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S H A P E  
M O D E L  
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S H A R E  
S H I N E

GEORGE BROWN COLLEGE

**NEW SCHOOL OF DESIGN**

INVEST IN THE FUTURE OF DESIGN

# WELCOME TO GEORGE BROWN COLLEGE'S NEW SCHOOL OF DESIGN



The world is rapidly changing – socially, technologically and economically. In light of these changes, designers have the crucial task of thinking about what our future will look like and how we will interact with each other. George Brown College's next generation of designers continue to combine traditional design skills and new innovative technologies to deliver unique user experiences that will become a key driver in the city's evolution towards the future.

A new chapter of development will begin as George Brown College's Waterfront Campus expands to include an exciting new facility in the Daniels Waterfront – City of the Arts development that will house several School of Design programs and a research hub. The new facility will provide 110,000 square feet of space for hands-on learning and collaboration, both among students and with industry partners. It will also be home to the Innovation Exchange, a research hub where students and businesses will team up and bring new ideas to

market. The facility and the programming offered are designed to meet workforce demand by providing specialized, industry-identified skills training.

Thus far, George Brown College has received government funding in support of the launch with \$20,800,000 of Federal Strategic Innovation Funding, along with \$2,300,000 from the Natural Sciences and Engineering Research Council of Canada. In addition, funding has also been secured from the Canadian Foundation for Innovation for \$982,466 and a matching fund from the Ministry of Research, Innovation and Science. George Brown College will fully fund \$17M of other costs related to the project, including \$12M of classroom partitions, research and innovation space layouts and information technology infrastructure as well as \$5M for fixtures, furniture and equipment.



*Image Courtesy of Norm Li and the Daniels Corporation*

This funding will come from George Brown College's reserves, fundraising and already-approved debt. George Brown College is seeking partners to facilitate continued digital innovation and design excellence, by helping to create the designers of tomorrow. The College believes that with the right training, skills, and foresight, graduates entering the changing industry can get ahead of the wave of digital change. Naming opportunities at the new School of Design present investors with the chance to position their organizations with front-line

visibility to the new generation of designers as well as in the hub of Toronto's new waterfront development thrust.

We hope that you will find the partnership opportunities identified herein appealing. Thank you for your kind consideration.

A handwritten signature in black ink, appearing to read 'Aldo Cundari'.

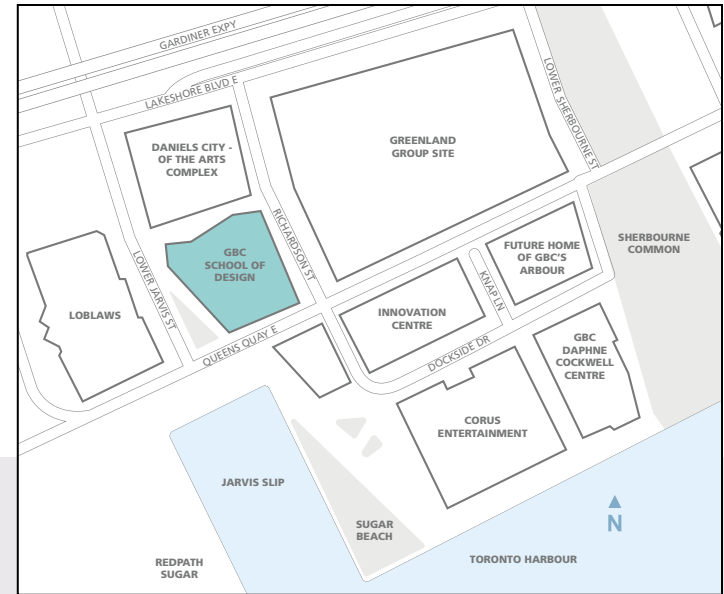
Aldo Cundari  
Chair, Campaign Cabinet

# A DYNAMIC NEW LOCATION FOR THE SCHOOL OF DESIGN

George Brown College is excited to announce the relocation of the School of Design, within the Daniels Waterfront - City of the Arts development, just blocks from the College's existing Daphne Cockwell Centre for Health Sciences. This expansion to our Waterfront campus will establish a hub for design, innovation and technical skills training within the heart of downtown Toronto's newest neighbourhood – East Bayfront.

