

## 2013 Education Committee Report

**PRESENTED BY** KAREN SATOK RGD, VICE PRESIDENT, EDUCATION & COMMITTEE CHAIR

**MEMBERS:** DONNA BRAGGINS RGD, JESSICA GLEMNITZ RGD, MOLLY HILL RGD, GIL MARTINEZ RGD, ANDREW MCLACHLAN RGD, PHIL MONDOR RGD, MEGAN OLDFIELD RGD, RYANNE SPIES RGD

The Committee's mandate is focused on helping students enhance their knowledge, skill and effectiveness as graphic designers.

The success of the Education Committee is due, in part, to RGD's on-going and long-standing automatic Student Membership program which results in RGD having about 1,500 Student Members annually. Through this program, colleges cover the fees for their students to be Members. This year, we had 12 schools participating in the program, including, for the first time, Capilano University in Vancouver and, for the second year, the College of the North Atlantic in St. John's.

***“Supporting future design talent is one of the greatest ways an established designer can help ensure our industry continues to prosper.”***

**JEAN-PIERRE LACROIX RGD, STUDENT AWARD SPONSOR**



One of the Committee's most significant initiatives is RGD's annual Student Awards Program, which has awarded over \$220,000 in cash awards since 1999, all money being contributed by employers of emerging designers. In 2013 we received entries from 176 students, up from 121 in 2012. The number of sponsors was up from 15 to 17 with two new Award categories - Corporate Design and Digital Marketing Design. The total number of schools represented with entries was 18, up from 15 and schools represented with winners was up from 7 to 12 in 2013.

In 2013, we expanded eligibility to students at schools outside of Ontario and to students in the second-last year of their program and these changes remain in place for 2014. This year, we again have 17 industry sponsors: 50 Carleton, Bell Media, Bureau, Cineplex

Digital Solutions, Cinnamon Toast, Cundari, Empire Life, Entro, Forge, Harlequin, Milestone Integrated, Normative, Parcel, q30, Quarry, Shikatani Lacroix and Tamm + Kit. In addition to the cash prizes, we continue to recognize Student winners in a booklet distributed to 10,000 subscribers of *Design Edge*. One significant change for 2014, we've added fields to the evaluation form so that judges provide feedback on their top 5-10 picks in the category they are judging. This feedback will be relayed back to all Student finalists.

Last year, we combined the DesignThinkers scholarship program with our So(cial) Good Design Awards. So Good Winner Chantal Abdel-Nour Prov RGD was awarded Scholarships from Jacknife Design and Patrick Robinson RGD to cover her costs to attend DesignThinkers 2013. She was also invited to introduce conference speaker Dmitri Siegel.

***“I had a great time at HeadStart. It was so nice meeting the students and seeing their passion and excitement for the industry.”***

**MARIA PASSARELLI RGD, HEADSTART REVIEWER**

As in past years, Committee Members assisted with HeadStart, RGD's conference for emerging designers, which saw our highest attendance ever. We also continue to host portfolio review events at Georgian College in Barrie and Cambrian College in Sudbury, which together provided reviews and a panel discussion to 80 students.

In 2013, the Committee helped to organize RGD's first Design Educators Conference, a joint venture between RGD and York University. The one-day event took place the day after DesignThinkers at York and saw an attendance of roughly 100.

The 2014 Educators Conference will be hosted by Centennial College on November 8. Our deadline for abstract submissions is May 30th and the theme for presentations is “Colouring Outside the Lines: Teaching for the future to meet the changing needs of the industry.” DT Speaker Ellen Lupton will be one of our keynotes.

Finally, the Committee has been assisting the Post-secondary Accountability Branch of the Ontario Ministry of Training Colleges and Universities which is creating new graphic design standards for college programs. Many Members feel that College curriculum is not keeping up with industry needs, and we ensured your voices were heard with educators and with government.