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I think I want to be a designer



Canada

I think I want to be a designer.



What do you want to do?

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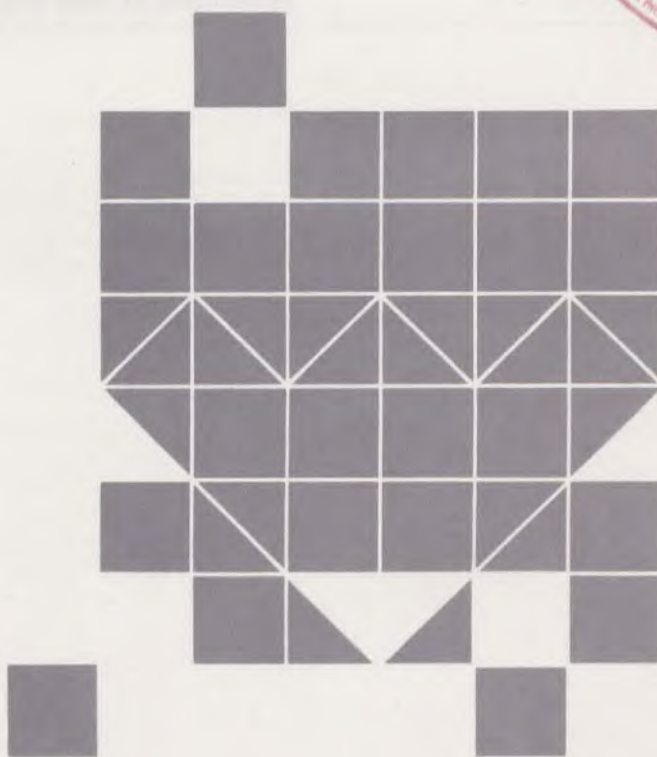
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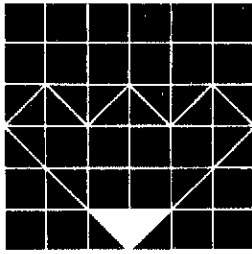
Government
of Canada

Gouvernement
du Canada

Regional Industrial
Expansion

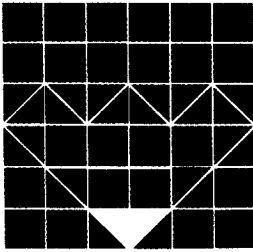
Expansion industrielle
régionale

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· I t h i n k I w a n t t o b e a d e s i g n e r ·



■ You think you want to be a designer. . . But you're not absolutely sure.

■ Do you like to work with your hands? Build models?

■ Do you enjoy taking things apart and finding out what makes them tick?

■ Do you enjoy looking at art books? Going to an art gallery?

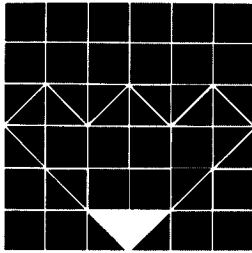
■ Do you notice the use of pictures in a book? The arrangement of furniture in a room? The shape of a car? The cut of a suit?

■ Do you enjoy being part of a group effort to produce a play, a newspaper, a dance?

■ Do you find it easiest to explain your ideas by drawing a picture?

■ Do you enjoy being creative, imaginative, innovative? If you do, then you may have what it takes to be a designer.

·W h a t i t t a k e s t o b e a d e s i g n e r ·



Enthusiasm. Good designers have the desire to change things for the better by creating new objects and environments and by improving those that already exist. They take pleasure in keeping up with constantly changing processes of manufacturing and construction, and new materials and trends in the society they live in. A good example of this is keeping up with the ever increasing use of computers in product design and development. Because they are hired by business to perform a service, they accept the challenge of meeting the goals, budgets and deadlines set by their clients.

Give and take. Designers do not work alone. Generally they work as part of a team with marketing people and production staff. They should certainly be strong in their opinions, yet willing to compromise and accommodate the ideas of others, because that's what design is all about. It's a process of give and take until the best solution is found.

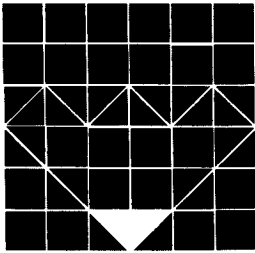
Taste. A highly developed visual sense is essential to a designer, as are all the senses. Some of this comes as natural talent. The rest is acquired by experience, observation and study. In other words, taste can be learned and refined.

