

# Member Update

September 27, 2000



ASSOCIATION OF CHARTERED INDUSTRIAL DESIGNERS OF ONTARIO

## President's Message

Ok, I know I was warned, but right about now I'm feeling like Arlecchino- the slave with two masters! Trying to run my small office and get all those ACIDO cats herded (no offense implied to the Board) takes its toll, but I find what's going on right now is tremendously exciting, and I hope you're going to agree when you see what we've done.

If your reading this on or after October 1st, then our ACIDO web site should be up and running. Log on to [www.acidontario.org](http://www.acidontario.org) and we should be there. Everyone on the Board and the Web Committee has been bombarding Allen Clarke with content, and he's been funneling it over to Buzz Interactive who've been building the site and forwarding it to the DX who are hosting it for us. My heartfelt thanks go out to all who've made this happen.

Once online you'll see we've divided the site up into four sections A (Associate), C (Careers), I (Information), and D (Design). Thanks to all who offered humorous possible designations for the missing "O". The opening page describes what you're going to find where, and I think you'll be pleasantly surprised. Access to all parts of the site is open to the public with the exception of the Careers area. This is a members-only space which will contain all future job postings, our legal contract and other professional practice and ethical issues. We'll be issuing a password so you can access this area (with the request that you not make this public). If all has gone according to plan you might even have it already...

Those of us who've opted for a Member Page will want to go the Design area, and click on the "Member Pages" button. We hope that all of our members will eventually be listed here, and we're sure many more of you will join us when you see what's possible. Whether you're looking for contact information on a particular designer or just interested in a brief who's who, this space will be getting lots of attention from members and visitors alike.

If you did not receive one of our emailed invitations for a Member Page, it's because you either don't have email or we don't have your address. You don't need an email address to have a Member Page, and if you put your

regular contact information into the text area people who do access our web site will be able to see your Page and contact you as necessary.

Please see the article on page 3 in this copy of "O" for more information on reserving and completing your Member Page.

We've done our best to contact each and every one of our members to update our database This will allow us to contact each other so much more easily from now on. If you change your address, please be sure to contact us to update your records. (If you don't yet have email, here's one more good reason to get it.)

Some areas of the web site are still under construction, so check back often to see what's new. We have a Hall of Fame under way which will initially feature three Fellows of ACIDO: Bob Kaiser, Jan Kuypers and Lawrie McIntosh. We're gathering information on them right now and hope to have this space completed by the end of October.

There are several other types of Member Pages which we think are bound to grow. You'll notice the first of our Corporate Partner pages has been taken by Nova Product Development. Nova has been supplying models and rapid prototypes to Ontario Designers and Manufacturers for years. I think you'll find their story and their services interesting and worth knowing about. We all have suppliers we deal with who are interested in getting an audience with a collection of Designers, and we'd like to ask your help in expanding this area. It's an excellent opportunity for suppliers to address our members and it's a source of revenue for us as well. If you know of any companies who might be interested please contact us and we'll forward the information to them.

Finally, there are three pages being held for Ontario's Schools of Design. Carleton University, Humber College and OCAD have all expressed an interest in being present, and we look forward to their participation. This is particularly important as we expect a large number of their students will want to take part as well.

*continued on page 2*

### In This Issue:

- 1 **President's Message**- Tim Poupore
- 2 **It's All About Communication**- Sayeh D. Beheshti
- 3 **Did You Say "Member Page"?**- Tim Poupore
- 3 **A Very Welcome Addition for OCAD**- Paul Epp
- 3 **The Digital Media Innovations Conference**- Oct. 26-28
- 4 **National Design Standards, ACID Project**- Bert Bobrovniczky
- 4 **ECOPROD LCA Software Training**- Steve Guerin

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## President's Message - continued from page 1

Mike Davis-Burchat is spear-heading a Student Member campaign which will be coming to a school near you early this Fall. We truly believe that we as an association (and each of us as individuals) have a duty to expand our contribution to the education of Ontario's future design professionals, and the work has only just begun. So, log on and surf the site. Let us know your thoughts and wishes. If you have something to contribute, please do. The last thing we want is a static site, so check back from time to time and see what's new. Associate!

-Tim Poupore, President, ACIDO

## It's All About Communication

comments gathered from our recent survey  
by Sayeh Beheshti

If I wanted to state the Mission Statement of O! magazine, it would be: "to instill a sense of community in our membership". It's all about communication.

E-mail and our new website will shrink the distance between members. The only thing that's left is to find out what everyone wants to talk about.

We recently contacted the entire membership to update their contact information and add their email addresses to our database. This was the perfect opportunity to poll you about web content and hear your comments. The level of enthusiasm was quite high and practically everyone was quite positive towards the proposed initiatives.

It was very nice to hear that a majority of members have success stories that they can share with others. We have already prepared a downloadable form on our website to help you write up your story.

The Mac Cube and Farm Implements (heavy equipment) have been nominated for our commentary section.

