


fyi gdc news
Sure it's pretty... But Does It Work?

GDCacn and Edmonton New Media teamed up for another joint event at the end of March.

Jess McMullin from the U of A Libraries presented a lecture titled '*Usability and User-Centred Design: a competitive edge for new media*'. His full lecture can be found at www.usabilitytest.com as well as links to other sites on usability.

Becky Wheat-Bain, B.Sc (Kin) a Human Factors Engineering Specialist from Computing Devices Canada Ltd. spoke on the research and design which goes behind each of the projects she works on, from developing Telehealth (their integrated communications systems for the healthcare profession) to backpacks for Canadian Soldiers. Becky focuses on the user to meet each individuals needs.

Computing Devices Canada Ltd. is an international supplier of Land, Airborne and Maritime systems, software and hardware – from advanced products to completely integrated command, control and communication systems. Through their intensive research and development, concept definition, integration, testing and post-delivery support, they deliver the highest value, customized solutions to meet even the most demanding requirements. For more information on Computing Devices Canada Ltd. visit their website at www.computingdevices.com

Executive Meeting

5.30 pm • Tuesday 2 May 2000

Hoang Long Restaurant – 10715 98 Street

Please RSVP to Annie Re at:

Phone 422.2787 (daytime)

E-mail annie.re@gov.ab.ca

FYI in PDF?

For all the eco-conscious GDC members out there, we are more than willing to send them a PDF version of FYI, rather than the hard copy you are all currently receiving. If you would prefer to receive the newsletter electronically, let us know, and your next issue will be e-mailed to you.

For more information, contact Christine Osinchuk:

E-mail chrissy@powersurfr.com

RGD Qualification Exam

The Association of Registered Graphic Designers of Ontario are the Canadian pioneers in the quest to seek accreditation. For those curious about it, full details of what is covered in their examination are available in the '*Handbook for the Registered Graphic Designers Qualification Examination*'. The Handbook may be purchased from the Association at a cost of \$22 each, plus GST. Orders may be placed by calling, faxing or e-mailing.

Phone 1 888 ARGD ONT (274 3668)

Fax 416 367 9150

E-mail argdon@interlog.com

GDC Student Event

This year's GDC Student Event was yet another success. Thank-you to the designers who took time out of their busy schedules to give advice to the U of A and GMCC design students. The event was very informative and there was a great turn out of students from both schools. A special thanks to our panel: Ravi Bakshi, Blaine Bertsch, Sylvia Rigakis, Kyle Loranger and Kara Loop.

Is your membership up-to-date?

Just a reminder to those of you out there who haven't paid your membership fees for the year yet to please do so as soon as possible. Also, if you have new contact information (such as address, phone, fax and email), pass it on to Cheryl Toornstra to ensure that our database is correct and we can keep you abreast of all GDCacn has to offer.

Contact Cheryl Toornstra at:

E-mail catoorn@telusplanet.net

Online Bookstore Service

Our chapter website has a great new look, and an online bookstore service to boot thanks to Chapters.ca! Looking to pick up the latest treatise on typography? Buy it through our website and help out your chapter while you do it. Have a book on Photoshop that everyone should own? Let us know and we'll post it as our next pick of the month or featured selection. Just point your browser to www.gdc.net/*albertanorth and check out our new virtual digs!

fyi executive directory
GDCacn address

PO Box 11185

Edmonton Main

Edmonton, AB T5J 3J4

Website

www.gdc.net/*albertanorth/

President

Winston Pei 414.6966

Past President

Kyle Loranger 413.9237

VP Education

Blaine Bertsch 909.5527

VP Events

Sarah Classen 469.2268^{ext.249}

VP Membership

Lisa Toliver-Fuchs 452.3434

VP (Electronic) Publications

Randy Troppmann 930.5982

VP (Print) Publications

Christine Osinchuk 486.4486

Secretary

Annie Re 422.2787

Treasurer

Bonnie Steiner 429.8023

National Representative

Winston Pei 414.6966

Student Representative

Michael Surtees *UofA* 436.7103

Admin Assistants

Nancy Romaniuk 477.8228

Cheryl Toornstra 466.2637

fyi cool sites

www.designonline.com
www.creativepro.com
www.creativetoolkit.com
www.kioken.com
www.prulite.com
www.thenorthface.com
www.supon.com