Common sense. Besides being attractive, the things designers design must work, and they must take a minimum of materials and effort to produce. That way the people who buy them will get their money's worth, and the client will make a profit.

Patience. Because design is a process that can take months to complete, it is hard but rewarding work. That's the challenge of being a designer.

If you're looking for a career which will give your creative streak an outlet and provide you with a good living, we hope you'll take a good look at design.

·What exactly do designers do?·



Whatever way designers work, they ultimately do their work for business. They can be hired on staff by a manufacturer, employed by a group which specializes in design, or, when they have enough experience, work independently as free-lancers.

The *marketing people in a business tell the designer who the users will be, the benefits the users should derive from the final product, what the competition is doing, and the price the product should sell for. The production staff (the people responsible for actually making the finished item, whatever it happens to be) tell the designer what their equipment and employees are capable of producing. Much of this the designer may already understand, but it is the job of business to provide as much of this information as possible.

Once this information is known, schedules and budgets are established. The designer then proceeds with drawings of the new or improved product, be it a dress, a movie set, or a computer. After these are presented, the client analyzes them: Does the product as designed meet the objectives in terms of cost, function and ease of manufacture?

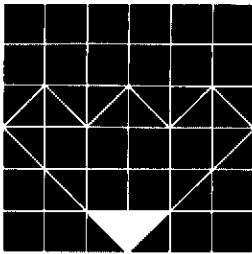
And, of course, will it return a profit? Modifications will most likely have to be made after everyone on the team has commented on the designer's recommendations. When the drawings are finally approved, a mock-up may be made to test the product with consumers, to see how it looks, and to find out if it works.

Further changes may be needed. Then the product goes into production. This could involve mass production, as is usually the case with consumer products, or it could be simply one-of-a-kind construction on a large scale—an office interior. Throughout this process the designer is in constant contact with the team, helping to iron out any unforeseen problems that may arise, some of which may involve additional major and minor changes. The result: a product that is well planned, attractive, functional, competitive, and likely to succeed in the marketplace.

For the designer, it has been a fulfilling, creative experience, with the great satisfaction of seeing a project through from beginning to end.

**Those whose job it is to keep a product or group of products competitive, profitable and in demand.*

·Who designs what?·



Most designers choose to work in the area that interests them most. For graphic designers, it's communication; for industrial designers, manufacturing; and so on for interior designers, fashion designers, architectural designers, and craftsmen.

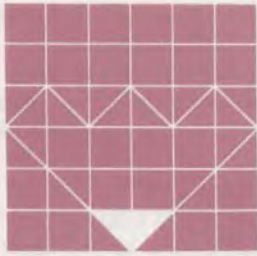
Whatever your personal preferences, your education should teach you the aesthetic principles of design as well as the technology and business skills to put those principles into practice.

You may choose to enroll in a two- or three-year program at a technical college or college of applied arts, leading to a certificate or diploma in a specific area of applied design. Or you may prefer to enroll in a four-year degree course in a university, which would offer you theoretical and practical training while allowing you to explore a broader range of educational possibilities before making a career choice.

Developing as a designer is a continuing process. But the depth of satisfaction you receive from that process depends a great deal upon the foundations you build.

A folder listing design programs offered by Canadian educational institutions is available on request from the Awards and Design Directorate, Department of Regional Industrial Expansion, Ottawa, Ontario, Canada, K1A 0H5.

·GRAPHIC DESIGN·



You may not realize it, but you already know a little bit about the work of a graphic designer. A graphic designer was responsible for the design of this book.

All graphic designers, whatever the message they are communicating, must be familiar with the tools of the trade: type (the print you read), photographs, drawings, paintings and diagrams, and the materials and processes to reproduce them: ink, paper, printing, film, videotape, neon lights—whatever is effective in relaying a particular message.

They use these tools to design a tremendous variety of things: brochures, posters, catalogues, magazines and other publications; advertisements; exhibits and displays. They may design signs for any number of uses, symbols for companies (the CN symbol, for example), even stamps and coins. They design titles and credits for films, and television graphics—program and station identification, for example. In other words, they design every possible form of visual communication.



