to fulfill our mandate.

- **This is your opportunity to make an impact upon your profession**
  The GDC Foundation will fund research, special projects, scholarships for students and professional designers and provide financial aid.

- **Chapter support is essential**
  Your Chapter can support the Foundation by donating funds from sales of tickets or products, soliciting member donations, contributing prizes or other opportunities.

- **Giving back**
  The GDC Foundation is committed to fostering the design community. By supporting the Foundation, know you are helping to build a stronger profession. Providing financial support is one sure way to contribute to greater awareness of the impact of the design profession among the general public.

- **Donations can be made at any time**
  Online through the GDC store, by phone or by cheque.

www.gdc.net/foundation
Options for Giving:

☐ Ray Hyrnkow Scholarship for the Thinking Designer: donations help build a self-sustaining scholarship fund.


☐ Foundation Fund: our base fund will help where needed most and includes a Benevolent Fund to help designers in need, grants, conferences, publications and other charitable activities.

☐ Operations fund: donations help fund the maintenance and promotion of the foundation and include mailing costs, credit card and banking fees.

☐ Leave a legacy! Add a bequest to the GDC Foundation in your Will.

☐ Consult with us about starting a special scholarship or grant in the name of a designer or business.

Matching Gifts: Employers, set a goal and match your employees’ donations during our annual “Get Behind Design” campaign.

Donate online: [www.gdc.net/about/store.php](http://www.gdc.net/about/store.php)

Click “Donate” at the GDC Store and click through to make your donation. When you receive your email receipt, reply to the email (info@gdc.net) to request that your donation be applied to a specific fund or the general fund.

 проблемы? call toll free 1-877-496-4453

By phone:

With your credit card, call toll free 1-877-496-4453

To discuss:

Bequests, named scholarships or grants and special donations contact

Peggy Cady, GDC Foundation Committee Chair

Email: foundation@gdc.net

Phone: 250-386-6215

Joseph Wu donated his origami to the Get Behind Design Campaign.

By mail:

Send your cheque (made out to GDC, with a note which fund you would like to support) to:

GDC

Arts Court, 2 Daly Avenue

Ottawa, Ontario K1N 6E2

GDC Foundation

Fondation de la GDC