If you come across any interesting websites that you think may be of interest to your fellow GDC members, please forward the information to: chrissey@powersurfr.com

If you have a website that you would like to link from the GDCacn website, please forward the information to Randy Troppmann at: rtroppma@cha.ab.ca

fyi announcements**Congratulations**

The First Family of GDCacn has a new addition. Our president, Winston Pei, and his wife welcomed their son Jacob Richard Fa-Zhong Pei into the world on Wednesday, 29 March 2000, at 5:40 pm. He weighed in at 8 lbs 6 ozs.

Information contained in this FYI may be used in publications or for re-transmission by member associations of Icoqrada. Every effort is made to ensure that information is correct at time of transmission but no responsibility is taken for error or omission.

fyi events**Grant MacEwan College, VCD Grad Show**

Grant MacEwan College City Center Campus; 10700 104 Avenue
 Open to the public 10 - 15 April 2000
 Monday to Friday, 8.30 am to 10.00 pm
 Saturday 8.30 am to 5.00 pm
 Grad Show Reception: Thursday 13 April 2000, 5.30 pm to 8.30 pm

After a year of dedication, the graduating students from the Visual Communication Design program proudly invite you to come and see what they see -- over 300 pieces of art work displaying their creativity and professionalism.

The Visual Communication Design program consists of three distinct majors: Design & Digital Media, Design & Illustration and Design & Visual Presentation. The primary focus of each major is the creative development of the student. In order for students to have an edge in their field, each major within the program is constantly evolving to meet the demands of clients and future employers.

Skills developed by these talented graduating students focus upon visual communication, illustration, and presentation, which are necessary to pursue a career in today's competitive design industry.

Design & Digital Media major students will display editorial layout, advertising and promotional design, digital illustration, 3D modelling and interactive animation.

Design & Illustration major students will display typography, editorial and advertising layout, corporate identity, promotional design and editorial illustration using traditional media.

Design and Visual Presentation major students will display fabrication and installation of retail and promotional displays, including merchandising, store planning, concept proposals and traditional display.

University of Alberta Bachelor of Design Grad Show: Design formulated for long mileage

Fine Arts Building Gallery, U of A
 2 - 14 May 2000
 Opening reception 4 May at 7.00pm

Come out and see what the graduating students in Visual Communication Design and Industrial Design have to offer.

For more information:
Phone 492.2081

5th Conference on Design Management in the Digital Environment

Pasadena, California: 30 April - 1 May 2000

Featured speakers include: the CEO/President of Pittard Sullivan showing us where the world is headed in the field of convergent communications media; Cheskin Research presenting their new research on savvy customers and the evolving character of on-line brand trust; and Joe Sena, Director of Creative Development Universal Studios Online, presenting some of the web's most pioneering online entertainment design and content. Also featured are Hugh Dubberly, Head of Design at Netscape; Riffage.com's Scott Maddux; and online case studies from Deutsche Bank and Pillsbury's El Paso brand, as well as various web site examples that utilize Sensory Marketing: the science of differentiated preference.

For more information:

Phone 617.338.6380 x228

Fax 617.338.6570

Email edonahue@dmi.org

Web www.dmi.org/conferences/digital00/schedule.shtml

Computer Animation 2000 Conference

Philadelphia, Pennsylvania: 3 - 5 May 2000

The Computer Graphics Society (CGS) and the IEEE Computer Society are pleased to announce the organization of COMPUTER ANIMATION 2000 in Philadelphia. This 13th annual conference on Computer Animation is organized by the Center for Human Modeling and Simulation (HMS) at the University of Pennsylvania.

For more information:

Phone +1.215.898.0945

Fax +1.215.573.7453

Email dnm@central.cis.upenn.edu

Web www.cis.upenn.edu/~dnm/CA.html

Society for Environmental Graphic Design Conference

Portland, Oregon: 11 - 20 May 2000

Through a collaborative, interdisciplinary process, designers will be shaping the future, dynamic image of the city. The 2000 conference will bring together the design disciplines with planners, politicians, philosophers, historians, artists and visionaries to address the effects of the "information age" in shaping the ways in which our cities function.