**The 110,000 sq. ft. facility will include:**

- Lecture, labs and social space for 1800 students enrolled in 10 academic programs
- An Innovation Exchange focused on design solutions for the smart economy
- An Industry Training Centre delivering high-needs training in demand by industry
- A multi-sector Incubator providing affordable space, business and professional services and technology to start-ups
- The Institute without Boundaries, a globally recognized interdisciplinary design studio



**FAST FACTS**

**DANIELS WATERFRONT CITY OF THE ARTS**

Source: The Daniels Corporation

**55** acres of mixed-use community

**6,000**

NEW RESIDENTIAL UNITS

**10,000**  
New Residents

**8,000**  
NEW JOBS

**3 MILLION SQ/FT** of commercial space





**“ George Brown College broke new ground when it established a waterfront campus. [Now] the College is breaking new ground again with an innovative new centre of excellence and once again Toronto’s waterfront is the smart choice.”**

**ADAM  
VAUGHAN**

**MEMBER OF  
PARLIAMENT FOR  
SPADINA-FORT YORK**

# TORONTO'S HOTTEST HUB!

Toronto's eastern waterfront is undergoing a major revitalization and is attracting a broad range of dynamic start-ups, academic centres and organizations to create a global hub of social and innovative activity. All eyes are on the future of the Eastern Waterfront region with the announcements of 'Sidewalk Toronto', the 'Waterfront Innovation Centre' and the 'Daniels City of the Arts' complex.

George Brown College's School of Design will be situated in a neighbourhood on the rise, perfectly positioned to explore and collaborate, giving your organization visibility with the City's leaders in innovation.

**FAST FACTS**  
**EAST BAYFRONT NEIGHBOURHOOD**  
*Source: Waterfront Toronto*

<b>23</b> hectares (55 acres)	<b>10 MINUTE</b> <i>WALK TO UNION STATION</i>
<b>13.5</b> ACRES OF PARKS AND PUBLIC SPACES	<b>1 KM</b> CONTINUOUS WATER'S EDGE PROMENADE





“ The eastern waterfront will be a place where residents, companies, start-ups and local organizations can advance new ideas for improving city life.

DANIEL DOCTOROFF  
AND ERIC SCHMIDT

SIDEWALK LABS



Images Courtesy of Norm Li and the Daniels Corporation



# AT HOME IN TORONTO AND ABROAD

As one of Canada’s most urban colleges, George Brown College has been integrally woven into the economic, social and cultural fabric of Toronto for over 50 years. Our location in the heart of Canada’s largest and most diverse city gives our students unapparelled access to top employers and puts George Brown College in close proximity to the country’s innovators as potential partners and collaborators.

George Brown College is proud of our significant relationship with our local neighbours – but our influence extends far beyond the City of Toronto. With over 4,900 international students, hundreds of international internship opportunities and world-class events taking place on campus, partnering with George Brown College provides your organization with global exposure opportunities.

## FAST FACTS GEORGE BROWN COLLEGE

**162** full-time programs

NEARLY **200**  
CONTINUING EDUCATION  
CERTIFICATES AND  
DESIGNATIONS

**4,900**  
international students

**29,205**  
FULL-TIME STUDENTS

from **115** countries,  
with top enrolment from  
China, India, South Korea,  
Vietnam, Russia, Brazil,  
Ukraine and Japan