I'd like to share some of your comments:

**Q: "Can we have a regular forum about computer design tools and other software technologies that are helping to form our profession?"**

A: The Digital Media Innovations Conference (page 3) should be informative. We are looking at starting some professional development seminars covering various topics such as new technologies, production methods, legal issues ..... even marketing!

**Q: "How can we get more information on new technologies, prototyping facilities and services that industrial designers can use in the province?"**

**"I would like to see more involvement of any manufacturer that either promotes industrial design or has industrial design."**

A: You should check out our new corporate sponsors in the website. A corporate sponsor will get a webpage as well as a feature article in the O! magazine section. This is a chance for them to showcase their latest and greatest tools, technologies or products to our membership.

**Q: "How about an area for up and coming designers, students and non-members to show their stuff and provide input to the association?"**

A: The new website actually offers webpages for Professional, Associate and Student members. The O! magazine section is filled with opportunities to show projects and share news and comments.

**Q: "Could we get some more job postings? At least a one page newsletter would be great."**

A: Our new website will have job postings in the members-only section. We also recently mailed out a job posting from Robertson Surrette executive search. Right now we are trying to send you a member update every 2 months to keep you informed on the different projects.

**Q: "How can we get more info on the Canadian industrial design scene and find out what's happening in other areas of Canada?"**

A: Any ideas from the members? Do you know other industrial designers in other parts of Canada? Would they be interested in attending a forum organized by ACIDO to talk about what's happening in their area?

**Q: "This seems like too much work for busy people! A true publication that is like "ID" or like "DESIGN" might get my attention but to be really honest I don't have enough time to participate in these types of forums."**

A: You're very right! It is truly a lot of work but what unites the volunteers that keep ACIDO going is the commitment to expand ID awareness in our community. Our O! magazine is not a commercial publication and it's content is solely dedicated to building our professional community.

**Q: "What happened to the Industrial Design Video initiative?"**

A: Good question! I'll try to find out at the next Board meeting.... maybe we can restart the project.

I would like to thank Steve Copeland, Paul Crossland, Jamie Dickson, Mike Doell, Beverly Dywan, David Long, Geoffrey Milligan, Robert Murray and James Scott for sharing their thoughts and ideas with us.



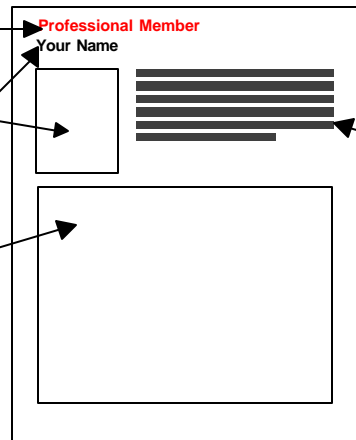
## Did you say "Member Page"?

By now you know that the ACIDO Web Site is coming, but have you heard about the page we've reserved for you? Every member is being offered their own personal page on the ACIDO site, and can use it to present themselves in words and pictures to their fellow designers and visitors alike. We've prepared a standard format and we encourage you to use it creatively. Did you say "Member Page"? If you want to see a sample of it, go to: <http://www.buzzinteractive.com/testbed/acidomember/>

At the top of the page is a heading indicating your status.

Your name appears underneath your status and just below that is a small personal photo frame for a picture of you.

The large image frame filling the lower portion of the page is for an image or collage of images that you feel best presents you to your audience. All you need to do is provide the two images, a piece of text and a cheque, and your page will be built and published.



There is a sample text block to the right where you can either provide basic contact information, or take the opportunity to tell the world a bit about yourself. You can even include a link to your home page, your company's home page, or any other.

### Here are the specifications for the parts you supply:

- 1- Personal Photo: 120 pixels wide by 150 pixels high, RGB mode, in .jpg or .gif format.
- 2- Large image or collage: 560 pixels wide by 450 pixels high, RGB mode, in .jpg or .gif format.
- 3- Contact info text: 76 characters per line (including spaces), 13 lines (including hard returns), in text format.

**To Reserve your Page:** Send an email message to Tim Poupore (poupore@oveid.com) and tell him you want to reserve your page, or call Tim at 416-932-8505 to let him know.

**To Submit Content:** To submit your Member Page contents, send an email message to michael@buzzinteractive.com with the two images and the text file as attachments. Please mark your submission by writing "ACIDO Page / Yourname" in the subject window. If you don't have email or web access, call and we'll arrange another way.

**Cost: \$150.00 for twelve months (with no-charge updates on annual renewal)**

**Updates: Text updates (new addresses, links, etc.): \$25.00. Image updates: \$50.00**

### A Very Welcome Addition for OCAD

by Paul Epp  
As part of Ontario's 'Super-build' project, Ontario College of Art & Design has received twenty four million dollars for a building expansion. This will be used to create a Design Centre in what is now the south parking lot at the college, and will almost double the school's physical size. Because it is required for the 2003 academic year, it is being as 'fast-tracked' as possible. The architect has not been selected yet. The college has suffered in an inadequate facility for a long time and this will be a very welcome improvement.

