



February 2002

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The deadline for submissions for inclusion in the next fyi is 1 March. Please forward submissions to corrie.heringa@epsb.ca

Every effort is made to ensure that information is correct at time of transmission but no responsibility is taken for error or omission.

gdc info + events

Next executive meeting
The monthly executive meeting is open to all members. Our next meeting is at 5:30 pm on 21 February at Hoang Long Restaurant. If you would like to attend, please rsvp to Annie Re at annie.re@gov.ab.ca.

Stay tuned for the results of the GDC Alberta North satisfaction survey
If you did not already fill it out, you will have another chance! And this time... those who fill it out and return it will be entered into a draw for a free subscription to HOW magazine. Get your pencils ready...

Environs 002: Design without borders
Icograda Design Perspectives Seminar
15 March
Vancouver

How do we maintain a unique identity in our local environments and cultures, as the rest of the world thrusts itself on us (and we upon it) through television screens and computer monitors? How do designers retain their focus and perspective in such a huge melting pot? What is the real effect of what we create?

Speakers from the earth's four corners will share their viewpoints, and let us glimpse at their own part of this blue and green planet we all call home.

W www.gdc.net/environs002 or www.icograda.org

Pica 2002: How far will you go?
Remember Peak 99? Well, keep 3-5 May open, as the GDC Alberta Chapter North presents Pica 2002 – a design conference and competition which will take place in Banff, at the Rimrock Hotel. The first piece is in the mail and the website will be up and running this week, so bookmark it for the latest information.

PS thanks to Vision Design, Capital Colour, Coast Paper and Tina Chang for a great first piece!

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The Business of Graphic Design – a professional handbook
“I am pleased to announce that RGD Ontario has successfully produced and launched a handbook called *The Business of Graphic Design – a professional handbook*. Their Board of Directors offered to gift GDC Professional Members a copy of this amazing book (approx 200 pages).

We accepted. Copies will be distributed to members at the next mailing in April.

On behalf of all members I wish to thank the RGD Board for this generous gift.”

Cynthia Hoffos, MGDC
President, Society of Graphic Designers of Canada

other events

Alan Fletcher Lecture
18 February
Design Exchange, Toronto

Alan Fletcher, one of the world's foremost graphic designers and a founding partner of Pentagram, explores the art of visual intelligence and the workings of the eye, the brain and the hand. Alan will also be signing copies of his new book, *The Art of Looking Sideways*. This book retails for \$59.95 but for a limited time Design Exchange will offer the book to RGD Ontario members at 10% off the cover price. For more info about the lecture or the book, call 416.216.2160 or e-mail: mailto:info@dx.org.

6th European International Design Management Conference
11-13 March
Dublin, Ireland

W www.dmi.org

DigiFest
20-24 March
Toronto

DigiFest is an international showcase celebrating the best in digital media.

C Alice Lee, Director,
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AIIGA "Voice"
Conference
Rescheduled
21-23 March

The American
Institute of Graphic

Arts (AIIGA) National Design Conference, originally scheduled for 23-26 September 2001, will be held 21-23 March 2002 in Washington D.C. Many of the previously scheduled speakers will still be on the program, complemented by additional speakers and sessions that deal with the particular concerns of designers since September 11 (many of which deal with very personal questions of relevance).

designWORLD: HOW Design Conference
9-12 June
Orlando, Florida

HOW magazine invites you to join them in Orlando for their 12th annual creativity, business and technology Conference for graphic designers. With a nod to the host city, they've themed this year's event to reflect the total design experience that is the HOW Design Conference – four nonstop days of inspiring presentations, shop talk with fellow designers, large parties and lots of surprises.