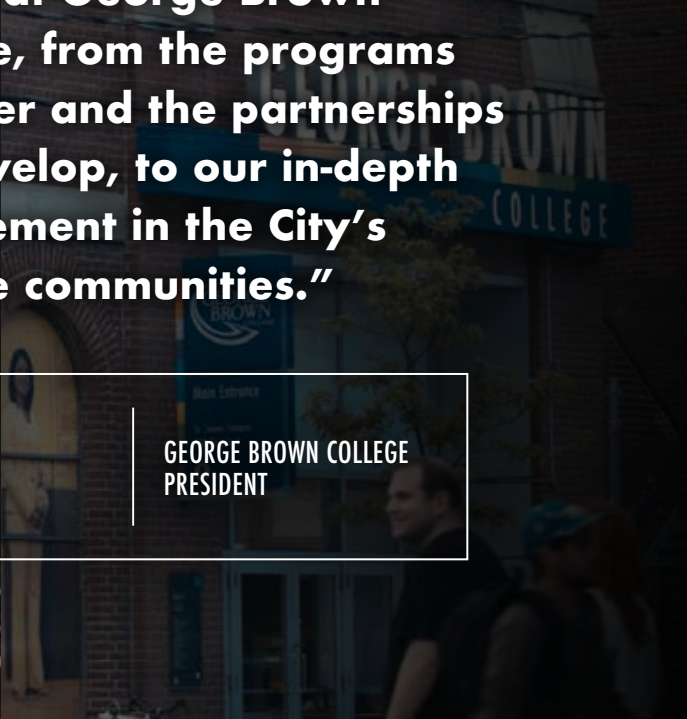
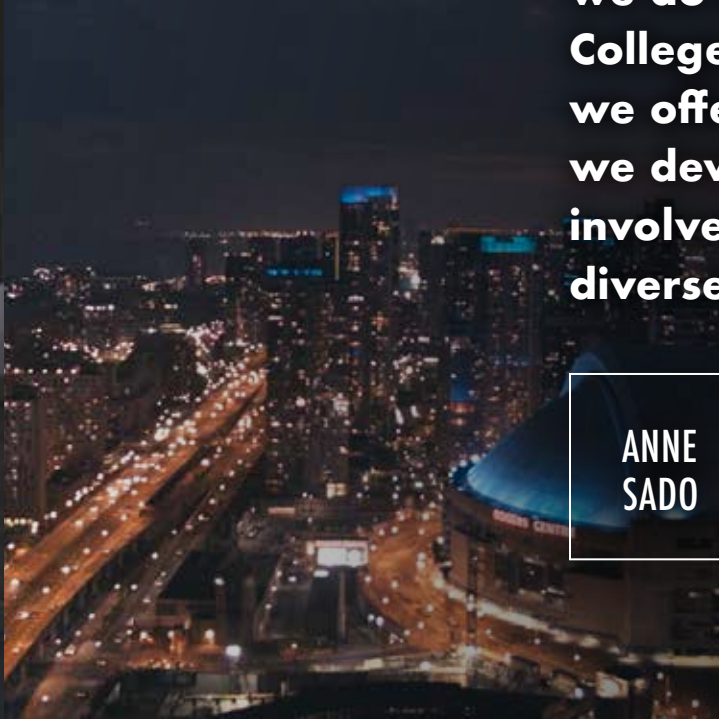
**25**  
ACADEMIC  
SCHOOLS

**3,500**  
STUDENTS  
AT GBC'S  
WATERFRONT  
CAMPUS ALONE





**“ Building a better Toronto – it’s at the core of everything we do at George Brown College, from the programs we offer and the partnerships we develop, to our in-depth involvement in the City’s diverse communities.”**



**ANNE SADO** | **GEORGE BROWN COLLEGE PRESIDENT**

# THE GEORGE BROWN COLLEGE APPROACH TO LEARNING

“What I loved most about the School of Design is its ability to combine traditional theory and real-world experiences in the learning environment.”

CHLOE  
MILNE

GRADUATE 2015,  
GRAPHIC DESIGN

George Brown College excels in delivering agile education focused on “learning by doing”.

At the School of Design this approach creates graduates skilled in the research, ideation, prototyping and collaboration needed to bring a design to reality. We embrace a philosophy of exchange where students, teachers, and industry work together sharing challenges and learning from each other.

Through leading edge programs and technology-driven pedagogy, the work and learning done at the new School of Design will help position Canada as a global leader in innovative teaching.



