



GRAPHIC DESIGNERS OF CANADA MANITOBA CHAPTER
DESIGNERS GRAPHIQUES DU CANADA SECTION DU MANITOBA

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▶ **AGM 2017**

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REPORT FROM THE PRESIDENT ANDREW BOARDMAN CGD

What a year! With the incessant buzz of the U.S. elections and the trials and tribulations that resulted, we as designers appear to be again at a crossroads. On the one hand, our design skills and brains are increasingly being asked to tackle reducing complex systems into user-friendly interfaces. The rise of UX, and the importance of strong usability, regardless of the digital platform (e.g. web, applications, and social media) has made the practice of design more valuable. On the other hand, the social, economic, and environmental challenges we're facing is calling upon many designers to do a better job in communicating those issues and helping to provide solutions.

From the pixel to the political, designers like us are being pulled in so many different directions by our work, our interests, and our aspirations. When you combine these competing interests with the never-ending demands on our time and psychic energies, so many of us are left with something like near-exhaustion. Designers - along with journalists, engineers, and developers - are doing our very best to build a strong and durable future. But we also have to tear ourselves away from our screens long enough to see the real beauty of the world and to help deliver the changes that we want to see.

The GDC is an organization that can act a brief but important respite from the busy and bustling workplace for designers. Though it has faults and battles of its own, the GDC continues to adapt to our practices as designers and offers a place for us to meet, to learn, to think, and to grow.

EVENTFUL EVENTS AND LEARNING TO LEAP

The year 2016 was packed full with GDC events, workshops, and new initiatives. It has been a true pleasure working with the board to help roll these out. It only because of their incredibly hard work and energy and generosity over the past year that we accomplished so much. And we did all of this by responsibly spending and replenishing our resources.

BRIEFLY, HERE IS A RUNDOWN OF OUR ACCOMPLISHMENTS IN 2016.

January: With the help of Handcraft Creative, we released a new video called Draplin Does Winnipeg with much fanfare and glee. The video is a beautiful document of Draplin's visit to the city and his on-foot touring of our multiple ghost signs downtown.

March: In partnership with New Media Manitoba and Ladies

Learning Code, we put on a two-night workshop for member and non-member designers to learn the basic building blocks of web design. Packing the rafters at the University of Manitoba, designers and others learned the essentials of HTML and CSS. It was a tag-filled blast.

April: We were fortunate to have Vertiv Canada (formerly Unisource) select GDC MB and Winnipeg to present its uVU awards for some of the best Canadian print design in the industry. Vertiv took over part of the Inn at the Forks, presenting the numerous awards - and numerous paper and other suppliers were on hand to meet over a hundred of us. In April, we also packed Fools & Horses with a nifty AGM.

May: Former GDC MB president Evan Kuz and photographer extraordinaire Leif Norman asked our chapter to help them develop a podcast dedicated to designers in the city. Entitled Out of the Studio, Evan and Kuz have begun interviewing folks and will be releasing the podcast in 2017.

September: In our first collaboration with the Winnipeg Design Festival, we put on a graphic designer mixer at the Winnipeg Art Gallery. It was awesome seeing new and older



faces come out. GDC MB also organized the exclusive release at the Park Theatre of Design Disruptors, a film about how designers and businesses are fundamentally changing the way we both practice design and develop new digital tools and resources such as Uber and Facebook.

October: Beers for Peers, a new annual event across GDC chapters, was held at the King's Head Pub. We drank a little bit.

November: Michèle Champagne, one of the most innovative designers and design educators in Canada, visited Winnipeg to deliver a series of lectures and workshops to design students and professionals. Her all-day workshop at Red River College covered how digital platforms can integrate community voices and we examined how various websites were implementing comments and feedback. Everyone had a chance to develop their own models and a lot of great collaboration resulted. GDC MB's is committed to bringing in one outside designer every year to deliver our design community new ideas, approaches, and hands-on learning.

December: In partnership with New Media Manitoba, we put on a great holiday party. We also were honoured to have 5 new CGD members join the chapter!

PECHAKUCHA IS OUR LODESTONE

In 2017, we put on our 25th, 26th, 27th and 28th PechaKucha Nights in Winnipeg. This means that, somehow, GDC MB has been running PKN Winnipeg for nearly six years and each event at the Park Theatre brings out new ideas, new faces and new connections. We continue to have nearly standing room only attendance and this could not be achieved without the hard work of the PKN Winnipeg team. Special thanks to Oliver Oike, Megan Nichole, Carson Samson, Roberta Hansen, Eric Dizon, John Lyttle, and Amanda Parker who rock it four times a year.

THANK YOU, THANK YOU

I want to thank all of the incredible people that made 2016 an incredible year for GDC MB.

Thanks to Carson Samson for bringing his brilliant self to our chapter and making PKN Night unique. Thanks to John Lyttle for always making us look really, really, really good - everywhere. Thank you to Dean Van De Walle for managing our books and calling us on our own stuff. Thank you to Aquila Samson for being our scribe and muse and for keeping us on task when we are not anywhere near on task. Thanks to Doug Coates for bringing in new members and reaching out

to prospective colleagues. Thanks to Marie Tully for organizing our sponsorship initiatives. And big thanks to our newest board member, Amanda Parker, for shaping and managing our numerous events. Y'all rock.