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A good graphic design course, whether in a technical college, college of applied arts, art school or university, should provide you with the basic principles of design and visual communication. In addition, you are likely to be given actual studio experience in advertising design, illustration, packaging, graphics, cartooning, styles of type, layouts (that is, how to make up the various elements of type and illustration into a finished page), graphic arts technology (printing and reproduction methods, for example), television graphics, and increasingly, with the use of computers.

Technical colleges and colleges of applied arts offer two- or three-year practical programs which can prepare you for a career in graphic design. An art school will teach you graphic design and fine art. Or you may want to enter a degree program in the fine art department of a university, studying related academic subjects and taking studio courses.



When you finish your training you should be equipped to work in a variety of work settings: with other designers, as part of a design studio; as part of the design staff of an advertising agency, television studio, magazine or book publishing company, newspaper, mail order house, or a sales promotion or packaging organization. You may work free-lance, when you have enough work experience and business knowledge to work independently.

As with every design specialty, each graphic design you make is unique. It all depends on the message, the audience, the medium (television, film, print), and of course, the client's budget. Like all the other design specialists, the graphic designer never stops learning.



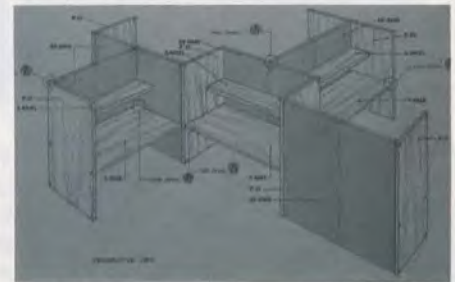
· I N T E R I O R D E S I G N ·



If you have the impression that interior designers are decorators, that is, that they are concerned solely with arrangement of furniture, or the choice of a certain type of wallpaper, then you are only partially correct. Interior designers must have a good understanding of the fundamentals of space planning, the design of furniture and other furnishings and the effects created by color, texture, and lighting. In addition to creating attractive and functional interiors, however, they must also be trained in building construction, building materials, specification writing, technical drawing (blueprints), and business practices.

The broader knowledge required by interior designers today reflects the more demanding role they play. They may be approached directly by a client to completely renovate an old building, a task which may involve drastic changes to the structure (walls, foundations, floors) and the layout of services (plumbing, wiring, elevators).

Or they may work as consultants as part of a larger team composed of architects and contractors to construct a building from scratch. Either way they must know materials and construction inside out; be able to establish schedules; and know how to administer budgets, which are sometimes very large.



By describing the work of the interior designer this way we are not attempting to take the glamor away from a profession which has a great deal of it! We are simply trying to emphasize the importance of selecting an educational program which will give you a good grounding in design fundamentals, building science, and art history.

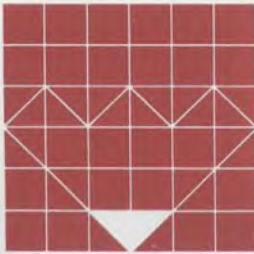
It is generally agreed in the profession that a three- or four-year program is necessary for the academic training of an interior designer. One such interior design program offered by a Canadian community college gives students courses in perception fundamentals (psychology), interior drawing, interior materials, furniture design, history of art and furniture, building construction, specification writing and professional practice and office procedures.

An alternative route to a good education in interior design is through one of the programs offered by Canadian universities. Courses include all aspects of interior design, and in addition provide graduates with a broader educational experience.

Upon completion of a formal education, graduates may find jobs in the offices of interior design consultants, architects, and manufacturers of the materials used by the profession (furniture, wall coverings, floor coverings, to mention a few). With experience, they may choose to set up their own practices (businesses), and they frequently specialize in the types of interiors they most enjoy designing—restaurants, stores, offices, schools, hospitals, perhaps even mass transit. Whatever they work on, interior designers have the satisfaction that they are enhancing the lives of us all.



· I N D U S T R I A L D E S I G N ·



Whether they are designing better consumer products for industry or working for government to design pollution control devices, industrial designers are concerned with the quality of the human environment.

But whether they work for industry or government, industrial designers work to perform a service, interacting with a whole range of other experts to produce a product that meets a specific need. And that need must be kept in mind throughout the creative process.

By definition, industrial designers design for mass production. Canadian firms now design for world markets, competing at home and abroad with products designed and manufactured in many other countries. A good industrial designer must be an expert at creating products that can compete in these markets, in terms of how they function, how they appear and how much they cost. That job requires a working knowledge of engineering, familiarity with materials and new techniques, a working knowledge of marketing and a strong visual sense.