# GEORGE BROWN COLLEGE'S IMPACT

EVERY YEAR THE SCHOOL OF DESIGN AND INNOVATION EXCHANGE WILL ADD APPROXIMATELY 650 HIGHLY SKILLED AND IN-DEMAND GRADUATES TO THE WORK FORCE.



Josh Dornan, Graphic Design Grad 2018, stands with his winning design for Team Canada's bobsleigh and skeleton sleds. Photo courtesy of Dave Holland, Bobsleigh Canada Skeleton

**#1** rated college graduates among GTA employers

**92%** of employer satisfaction rate

**95%**

OF QUALIFIED PROGRAMS OFFER EXPERIENTIAL LEARNING

**914**

INDUSTRY PARTNERS IN APPLIED RESEARCH

**81%**  
GRADUATE EMPLOYMENT

RANKED **1<sup>st</sup>**

Ranked **top research college** in the country in **2017** (Research Infosource)

FOR NUMBER OF PAID STUDENT RESEARCHERS (RESEARCH INFOSOURCE)

# SCHOOL OF DESIGN PROGRAMS

Over 1,800 of Canada's brightest and most motivated young minds will walk through the doors of the new School of Design each year.

The School of Design offers a foundation program, advanced diplomas, postgraduate and Master's level programming and certificates along with the launch of a new Honours Bachelor of Digital Experience Design Degree.

**TOP 4** URBAN DESIGN PROGRAMS IN THE WORLD ALONG WITH HARVARD, MIT, KENT STATE

**TOP 5** DESIGN SCHOOLS IN CANADA (AZURE MAGAZINE)

**TOP 60** DESIGN SCHOOLS IN THE WORLD, ONLY CANADIAN SCHOOL TO MAKE THE LIST (BUSINESS WEEK)

## SCHOOL OF DESIGN PROGRAMS

### CERTIFICATE PROGRAM

- Art and Design Foundation

### ADVANCED DIPLOMA PROGRAMS

- Game Art
- Graphic Design
- Interaction Design and Development


### DEGREE PROGRAM

- Honours Bachelor of Digital Experience Design

### POSTGRADUATE PROGRAMS

- Concept Art for Entertainment
- Design Management
- Digital Design – Game Design
- Interactive Media Management
- Interdisciplinary Design Strategy



A photograph of two men in a workshop or office setting. The man on the left is wearing a dark blue t-shirt with a graphic and is leaning over a table, holding a pen and looking at a small piece of paper. The man on the right is wearing a dark blazer over a light blue shirt and glasses, and is gesturing with his hand while looking at the first man. On the table in front of them is a large, clear acrylic model of a building or structure. The background is slightly blurred, showing other people and office equipment.

**“The IDS program at George Brown offered a chance to learn and practice design thinking on real projects, for real clients. I owe my current ability to work across multiple disciplines, confidently develop diverse project types and lead client engagements to GBC.”**

