

Beyond Beautiful: How can design make a difference?

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Visual communications materials must engage, promote and persuade, to resonate with consumers, especially in this economy. The annual design competition of the Association of Registered Graphic Designers of Ontario (RGD Ontario) demonstrates the value design contributes to business and how it goes beyond aesthetic enhancement.

Graphic design “genuinely makes a difference, adding real value to a product or service,” says Lionel Gadoury R.G.D., president of RGD Ontario.

The Design at Work competition recognizes graphic design in all media. The 2009 winners include an annual report for Rogers Communications by Interbrand, store interior re-design for Grand & Toy by Shikatani Lacroix, packaging for Tetley Cold Tea by AmoebaCorp; a microwebsite for the LCBO by Oxygen Design Agency and the City of Mississauga’s Strategic Plan designed by the in-house design department.

This year’s competition also recognizes graphic design that contributes to society. Winners in this category include the Retire Your Ride campaign by Identica for The Government of Canada and Clean Air Foundation and the 2008/2009 Annual Report for the Canadian Cancer Society by HM&E Design Communications.

RGD Ontario has developed a book, website (www.designatwork.ca) and exhibit featuring the winning work. The exhibit launches at the Urban Space Gallery, 401 Richmond Street West, Toronto, November 23 - December 4 and travels across Ontario through 2010.

RGD Ontario

The Association of Registered Graphic Designers of Ontario (RGD Ontario) is the self-regulatory, professional body for graphic designers in the province. It sets standards of professional practice in graphic design and accredits graphic design practitioners, managers and educators who qualify with the exclusive designations Registered Graphic Designer and R.G.D.

For more information visit www.rgdontario.com or contact Hilary Ashworth, Executive Director, RGD Ontario, 1 888 274 3668 x 23, hilary@rgdontario.com