

## GDC Member Elected to Icograda Board

At the 21st General Assembly of the International Council of Graphic Design Associations (Icograda) in Copenhagen, GDC member David Berman R.G.D. FGDC was elected to the Icograda Board. Icograda is the world body for professional graphic design and visual communication.

“I believe that visual communicators have a stewardship role in helping repair the World, as we guide the use of humanity’s unique gift: the ability to share knowledge across distance and across generations. As the world body for graphic design, Icograda is the pinnacle of a common professional voice,” said Berman.

Since 1984, David has worked to establish a code of ethics which embraces social responsibility for graphic designers throughout Canada. The Society of Graphic Designers of Canada ratified his draft nationally in May 2000. In 2000, he was also elected Vice-President/Ethics Chair of the GDC, and has served as National Ethics Chair since 2002. In 1999, the GDC named him a Fellow for his work on the Code of Ethics, accreditation and other national issues.

Berman served as the first elected president of the Association of Registered Graphic Designers of Ontario from 1997 to 1999. He drafted that association’s constitution and Rules of Professional Conduct and authored RGD Ontario’s accreditation examination section on ethics and professional responsibility. He is a National Professional Member of the Canadian Association of Professional Speakers and the International Federation for Professional Speakers. His opinions have been featured in the *Financial Post*, *Marketing*, and *Applied Arts Magazine*.

“My experience as national ethics chair and national vice-president for the Society of Graphic Designers of Canada, as well as frequent international speaking engagements, have given me wisdom and insight as to what we can do (and therefore what we must do) to encourage a just world,” Berman continued. “I value this opportunity to serve the profession, and thus humanity, by serving on the Icograda board.”

### New Icograda Board

The 2005–2007 Executive Board consists of: President: Jacques Lange, South Africa; President Elect: Don Ryun Chang, South Korea; Past-President: Mervyn Kurlansky, Denmark; Secretary General: Lise Vejse Klint, Denmark; Treasurer: David Berman R.G.D. FGDC, Canada; Vice President: Veejay Archary, South Africa; Vice President: Halim Choueiry, Lebanon; Vice President: Richard Grefe, USA; Vice President: Russell Kennedy, Australia; Vice President: Ruth Klotzel, Brazil.

Jacques Lange, the new Icograda President stated, “It is a great privilege for me to be leading the most geographically representative Executive Board in Icograda’s history. Just a few hours after voting took place, the new board went about planning a strategic framework draft in a highly focused manner, making it quite evident that all members of this group have a clear understanding of their responsibilities and a highly developed sense of what they aim to achieve both individually and as a group.”



Back Row: Don Ryun Chang, President Elect (South Korea); Jacques Lange, President (South Africa); Richard Grefe, Vice President (USA);

Middle: David Berman R.G.D., FGDC, Vice President/Treasurer (Canada); Russell Kennedy (Australia); Veejay Archary, Vice President (South Africa);

Front: Halim Choueiry, Vice President (Lebanon); Lise Vejse Klint, Secretary General (Denmark); Ruth Klotzel, Vice President (Brazil); Mervyn Kurlansky, Past-President (Denmark)

## Canada Commended for Contributions to Icograda

Letter to the GDC from newly elected Icograda President

“Ever since I became involved in design profession management I have been inspired by the work of the GDC. The high level of professionalism in which it conducts its business, the vigour with which it promotes the status of the profession, the serious commitment that it has to develop its members, the innovative way that it embraces technology and develop original programming, and the great sense of community that it fosters for its members is truly admirable.

GDC has also been one of the most active members in the Icograda community and has contributed greatly to the work of the Council. It has delivered an unprecedented three Icograda presidents, Walter Jungkind FGDC (1974–1977), Jorge Frascara FGDC (1985–1987) and Robert L. Peters FGDC (2001–2003) and two other executive board members, Albert Ng R.G.D. FGDC (1995–1997) and now, David Berman R.G.D. FGDC (2005–2007).

Under Walter’s tenure, he and Kenji Ekuon initiated the first discussions to form a formalized alliance between Icograda and the International Council of Societies of Industrial Design (ICSID). It took around 35 years to realize this vision, but Walter and Kenji’s foresight is today more relevant than ever before. Under Jorge’s leadership Icograda expanded its membership in Latin America and he continued to build upon the remarkable work that Walter initiated in making design education a strategic imperative for Icograda.

I had the privilege to serve on the Icograda board in Robert’s tenure. He was responsible for bringing Icograda into the Cyber Age, and he conceived and implemented Icograda’s digital resources — a WWW presence that is now the anchor of Icograda’s activities and an *eNews* that disseminates worldwide information on design activities to tens of thousands (possibly many more) of designers on a weekly basis. Rob also developed the Icograda Media Network (IDMN), rekindled the Friends of Icograda initiative and made a huge contribution to the activities of Design for the World, as well as being a key player in final formation of the International Design Alliance (IDA). For me, personally, Rob was an inspiring leader, a great mentor and trusted friend.

Additionally, the Canadian design community and the Québec government had made a great contribution to the global design community by offering Icograda, ICSID and the IDA a home base for its secretariats in Montréal. It is a space that all are proud of.

Canada has done lots of good for international design and I am specifically humbled by the GDC’s support of me as an individual since it nominated me for the position of president elect in 2001 and again in 2003. During the next two years, Icograda is planning two official events in Canada and many of its initiatives will be steered from there. I am looking forward to collaborating with David Berman R.G.D. FGDC and many others during the next two years.”

Jacques Lange  
Icograda President



**Icograda Design Week**  
**Defining Design on a Changing Planet**  
9–15 July 2006, Seattle, USA

Presented in partnership with the AIGA Center for Cross-Cultural Design, Icograda Design Week is coming to Seattle in July 2006. This will be a thought-provoking forum for discussion about the role of design in the face of incredible change in the world. Big questions will be on the table, discussed by leading design thinkers and practitioners. How do we communicate when our audiences speak different languages? Who has the competitive edge in a worldwide marketplace? What role can we play in making the world a better place?

There is something for everyone with a week of events that include an international conference, student workshop and showcase of North American design trends.

More details and registration at [www.seattledesignweek.com](http://www.seattledesignweek.com).  
GDC and SDGQ members are eligible for the member rates.