Sault College News Release
For immediate release

Sault College to host Social Good Design Award Pieces

(Sault Ste. Marie, ON April 25, 2013) The Graphic Design program at Sault College will be hosting a very unique display over the next few weeks. The Association of Registered Graphic Designers of Ontario (RGDOntario) has designed the Social Good Design Awards program to recognize graphic designers who demonstrate the ability to make our world a better place through their forms of visual communication. A collection of these award winning pieces will be displayed in Sault College's G-wing from April 26 until May 23, 2013.

"It's such a great opportunity for Sault College and the Graphic Design program to host works like this," says Terry Hill, Graphic Design Professor at Sault College. "Showing off how visual communications are important to today's society is extremely significant for our program. Being able to better our society with graphic design is a concept that we want to teach our students."

The award-winning designs and concepts were selected from submissions from all over the world by RGDOntario, with 11 countries involved and over 200 pieces considered. Winning pieces this year include a bold new typeface for a Lebanese newspaper to help deliver the message that free press will not be intimidated, 'Concepts for All' – a free online image bank

dedicated to humanitarian causes and 'Do the Happy' – a promotional campaign that offers a fun, emotional way to support children's health.

The Graphic Design program would like to invite interested persons and non-profits to the college to see the work and understand the power and potential of good design practices. For more information contact Terry Hill at 705.759.2554 ext. 2614.

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About Sault College Graphic Design Program
This program provides students with a broad range of skills for a career in the printed and electronic communication industry. This includes the areas of advertising, design, illustration, and more. The Graphic Design Program at Sault College pays particular attention to environmental issues surrounding the design field especially related to paper and printing choices. In addition to an early introduction to both PC and MacIntosh computer systems and software, students are provided with a strong foundation in illustration, typography, creative problem solving, and design techniques to create effective visual communications using both traditional and digital technology. A highlight of the program is the Graduate Exhibit Show and it runs in the final semester. As part of the graduating class, students plan all aspects of the Graduate Show, including promotion and marketing. Sault College, located in Sault Ste. Marie, Ontario is one of 24 community colleges in Ontario. Visit our website at www.saultcollege.ca for more information.

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