How and where do industrial designers work?

The staff designer is employed by a company which has enough design work to hire one or a number of designers full time. In a large corporation, a designer may be part of a large design staff or, in a smaller company, the only designer.

The consultant is a free-lance industrial designer, usually hired for a specific job by a company which is too small to have its own design staff, or does not have a large enough workload to hire a designer full time. Or the design consultant may be hired by a large company which has a special design requirement.



The designer-manufacturer. Some designers with a strong business sense are successful at designing a product and supervising the manufacturing and marketing themselves, often in partnership with others.

In the past, few Canadian corporations maintained design staffs. Today corporations large and small are seeing the benefit of design and employing designers on a full-time or part-time basis.

An industrial designer needs to be near industry, and in most cases this means living in or near an urban centre. It is unlikely that you could support yourself as an industrial designer in the country, unless you had a well established reputation as a design consultant.

If you think you want to be an industrial designer, there are a number of educational programs open to you. You may approach industrial design through a fine art-oriented course, in which aesthetics and styling will be emphasized; or through an engineering-oriented course, in which the materials and processes of industry will be stressed.

Whichever program you choose, you will study industrial processes, the properties of materials, computer-aided design and the principles of good design. Your classes will be a combination of lectures and practical sessions, in studios or labs.

There are two- and three-year programs in industrial design at a number of community colleges in Canada. In addition, there are four-year degree programs at a number of universities, and in the schools of fine art, architecture, or engineering. Of course, there are good courses in industrial design in schools outside Canada.



·ARCHITECTURAL DESIGN·



As an architect, you have the opportunity to contribute to the urban setting we live in. Architecture is really a public art form, so a high degree of responsibility is required in the profession. The buildings designed today will be on display for a long time, affecting in many ways the lives of the people who inhabit and use them.

If architecture captures your interest, you have probably admired—or disliked—the buildings in your area. But an interest in the aesthetics of architectural design is not enough. The successful architectural designer must have a strong flair for the applied sciences; be interested in the practical details of building, such as the strength of materials, construction methods, and appropriate heating and cooling systems; and have a knowledge of how people interact with one another. The last requirement may seem strange, but an architect must design structures that can be used effectively by people.

The budding architect faces a long period of schooling. Although the educational requirements vary from province to province, you generally face five years of university education and a further three years of apprenticeship in an architectural firm. Of course, you begin earning money as soon as you join such a firm. After that, you write provincial examinations, take out membership in a provincial association and become a full-fledged architect.

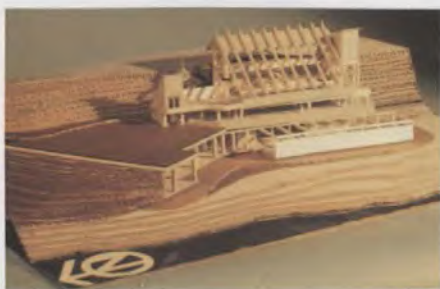
As a graduate, there are generally two types of offices you can work in. You can work for a large firm, in which case your work may become specialized and you can concentrate on the elements of architecture which you prefer. Or, you may work in a smaller office in which you will tend to perform all aspects of architectural design.



There are two broad kinds of work performed by architects today. In one, the architect receives a commission to design a particular project: a school, a housing project, an office building or a shopping centre. This work involves research into the needs of the users, how the building will mesh with its surroundings and, just as important, how the project can be completed within a budget. The architect is closely involved with all stages of construction, from laying the foundations to the installation of plumbing, elevators, windows and the piping for heat and ventilation.

In the other broad category of work, the architect is as an expert in the man-made environment. He or she advises and works with community groups and associations concerning a host of issues which have architectural considerations. These include the destruction of old structures, the building of roads and highways, the impact of high-rise buildings in a residential area and so forth.

In the last seven or eight years, there has been a big change in the nature of architectural design. In the past, the general rule was to tear down an old building and put up a new one in its place. Today, the clients of architectural firms are asking more frequently that older buildings be redesigned and adapted to changed circumstances.



Another trend that is likely to continue is the emphasis on energy conservation in architectural design. Buildings designed in the 1950s and 1960s reflected the fact that energy was cheap and plentiful. Office buildings displayed lots of glass, walls were thin and there was only a minor concern for heat conservation. Today, architects must be aware of a host of new technologies such as solar heating and cooling and new ways of conserving and reusing heat.