For more information:

Phone +202.638.5555

Web www.segd.org

fyi events

II International Conference on Design: The Emergence of Real Histories

Havana, Cuba: 7 - 9 June 2000

For more information, contact I.D. Pedro Garca-Espinosa Carrasco:

Phone +537.23.0797

Fax +537.23.0798

Email encuentro6@ondi.cu

Integrating Advertising, Marketing & Design for True Identity

Montreal, Quebec: 11 - 13 June 2000

Who owns the Brand? It is critical to be able to leverage a coherent, consistent brand identity as a valuable asset, rather than a tactical afterthought. Drastic change represented by online spin-offs, new combinations, break-ups and upstarts is forcing brand rationalization, repositioning, realignment and taking shrewd advantage of leveraging design for business success. Who should take the lead, develop the rules, and manage the brand elements in the new multi-media world? Where does brand stewardship ultimately belong? This conference will provide advertising, marketing and brand identity managers with an integration strategy map: including a framework for the brand strategy decision process, the 10 questions that must be asked to have an effective integration, and selected integration case studies that present a range of solutions. Speakers will highlight the interplay of business, marketing and design strategy, the guidance of research, and new processes and behaviors for successful internal/external brand implementation. The conference will also present practical tools for online brand management, revitalizing a brand, and maximizing identity consistency in the customer's ever-expanding brand experiences.

For more information:

Phone 617.338.6380 x228

Fax 617.338.6570

Web www.dmi.org

HOW Conference

Atlanta, Georgia: 11 - 14 June 2000

For more information:

Phone 1.800.436.8700

E-mail conferences@fwpubs.com

Web www.howconference.com

fyi agenda reminders

Istanbul International Graphic Design Week

Istanbul, Turkey: 24-28 April 2000

Phone +90.212.245.2297

Fax +90.212.251.5211

E-mail sadik@turk.net

GDC National Design Conference

Granville Island, Vancouver: 12 - 14 May 2000

E-mail gdcinfo@pinc.com

Web <http://gdc.net>

Graphex 2000

Vancouver: 22 May - 10 June 2000

E-mail gdcinfo@pinc.com

Web <http://gdc.net>

Sixth International Biennial of the Poster in Mexico

Mexico: Deadline: May 30, 2000

Phone +52 5 514 81 37

Fax +52 5 525 42 65

E-mail tramavis@df1.telmex.net.mx

Web <http://www.bienalcartel.org.mx>

fyi competitions

Third International Browserday

Deadline: 19 May 2000

New navigation concepts by students and young designers.

For more information:

E-mail taminiau@waag.org

Web www.waag.org/browser

8th German Prize for Communication Design

Deadline: 22 May 2000

Organized by Design Zentrum Nordrhein Westfalen, Germany. Designers, agencies, design offices and clients commissioning communication work can submit entries.

For more information, contact Heike Spirgatis:

Phone +49.201.30104.0

E-mail dz_info@compuserve.com

The New York Festivals' 2000 New Media International Competition

Deadline: 1 June 2000

Competition for websites and CD-ROM.

For more information:

Fax +1.914.238.5332

E-mail Michael@nyfests.com

Web www.nyfests.com *thanked for their interest. NO phone inquiries please.*

fyi benefits

GDC membership benefits include the following discounts:

Adobe and Image Club

Members are entitled to 15% off regularly priced Adobe and Image Club Photos, Fonts and Clip Art.

How magazine

How magazine offers an AIGA subscription rate to all GDC members. Your subscription rate will be \$49.99 US including shipping charges.

Studio Insurance

Studio insurance at GDC rates is available through P.W. Harrison & Son Insurance Brokers Inc.

Personal Insurance

Personal insurance packages are available through KGF Insurance Services, together with Sun Life of Canada.

Mac Warehouse

Mac Warehouse is offering GDC members discounts of 2-15%.

Photodisc

Photodisc offers a 10% discount on regularly priced photo cd products.

TimeWise

Get 15% off TimeWise, a billing and production management software system for PC and Macintosh.

fyi submissions

Please forward all information for inclusion in FYI to:

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Phone 780.486.4486

E-mail

chrissy@powersurfr.com