### Digital Media Innovations Conference Sheridan College in Oakville, October 26 - 28

The Digital Media Innovations Conference is taking place at Sheridan College in Oakville, ON., October 26 - 28, 2000. The Conference is organized in three streams: Animation, 3-D Visualization and Multimedia & Telecommunications Convergence. Each stream includes a series of panels on relevant topics, featuring Canadian and international researchers and experts.  
The keynote speaker is Rob Burgess, Chairman and CEO of Macromedia Inc. Plenary speakers include Peter Mosley of marchFIRST and Luigi Ferrara of the DX. Capstone speaker is Paul Hoffert.  
Interested individuals can contact:  
**Susan Atkinson at (905) 845-9430, Ext. 2096** for more info and to obtain a conference program/registration form.



## NATIONAL DESIGN STANDARDS ACID PROJECT

**Memo** **September 20, 2000**  
To: ACIDOMembers, ADIQ Members, BCIDMembers,  
Members at large  
From: Bert Bobrovniczky, ACID, President  
Re: NATIONAL DESIGN STANDARDS, ACID PROJECT

Dear Members,  
I would like to take this opportunity to brief you all on a current issue and to ask for support and participation in it's future success.  
In the past year ACID was participating in the efforts of Alliance for Canadian Design (ACD) to bring about the recommendations of the Price-Waterhouse Report, Shaping Canada's Future by Design. Phase One Project Report on Career Awareness has been completed in March, 2000. The primary target for the project includes secondary and post-secondary students and individuals in career transition. The proposed website content to be information flow charts, design definitions, trends and design links about Architecture, Landscape Design, Industrial Design, Interior Design and Graphic Design. In appendix 7.2 you will find Design Brief on Industrial Design (15 pages)\*.

Phase Two Project is to deal with Design Standards but ACD is not yet ready in its structural capacity to move forward. While three of the five professions do have national standards in place, Industrial Design and Graphic design has not.

One can ask the question, who can do a better job but yourself when it comes to design one's own future? You have guessed it right. We are ready to grow up to the challenge and do it ourself.

Earlier this week Human Resource Development Council (HRDC) has encouraged ACID to submit a proposal for funding.

During the past year ACID Professional Standards Committee chaired by Donald Huffman and Educational Committee chaired by Kurt Gauss have done a lot of background work and this effort allows ACID to prepare the basic application for HRDC circulation in the next few days.

We believe this is exciting news to all ACID members because:

1. we might accomplish a goal from which our own financing would be beyond realization.
2. as a national Association, ACID delivers value for your money.
3. The profession as a whole could gain more visibility. It is expected that once the ball starts rolling, a lot of voluntary participation is needed from the professionals, educators, students and industry -partners. I sincerely believe all of you are ready to move forward and will respond when we need your input.

Yours very truly

**\* Note: We are unable to print the 15 pages of appendix 7.2. in this newsletter. It will be accessible through the ACIDO website.**

## ECOPROD Life Cycle Assessment Software Training

In June 2000 the National Research Council's Industrial Research Assistance Program announced ECOPROD, a program to support the re-design or design of "green" products and materials used by the university/college sector.

This is a program endorsed by ACIDO.

Part of this program involves training of industrial/product designers in LCA software. Presently there is only one designer in Ontario trained in this software, this individual having been trained independent of the ECOPROD program. In the interests of developing capacity in the Province among the design community it was initially considered that as potential projects came forward, including suggestions by designers, these designers would be trained so that they could be a part of the project identified.

However, in light of the extremely poor response from the design community, and in keeping with IRAP's policy of competitive quotes for IRAP projects, a decision has been made to accept Statements of Interest from ACIDO professional members (or any member able to independently design in an employment situation) for LCA Training, in the absence of specific projects.

ACIDO members are therefore asked to submit a BRIEF letter indicating:

- their interest in the ECOPROD program and in LCA training;
- reasons why they feel they should be considered (listing as many as considered relevant);
- experience/expertise/interest in "green" product design or re-design;
- willingness to take training in Toronto;
- any other information that supports their cause.

Only five (5) industrial/product designers or design firms will be chosen. (This is in addition to the designer already trained.) While attempts would be made to obtain reasonable geographic distribution (eg. 2 from GTA, 1 from Ottawa area, 1 from SW Ontario and 2 others from elsewhere), including competent and motivated designers is the principal concern.

Under the ECOPROD program, a right is reserved to solicit non-ACIDO members should 5 additional suitable candidates not come forward or be chosen.

All those submitting letters will be informed who the 5 chosen candidates are following the decision.

**Statements of Interest are addressed to:**  
Stephen Guerin, ECOPROD Program Co-ordinator,  
NRC-IRAP, c/o Design Exchange,  
234 Bay Street, Toronto,  
Ontario M5K 1B2.  
phone: 416- 216 2104 fax: 416-363 5988  
email: steve.guerin@nrc.ca