Despite the constraints placed on architects by tight budgets, the energy crisis, and rapidly changing life-styles, he or she is still expected to produce sensitive designs which reflect artistic and even spiritual ideals.

· F A S H I O N D E S I G N ·



All of these skills—on an expert level—are needed in the fashion world. But fashion is business, and you will need to learn the fashion designer's relationship to the market, and refine your skills, to compete in that market.

Why does fashion design exist?

Designers are image makers. You project an image every day, and the designer helps you do that. Because you care about your image, you choose well-designed clothes when you shop. Thus good design means good looks for you and good business for the manufacturer and retailer.

Designers create trends. One very successful fashion design can inspire thousands—even millions—of people to change their style of dress. But even when they aren't best-sellers, well-designed clothes make their mark on the changing fashion scene. And they keep shops, manufacturers, and designers in business.

Designers watch trends. Most fashion designers design for a specific market, a specific set of tastes and lifestyles. They watch the trends in the fashion mood of that market as well as in new fabrics, construction techniques, and other fashion technology. The consumer may be looking for a dress that sets an old-fashioned mood, but will expect to find it translated into today's fashion needs. It must look fragile but be machine-washable; it must look individual, but it will have to be mass-produced in order to sell at an affordable price.

You may be wondering if you would like to work in the fashion industry . . . you notice what other people wear, and you choose your own clothes creatively. You like to draw, and you often make fashion sketches. Or you like to make your own clothes, following patterns or changing them to make your own designs.



Like designers anywhere, fashion designers work within limitations set by the manufacturers or retailers who employ them. Since most fashion designers in Canada work for large manufacturers, they may be asked to design anything from work clothes to baby clothes, from an airline uniform to protective clothing for nuclear reactor personnel.

Who designs what fashions and where?

Within the fashion industry there is a broad range of career possibilities. From sewing of sample clothing in the clothing factory, to workroom supervision, to professional designing, jobs range from the technical to the business-oriented to the creative.

What do fashion designers design? Everything from hats, men's and women's apparel, lingerie, gloves, handbags, and shoes, to furs, baby clothes, sport and work clothes. For each kind of clothing, there are specialists in the fashion industry.

Where are the jobs in fashion? All along the line, from manufacturing to retail. You may want to work as a designer for the industry; in the actual construction of clothing; in management; in marketing; fashion illustration; as a wholesaler; as a buyer for a retail store, or in retail sales.

The lifestyle of a fashion designer is likely to be city centred, because fashion design and manufacture are concentrated in major cities. Opportunities do exist in smaller communities as well, however, for work in retail stores, boutiques, even manufacture of clothing.

After acquiring design and business skills and some working experience in the fashion world, you may want to compete in the highly competitive boutique market, designing, managing, and selling for your own store.

How can you learn more about fashion design? Consult *Design Education in Canada* to find out which schools offer courses in fashion design. You will find a variety of programs offered at colleges across Canada.

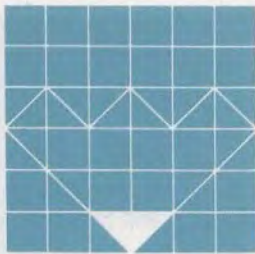
The fashion design program in one community college offers a one-, two-, or three-year program. Instruction in the first year includes pattern making, clothing construction, study of textiles, the history of fashion and fashion drawing. Second year studies include advanced pattern drafting, draping of fabric on model forms, and advanced and special sewing. Students may choose options in specialized areas: knitting, costume design, hat or shoe design, etc. The third year program concentrates on management skills for the fashion industry.

Most fashion design courses include practical work in all aspects of fashion design, and on-the-job training in the clothing industry.

You may also find that fine arts courses, whether in college or university, will prove helpful.



·CRAFTS· DESIGN



If you are interested in crafts, you have probably already made things in addition to what was required in your high school art class. You made them strictly for your own satisfaction, for the pleasure of creating something with your hands.

In a way, a craftsman is part artist and part designer. The artist creates a work of art, from a need to express something, and then tries to sell it. The designer works with others to design a product which will fill a need demanded by society and which, to be successful, must sell in the marketplace. The craftsman is motivated by the artist's ability to create and the designer's desire to produce a product that will sell.