**CONNOR  
MALLOY**

**GRADUATE 2008,  
INTERDISCIPLINARY  
DESIGN STRATEGY**

# OUR STUDENTS AT WORK



*"Grow On Magazine" by Emi Sato  
Graphic Design Graduate, 2018*

*"Bad Wolf Beer" packaging by Katherine Quan  
Graphic Design Graduate, 2016*



*"HUME Cosmetics" packaging by Hana Lee  
Graphic Design Graduate, 2016*

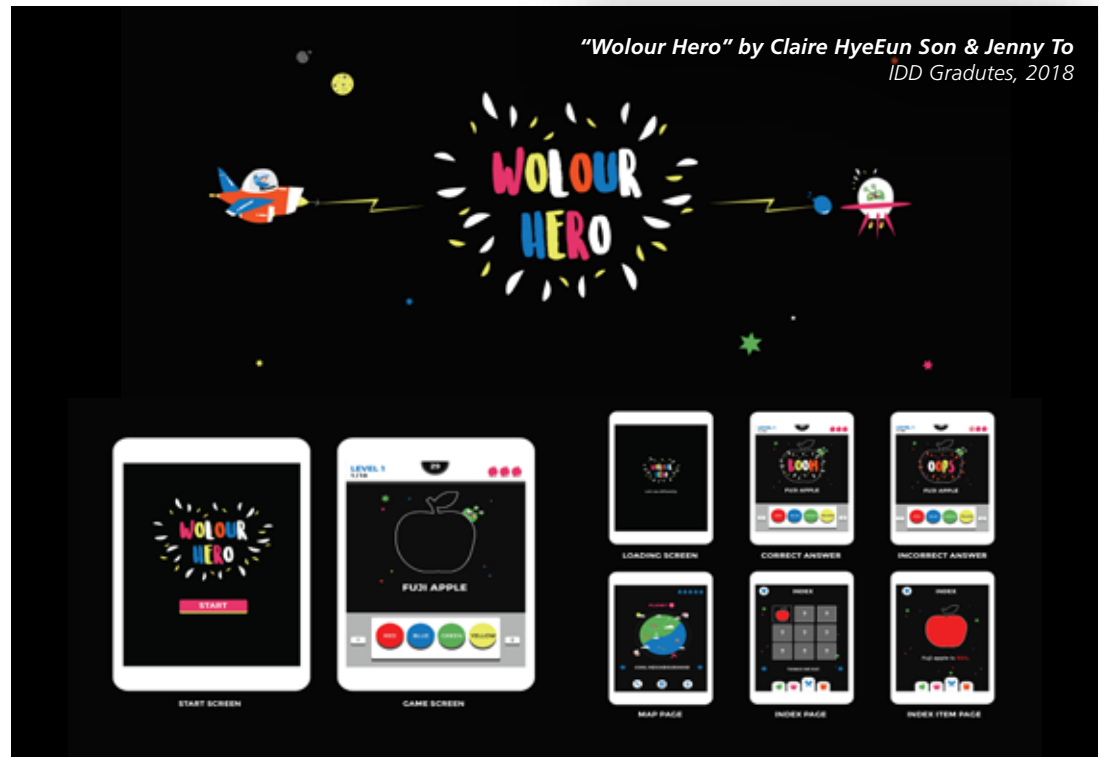


*"Chroma" packaging by Laura McInnis  
Graphic Design Graduate, 2016*





*"Animotus Smart Hat" by Michal Bator  
IDD Design Graduate, 2016*




*"Wolour Hero" by Claire HyeEun Son & Jenny To  
IDD Gradutes, 2018*

# THE INNOVATION EXCHANGE DRIVING THE FUTURE OF DESIGN

The Innovation Exchange (IX) is a specialized research, innovation and training centre that will help business adapt to Industry 4.0, developing products, services and systems for the smart economy. This will include:

- **An Industry Training Centre** to fill labour skill gaps based on a flexible micro-credential learning format pioneered at George Brown College's Institute without Boundaries.
- **The Digital Media & Gaming Incubator**, which encourages industry mentored start-ups to create new products and services that are driven by design thinking and digital innovation to enable Canada to remain an economic leader
- **The Future Ways of Living Laboratory** that advances sector-specific industry applied research and the adoption of digital technology and IT enabled business trends through collaboration with design faculty and students using the latest technologies and methods.
- **Specialized Labs**, including a state-of-the-art usability testing lab, augmented and virtual reality lab, maker space and an Internet of Everything lab.





**“Our Innovation Exchange will be a living lab to test commercial ideas, concepts and user functionality while providing our students with hands-on experience alongside the industry’s most innovative creators.”**

**LUIGI  
FERRARA**

DEAN OF THE CENTRE  
FOR ARTS, DESIGN  
& INFORMATION  
TECHNOLOGY

SCHOOL OF DESIGN

# SNEAK PEAK INSIDE THE NEW SCHOOL OF DESIGN



## IDEATION CENTRE

In keeping with the School of Design's philosophy of collaboration, the Ideation Centre will provide designated spaces for charrettes – meetings where a group collaborates to achieve a particular goal. The Ideation Centre will support collaborative working sessions with industry partners to facilitate design processes and design workshops that engage multi-disciplinary teams.