Like last year, I would like to tie these many thank yous to a personal request. If you believe in the importance of design and you live in the great province of Manitoba, please join us as a member. For \$200 per year, you can make a huge difference in the design community. We need active members to keep the organization moving forward, to put on great events, and to develop new opportunities for designers.

To current members, thank you. You are the reason we can put on all of the events mentioned above and we look to 2017 in continuing to serve you. If you have any questions or just want to chat, you can reach me directly at president.mb@gdc.net.



REPORT FROM THE VICE-PRESIDENT & NATIONAL REPRESENTATIVE CARSON SAMSON CGD

There isn't much I can add to the 2017 board report that isn't already covered in one of my colleague's reports.

Instead, let's look to the future.

Here's what's on the horizon for GDC Manitoba:

- Face-to face meetings with designers and creative professionals that allow us the opportunity to listen intently and understand what the industry needs from GDC
- Long-term strategic planning with board members, GDC members past and present

- GDC Membership is in decline, which is happening across most industry associations, both national and local. How does GDC Manitoba remain relevant in an industry that's changing rapidly. It's time to rethink GDC Manitoba's purpose and core values. It's time to rethink GDC:

- What if GDC Manitoba existed to serve and support the broader creative community, and not only GDC members?
- What if professionals joined GDC not for personal gain but to give back to the industry?

- What if established designers, illustrators, photographers, writers and agencies became supporting partners of GDC Manitoba to ensure that students and startups are given every opportunity to succeed?

- Young professionals have looked to GDC for leadership and support in the past. What if we gave them opportunities to lead? What can they teach us?

Let's work on these what-ifs together and see if we can make a better GDC Manitoba.



REPORT FROM THE TREASURER DEAN VANDEWALLE CGD

Membership revenues for the four quarters of 2016 fiscal were \$3,364, showing an increase from 2015 of \$635.

Once again the Manitoba Chapter hosted four successful PechaKucha Night Winnipeg events. This year we report that PKN brought in \$2,831.80 through at-the-door donations, which is down from last year, however it is worth noting that the second PKN of the year was an experiment with a local high-school, causing a lower than usual attendance. PKN expenses for the year (theatre rental, video shoot at one of the events) was \$2,145, meaning that PKN continues to

operate with a small profit. As with the last three years, PKN has benefited from a successful partnership with Vantage Studios, who generously donate printing services for the event promotions and programs.

In 2016 the GDC Manitoba Chapter hosted a workshop, student seminar and speaking engagement for Michèle Champagne. The workshop brought in \$1,900 in registration fees, however putting on the event cost \$3,833.91. Even though we operated at a loss, the events were well received and increased our profile within the Manitoba design community.

Our account at the start of 2017 is holding at \$19,148 which is down only slightly from 2015 where we sat at \$20,632, a decrease of \$1,484.



REPORT FROM THE MEMBERSHIP & EDUCATION CHAIR DOUG COATES CGD

Manitoba is one of nine Chapters throughout the Canada, membership in GDC connects you to Canada's national community of creative leaders, professionals, educators, students and supporters.

While overall membership for our chapter has declined over the past 10 years our base CGD (certified graphic designer) numbers have remained consistent. At the end of 2016 we had a total of 63 members, which breaks down as:

- 2 Fellows (accomplishments or influence made a major contribution to GDC, or the design profession in Canada)
- 43 CGD (designers and educators whose services have been demonstrated to meet CGD national standards)
- 9 Members (members are firm owners, creative leaders, educators, entrepreneurs, in-house designers, freelancers, and students).

- 1 Affiliate (organizations or individuals who support GDC's activities and goals and wishes to professionally link themselves with the organization).
- 8 Student (all students of graphic and communication design programs, and for up to 2 years after graduation)

In 2016 we continued initiatives the association has offered over the past number of years.

Exploring Paper presentation: March 8 Gord LeDrew (Esdale Printing) gave an hour and a half talk, demo and hands on presentation to 18 graphic design students at RRC

Portfolio One on One: On April 12 with the support of the administration at RRC two CGDs as well as one Fellow CGD sat down with 7 graphic design students to provide feedback on the students portfolios.

Portfolio Workshops: In both June and October we held half-day workshops for those interested in national certification.

New members: Past November our chapter welcomed 5 new CGDs.



REPORT FROM THE EVENTS CHAIR AMANDA PARKER CGD

2016 was an event-packed and exciting year! GDC Manitoba had a mid-year changing of the guard for the Events Chair position, and we'd like to thank Marie Tully for starting off our successful 2016!

