

DESIGN CARES TRAVELLING EXHIBIT

The Design Cares Travelling Exhibit

The Design Cares Travelling Exhibit displays the work of GDC Vancouver Island Chapter designers who combine their commitment to social responsibility with award winning creativity. The exhibit shows what designers are doing to benefit their communities and the world.

One of our objectives is to contribute to a greater understanding between people everywhere and toward a solution to social, cultural, economic and environmental problems. Designers have a major influence on how we view the world. They can make a positive social impact with their skills. Powerful advertising and design messages affect our decision-making. Choices designers make can subtly or not so subtly influence us to action. This project celebrates the contribution designers make to our awareness and understanding of social issues, and the role they are taking to help the world.

The work was juried by David Coates MGDC, Matt Warburton MGDC and David Berman, R.G.D., FGDC, and was part of the GDC Vancouver Island Chapter's original Design Cares Exhibit and Forum in 2001.

The formal criteria used for entries required design projects that raise awareness of or support advances in one of the following areas:

- guardianship of natural resources, wildlife or the environment
- health or safety of individuals and communities
- human rights or humanitarian causes
- social or cultural causes.

Examples:

- Poster for teens: Awareness of the symptoms of schizophrenia – a high school campaign
- Display on wilderness conservation, brochure on water conservation
- Booklet on ecosystem restoration
- Logos and posters for literacy
- Posters for cultural heritage and local heritage preservation
- Posters on drug awareness
- Brochures from a prostate cancer campaign
- Posters for prison theatre
- Magazines: Anti-smoking campaigns for teens
- Posters: Access awareness for disabled, Fetal Alcohol Syndrome

The Exhibit

Each poster has an image of the artwork and the written rationale for the piece.

The exhibit is of interest to

- Designers, design students and educators
- GDC chapter members
- Non-profit groups, charitable organizations
- Communications professionals

**To order the exhibit phone 1-877-496-4453
or E-mail: <info@gdc.net>**

The Design Cares travelling exhibit demonstrates the contribution that graphic designers are making to the betterment of community and public life.

Specifications

The full exhibit contains 44 posters, each one is 24" x 35.5" (60cm x 90cm) and printed on a flexible canvas-like paper. You may order the full exhibit of 44 posters or a smaller version of exhibit with fewer posters.

They are rolled and packed in one travel case. The exhibitor is responsible for shipping and insurance costs (replacement value \$2500).

The weight of the large shipping container including the Design Cares posters is 38 lbs (17Kg) and it is on wheels.

The dimensions of the container are: 43" high, 17" wide at the widest point, and 46" in diameter. (109.22cm high, 43.18cm wide, 116.84cm in diameter.)

The Legacy

When you display the Design Cares Exhibit, we ask that you do something more to benefit your community. This can be in the form of a donation to a local non-profit group or cause, a forum to ally with and assist your local non-profit organizations, an exhibit of work of your own local designers or another action of your choice. In this way, the Design Cares legacy will continue, with designers helping to make the world a better place. Please let us know what you have done. Send a review of your event and we will include it in our reports. Please send photos!

The Designers and the Work

Alaris Design
Web site: Forests and Communities Org

Beacon Hill Communications Group
Poster: Kristallnacht 2001
Display: CRD Water Display

Peggy Cady Graphics
Identity: READ Festival;
QA Foundation 75th Anniversary

Holy Cow Communication Design
Report: Clearing the Air

Malahat Group International:
Campaigns: Freshwater Fisheries Habitat;
Drug Awareness;
2001 United Way; Art in Bloom; Victoria
Literary Arts Festival;
Posters: William Head on Stage
Campaign: Spirit of Giving
Campaign: Parks and Protected Areas

Hot House Marketing & Communications
Identity: Terrestrial Ecosystem Restor
Bus Ads: Girl Guides of Canada
Poster: Do it for Dad

Outwest/Patrice Snopkowski:
Poster: Silence of the Strings

Muze Creative:
Poster: Access Awareness Day;
Vic West Heritage
Brochures: Fetal Alcohol Syndrome;
Our Living Legacy;
Saving Sensitive Ecosystems
Catalog: Memoirs: Transcribing Loss
Annual Report: Blueprint for a Better Future

Inkwell Design:
Web site: English Language Centre
Identity: Workpoint Arts Project
Campaign: Royal & McPherson

Royal BC Museum/Chris Tyrrell:
Book: Out of the Mist- book
2 Posters: Emily Carr
Invitation: Ladies & Gentlemen

Suburbia Studios:
Posters: Earth to Todd; To Rise Again
Magazines: Gasp 2000; Gasp 2001
Ads: Save This; Who, What, Where, Why;
Juan de Fuca Hospital Wishes
Campaigns: Q.A.F. Learning Series; Wheels
Brochure: Speaking Out

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Designers of Canada

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The Society of Graphic Designers of Canada

For more on Design Cares see www.gdc.net.

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GDC Vancouver Island Chapter

E-mail: info@gdc.net

Infoline: 250.413.3181 or 1.877.496.4453

Web site: www.gdc.net

DESIGN CARES

TRAVELLING EXHIBIT



a celebration of the role
designers are taking
to make a positive impact
on the world



Society of
Graphic Designers of Canada
Vancouver Island Chapter

Société des designers
graphiques du Canada
chapitre de l'Île Vancouver

Hanging the Exhibit

Please handle posters with care when packing and unpacking, and keep them away from moisture and water.

The posters have a deep red background and are quite striking when placed on black display panels, or mounted close together two rows deep on a wall.

There is one poster which describes the exhibit and this should be highlighted or placed at the front, and the rest of the posters may be hung in any order.

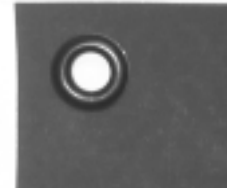
Returning or Forwarding the Exhibit

When you are finished with the exhibit, e-mail <patrice@westweb.com> or phone Patrice at 250.598.6967 for instructions on sending the posters to the next venue.

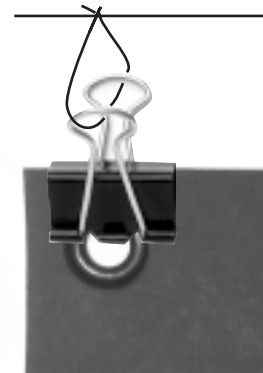
Further background material on the original exhibit is available from <info@cadygraphics.com>



There are grommets in the corners at the top of each poster which can be used to string the posters using wire, or monofilament nylon (fishing line). Attach the the wire to a wall or a post with tacks. The line should be secured to the wall between each poster if possible.



You may use wall hooks or metal clips. The clips should be positioned on top of the grommets so they do not damage the posters. The hooks can be suspended from wire or fishing line.



For best results the posters can be placed on display panels using velcro tabs.





Design Cares in Qatar and Slovenia