## SCHOOL OF DESIGN STUDENT STORE

Located on the ground floor of the new School of Design and facing scenic Sugar Beach, the Student Store is intended to sell products designed and developed by students. The revenues from the store will fund student scholarships. The Student Store will also feature an in-house student-run design studio for product development, which will be used to foster design entrepreneurship.





## DIGITAL INCUBATOR OFFICE SPACES

Featuring airy, sun-filled private and shared spaces, the Incubator will encourage collaboration and interaction between start-ups, allowing for easy cross-pollination of ideas and the development of a creative culture.



## STUDENT & INDUSTRY MAKER SPACE

This workspace is intended for use by student and industry that require areas to build their physical research projects and prototypes. The space will contain partitioned work areas and advanced rapid prototyping equipment to experiment with immersive environments and interactive products.



# HELP BUILD THE FUTURE OF DESIGN IN CANADA

Over the next 20 years, traditional sectors will be challenged by digital disruption. This shift emphasizes the importance of design in responding to that disruption and presents an opportunity to drive growth and innovation, ensuring Canadian companies remain at the forefront of the global economy.

George Brown College has anticipated this shift and is well positioned to incubate workplace ready graduates that have the skills required to drive innovation within the emerging, smart economy.

## **FUTURE-READY STUDENTS**

George Brown College School of Design is building a generation of professionals equipped and ready to be the design leaders of tomorrow - the catalysts and facilitators of positive change in the new innovation age.

### **George Brown College School of Design graduates are:**

- Highly skilled
- Entrepreneurial
- Collaboratively creative
- Adaptable and continuously learning
- Independent, responsible and team oriented



“The new School of Design promises to be the innovative new home of collaboration between business, community and academia partners that will drive Toronto’s design industry in the age of the digital economy.”

DR. RICK  
HUIJBREGTS

VICE PRESIDENT,  
STRATEGY AND  
INNOVATION, GEORGE  
BROWN COLLEGE

**George Brown College campuses are more than just lecture spaces.** The College campuses serve as collaborative working and meeting spaces for the best and brightest, connecting industry, students, faculty and community. Over the coming years, the School of Design will host tens of thousands of the country’s top minds, as we follow our commitment to helping build a future for its students, and all Canadians.

**With your support, George Brown College will continue our work to:**

- Build opportunity for students
- Support the province’s economy in key sectors
- Keep Canada competitive by leading in research and entrepreneurship
- Make Canada a design driven digitally innovative economy

# CASE FOR SUPPORT

Your investment in the new School of Design will directly support student success by helping to ensure that George Brown College students can access state-of-the-art facilities, new academic opportunities, innovative curriculum and financial support.

**Join us in investing in the next generation of designers, and Canada's innovative future, at the George Brown College School of Design.**

## CONTACT INFORMATION

**Luigi Ferrara**  
Dean, Centre for Arts, Design and  
Information Technology  
T: 416-415-5000 ext. 2165  
E: LFerrara@georgebrown.ca

**Cindy Gouveia**  
President George Brown College  
Foundation  
T: 416-415-5000 ext. 2747  
E: CGouveia@georgebrown.ca





An aerial photograph of the George Brown College building, a modern structure with a prominent white staircase and large glass windows. The building is situated on a city street with a red-paved pedestrian area and a blue-paved bicycle lane. A red and white bus is visible in the foreground. The quote is overlaid on the right side of the image.

**“ Investment in George Brown College’s new School of Design will not only afford partners high-visibility through what is certain to be a crown jewel in Toronto’s burgeoning East Bayfront community, it will also provide 1,800 design students a year with a state-of-the-art home in which to nurture and develop their skills and talents, providing the design industry with the designers they need for tomorrow, today!”**

**CINDY  
GOUVEIA**

**PRESIDENT,  
GEORGE BROWN COLLEGE  
FOUNDATION**

*Should you desire any additional  
information please contact:*

**Carmel Drumgoole, Senior Development Officer**

George Brown College

210 King Street East, 2nd Floor

Toronto, ON, M5A 3W8

Telephone: 416-415-5000 x4621

Email: [carmel.drumgoole@georgebrown.ca](mailto:carmel.drumgoole@georgebrown.ca)

