



YORK/SHERIDAN DESIGN GRAD SHOW 2010



Toronto's hottest new designers are showcasing their work in the York/Sheridan Design Grad Show 2010, the graduation exhibition of the 2010 class of the York/Sheridan Joint Program in Bachelor of Design (YSDN). The outstanding work of this year's 106 graduates will be on display April 18–21 at the Fermenting Cellar in Toronto's Distillery District.

The exhibition launches with a reception for family and friends on the evening of Sunday, April 18th and is open to the public throughout its run. Members of the professional design community are invited to meet the rising young talent and view their work at a special industry reception on the evening of Tuesday, April 20th. The exhibition will close with an external assessment in which more than 30 established designers are invited to give individualized feedback to each of the graduates poised to join the professional ranks.

The student exhibition team has produced a fresh conceptual approach and exciting new format for the show, aimed at portraying the collective spirit and creative minds of future design professionals. For a glimpse into the intriguing range of talent found in the YSDN graduating class, please go to www.ysdn10.com.

Now celebrating its 10th anniversary, YSDN is a national leader in graphic design education. Offered jointly by York University and Sheridan Institute, it combines the faculty and resources of two leading institutions in an intensive, four-year honours Bachelor of Design program focusing on education in visual communication, information design and interactive multimedia informed by design history and theory. While imparting the practical techniques and skills for professional work in the challenging field of graphic design, the program encourages creative and critical thinking, collaboration and the leadership skills essential for success in design for the future.

Over the past decade, the stellar achievements of YSDN students have been recognized through a host of awards from leading provincial, national and international design organizations and publications, including the Association of Registered Graphic Designers of Ontario, Applied Arts magazine, Coupe magazine, Adobe Design Achievement Awards, Art Direction and Design Club of Canada Student Awards, and Society of Graphic Designers of Canada National Scholarship Awards.



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Alumni of the program have gone on to establish successful careers in Canada and around the world. Graduates include Jane Speed (BDes 2000), principal and founder of Toronto design studio Carte Blanche Creative specializing in both print and web projects for international hotel chains and other brands; Dr. Janice Fung (BDes 2004), recipient of a PhD in Architecture from the Mackintosh School of Architecture, Glasgow School of Art in 2009; Sharis Shahmiryan (BDes 2007), award-winning editorial feature designer for The Toronto Star; Michael Tjioe (BDes 2008), the graphic designer on Research in Motion's BlackBerry Brand team; Fawad Mehrzad (BDes 2008), motion designer for CTV, whose most recent project was the 2010 Winter Olympics; Liang Zhang (BDes 2006), art director at the Booklyn, NY-based interactive design agency HUGE Inc; and Mark Okon (BDes 2007), motion and print designer with the ad agency Wieden+Kennedy in Tokyo, Japan.

What: York/Sheridan Design Grad Show 2010

When: April 18–21, 2010

Where: Fermenting Cellar in Toronto's Distillery District

Admission: Free

General Info: www.ysdn10.com

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