W www.howconference.com

employment

Interactive multimedia programming specialist
The NAIT multimedia team is looking to hire an "Interactive Multimedia Programming Specialist" – primarily a technical Flash programming position, but with some creative opportunities. If you or someone you know may be interested in joining their team, have a look at: www.nait.ab.ca/hr/jobopp/comps/202006.htm

competitions

7th International Poster Biennial of Mexico
Entry Deadline: 30 May 2002

Organised by Trama Visual, the event will open in Mexico City in October 2002 and run until January 2003. The theme is 'Rights of Nature' and aims to raise international awareness about the need to protect and preserve our planet. The event will exhibit poster designs and showcase Mexico's contributions to the field of graphic design and will act as a meeting ground for design professionals from around the world. The 50 best posters will form part of a collection entitled 'Nature's Rights Treatise.'

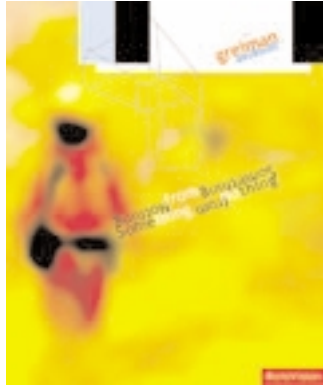
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publications

Something from nothing
April Greiman and Aris Janigian
ISBN 2-88046-547-8

More than being simply an overview of April Greiman's work, this encounter is a surge on the senses, a mix of criticism, philosophy, images and illustrations. Co-written by April Greiman with design critic Aris Janigian, it is an intimate insight into Greiman's design philosophies, her brilliant fusion of technology and graphics and the many projects she has executed.

W www.rotovision.com



opinions

Do you work with Art directors?
As many designers work in large studios or advertising agencies, we wanted to know how many of you worked under Art directors.

This is a statistical question that does not require a lot of explanation. The result is almost half-half. 53 percent of you never work under an Art director, whereas 23 do it all the time and 24 percent on occasional basis. It means that 47 percent of you work under Art directors either on permanent or occasional basis. As for the quality of your working relationship with your Art director, we asked you more specific questions over the past few weeks, so keep on reading our poll results to form a more detailed picture of this aspect of a designer's practice. (from www.icograda.org)

Should Art directors be designers?
As we have learned so far, many of you work under Art directors, and most of you seem to be quite dissatisfied with the quality of your collaboration. Last week we saw that half of the Art directors you work for are not designers themselves, so we want to know if this might be the cause of your concerns. Do you think your collaboration would be better if your Art director was a designer?

Give your opinion and vote at www.icograda.org

of interest

Reasons... from Matt Warburton (GDC National Chapter Executive)

5 advantages to hiring a professional member of the GDC:

1. Members experience and integrity meet the standards established by their peers.
2. Members abide by the GDC Code of Ethics that seeks to establish fair and productive relationships between designers and their clients.
3. Members participate in educational activities, exhibitions, publications and award shows for the benefit of Canadian industry and commerce, and the general public.
4. Members have successfully completed a minimum 2-year course of studies at an accredited design education institution.
5. Members work toward improving standards, practice and awareness of design as a profession and as an interrelated process.

3 reasons to work closely with your graphic designer:

1. to ensure uniform application of your corporate identity
2. to ensure high quality production and implementation
3. to aid the implementation of marketing and communication strategies

4 ways to improve your company's graphic design:

1. establish a concise set of goals and objectives
2. include the designer during initial project discussions
3. maintain a clear view of the "big (corporate) picture"
4. hire a professional member of the Society of Graphic Designers of Canada

Looking for office space?

Digital North Studios, a new media cooperative located downtown, has a few offices that would be of interest to small established one or two person companies. Digital North provides most basic office services like a photocopier, fax machine, laser printer, ADSL, alarm, coffee, pool table, etc. and members provide their own computers, phone and office furniture. Office sizes and rents vary.

Please contact Glen Gadowsky at 448-2896

Absolut Marine
by Oscar Marine, ADGFAD, Spain

Absolut Vodka, an agency in New York, chose this work for its American publicity campaign. Due to its personal style, it was decided that it should carry the name of the author, Absolut Marine, as had before occurred with Absolut Warhol or Absolut Haring.

Have a look at www.icograda.org



Society of
Graphic Designers of Canada
Alberta North Chapter