Craftsmen by definition are not usually involved with mass production, and this is the basic difference between craft and design for industry. However, some craftsmen specialize in model making or molds for mass produced products. Like industrial designers, successful craftsmen must find markets for their products, but unlike industrial designers, they are responsible only to themselves. While independent craftsmen are close to their products all the way along, they are also close to the risks of the marketplace.



Some craftsmen find that their design skills—whether in textile design, metalwork or jewelry, furniture design, glass or pottery—equip them for work in industry. For them, the choice of careers may be a choice between different ways of life. While a designer for industry must normally find work near industry, an independent craftsman may choose to take the greater financial risk of being self-employed in exchange for the pleasure of living in a country setting, without the restrictions of urban life.



Craftsmen may work alone, or in studios with other craftsmen. Some work as designers in industry or as teachers. Most spend a few years as apprentices to more experienced craftsmen before they have the skill, experience, and business knowledge to work independently.

Whatever your choice of work setting, if crafts appeal to you, you will probably want to begin with a solid training in craft skills and techniques. You may get this at a number of art, craft, and design schools in Canada, and at a number of community colleges. (The booklet *Design Education in Canada* will help you decide which schools offer programs that interest you.) After craft training, you may want to take additional courses at a degree-granting institution to prepare you for teaching crafts.

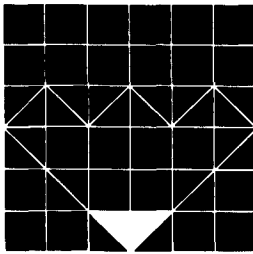


One of the best ways to explore the possibilities of a career in crafts is to talk to other craftsmen. Your provincial craft organization and provincial government can provide you with schedules of craft fairs in your province, where you can watch craftsmen at work, and meet and talk to them informally. You should also ask for the names of any craft organizations in your area. A phone call or two will then put you in touch with others with craft interests similar to your own.

For further information on becoming a craftsman, contact the Canadian Crafts Council, 46 Elgin Street, Ottawa, K1P 5K6. They have fact sheets on various aspects of the crafts industry.



· i f y o u w a n t t o l e a r n m o r e ·



If you think you are interested in a specific field of design, find companies with design staffs and organizations that specialize in the kind of work you're interested in—the yellow pages may provide the clue—and go and talk with them. This will give you a better understanding of what they do and their working environment.

Begin to look at the designs of products around you. How successful are they in meeting the needs they were designed for? If you can, visit a college or university that teaches design (consult *Design Education in Canada* for a listing), talk to teachers and students, attend a class or two.

You might also try writing to one of the following *design careers organizations*:

Design Organizations

Chairman
Manitoba Design Institute
Department of Industry & Commerce
801-155 Carlton Street
Winnipeg, Manitoba
R3C 3H8

Executive Secretary
New Brunswick Design Council
Department of Commerce and
Development
Centennial Building
P.O. Box 6000
Fredericton, New Brunswick
E3B 5H1

Executive Secretary
Nova Scotia Design Institute
Department of Development
P.O. Box 519
5151 George Street
Halifax, Nova Scotia
B3J 2R7

Awards and Design Directorate
Department of Regional Industrial
Expansion
Ottawa, Ontario
K1A 0H5

Graphic Design

Secrétaire
Société des graphistes du Québec
640, rue Cathcart
Bureau 100
Montréal (Québec)
H3B 1L9

The Society of Graphic Designers of
Canada
Corporate Secretary
Department of Art and Design
University of Alberta
Edmonton, Alberta
T6G 2C9

Interior Design

Secretary
Interior Designers of Canada
180 Bedford Road
Toronto, Ontario
M5R 2K9

The Interior Decorators Society
of Québec
Galerie de la Place d'Armes
Studio G
451, rue Saint-Sulpice
Montréal (Québec)
H2Y 2V9

Industrial Design

Secretary
The Association of Canadian
Industrial Designers (Ontario)
181 University Avenue
Suite 1802
Toronto, Ontario
M5H 3M7

Secretary
The Association of Canadian
Industrial Designers (Québec)
C.P. 1488
Place Bonaventure
Montréal (Québec)
H5A 1H5

Craft Design

Canadian Crafts Council
46 Elgin Street
Ottawa, Ontario
K1P 5K6

Picture Credits

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Pickle Barrel Restaurant —
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