2016 GOALS AND ACCOMPLISHMENTS

When I took over in June of 2016, my three main goals were to:

- 1) Keep current members happy
- 2) Get new members
- 3) Host educational events

A majority of our events in 2016 were hosted in partnership with like-minded associations. In April, for the first time, we partnered with the Veritiv Canada Design and Print Excellence Awards at Inn at the Forks. This was also our first year as a partner in Winnipeg Design Festival. We hosted two events during the WDF week in September. PechaKucha Volume 27 took place on September 15, and had a very high attendance, and the Graphic Design Mixer was held at the Winnipeg Art Gallery. The event was well attended by general Design Festival goers, but only a handful of GDC Members were in attendance. This new partnership was an exciting development, and is sure to grow stronger in the future. In the later part of the year, we hosted Design Disruptors, a film screening,

in partnership with New Media Manitoba and IxDA. After the film, a panel discussion was held with Bob Duncan, Phil Leourneau and Kevin Guenther.

The film and panel discussion were well-attended.

We switched gears to focus on GDC events in the later part of the year, with a Beers with Peers in October, which brought out about 10 members to the King's Head Pub. Then in November, we were excited to host Michele Champagne, a world-renowned Canadian designer, for two Workshops and a Public Lecture.

And of course we continued on with our ever-popular PechaKucha Night events (Volumes 25, 26, 27 and 28), at The Park Theatre. Volume 26 was a special Youth Night, where high school students talked about tackling global issues.

We capped off 2016 by once again partnering with NMM and IGDA Secret Handshake for a Holiday Party at Rudy's Eat and Drink.

GOALS FOR 2017

In 2017, we will continue to focus on professional development, networking and community-building, as well as mentorship opportunities. We also feel it's

important to give back, and as such, will be planning two events in 2017 – one to benefit the GDC National Foundation, and the other to help a United Way of Winnipeg agency to be named.

A fundraiser to benefit the GDC National Foundation will be held in the second quarter. We are putting a call out for donations of previously-loved design treasures (books, posters, etc.) for a GDC "Junk & Gems" sale. We'll ask our CGD-certified members to design and donate posters to be sold at the sale for the benefit of the GDC National Foundation. Looking for volunteers for poster design and Junk & Gems sale committee. We also plan to begin an annual outreach project - Helping by Design // Designers Helping Kids – to support a local United Way agency.

In terms of education/professional development, we'll hold A Blue Sky Event: Calligraphy Workshop with Kevin King this Spring. We're currently ironing out details for a film screening of Graphic Means in the early summer, and a tour of the CMHR with a focus on design.

We look forward to bringing you these and other exciting events in 2017. Stay tuned!



REPORT FROM THE PARTNERSHIP CHAIR MARIE TULLY BFA (HONS.)

OVER VIEW

GDC MB has always been incredibly grateful for the amazing partners we have. Vantage Print Shop is an integral partner for the successes of our PKN event and has been supporting our community through this partnership for years. We also extend a “thank you” to New Media Manitoba and Red River College for working with the GDC MB chapter on various events.

However, for the last four or five years, our chapter has not had a Partnership Chair, and as a result we haven’t been able to integrate our community into partnering with

us as well as we could have. This has since changed, and as a result so too will the entire scope of the design community’s involvement in GDC events through partnerships. The Partnership Package has been redesigned to make the different levels of partnership more immediately comprehensible as well as using icons relevant to each partnership level so as to appeal to the visual-thinker designers who are going to be looking at it!

2017 GOALS

In this upcoming year, I will be contacting different companies and organizations in all aspects of

the design community—everyone from designers to printers and developers—to speak to them about how they would like to involve their businesses in efforts to create a broader community in partnership with the GDC MB. It is our goal to increase our partnerships in order to be better able to provide resources to our members such as informational speakers, workshops, and other events that can create a more dynamic and informed community.



REPORT FROM THE COMMUNICATIONS CHAIR JOHN LYTTLE CGD

OVER VIEW

Communications for GDC Manitoba in the past year focussed on email campaigns, social media and some good old-fashioned print publicity. We also keep up-to-date with blog posts and events on gdc.net/mb. New in 2016 was GDC Manitoba's Instagram account: www.instagram.com/gdc.mb/

Our email campaigns switched from the Mailout application to MailChimp, which our chapter had used briefly in the past. Now, we the GDC National account and send to the Manitoba section of the great big list.

The biggest push was for the Michèle Champagne workshop and public lecture in November 2016.

PechaKucha, a very public way our chapter engages with members and non-members, also received a lot of attention in the various spheres of social media. Personally, I had a blast making four hand painted posters for PKN.

ANALYTICS

Sometimes it's best to let the numbers do the talking:

@gdcmb followers on Twitter: 1,286 (1,138 last year)

facebook.com/gdcmb/ likes: 218 (193 last year)

@PKN_Winnipeg followers on Twitter: 1,329 (1,220 last year)

facebook.com/pechakuchawinnipeg likes: 529 (480 last year)

Mailout eNews subscribers: 220
Typical open rate: 57%

Instagram followers: 198

GOALS FOR 2017

It would be good to continue the email campaigns and social media messages but engage even more members and non-members. Involving more GDC Manitoba members, whether they are board members or not, may help accomplish this goal.

I will be happy to continue to volunteer as Communications Chair but I am also interested in finding a volunteer to take over the position. As part of this succession planning, I'd like to involve more GDC Manitoba volunteers in the various communications tasks.