



TRAILBLAZING

—

**FROM
ORDINARY TO
EXTRA-
ORDINARY**

2014/2015

**OCAD
UNIVERSITY
ANNUAL
REPORT**

2014/2015 ANNUAL REPORT

The people who learn and work at OCAD University believe the journey from ordinary to extraordinary is possible only when it's fuelled by unfettered imagination.

For well over a century, our students' imaginations have been ignited by the amazing people, ideas and opportunities they encounter in the university's studios, classrooms, fabrication shops and galleries. In this annual report, you will find highlights of a truly remarkable year. You will also meet a group of creative individuals — three undergraduates and a graduate student — currently blazing trails in fascinating new directions. Diverse though they are, they all share one essential characteristic: Imagination is the catalyst transforming their visions into actions.

Cover photo of the Sharp Centre for Design by Shai Gil.

OCAD University created its first named chair: **THE ADA SLAIGHT CHAIR OF CONTEMPORARY PAINTING AND PRINT MEDIA.** This was made possible through the Slaight Family Foundation's gift of \$3 million in honour of Ada Slaight, a devoted champion of OCAD University. The donation also funds scholarships and improves studios and student gallery space.

BENEFACTORS ROSALIE AND ISADORE SHARP pledged \$3 million to transform the Rosalie Sharp Pavilion into the OCAD University Centre for Experiential Learning, which will include a dramatic new façade.

THE DELANEY FAMILY FOUNDATION donated \$2 million to fund scholarships for undergraduate and graduate visual artists. The gift, presented by Chancellor Kiki Delaney and Ian Delaney, also supports the Indigenous Visual Culture program and the Delaney Chair in Indigenous Visual Culture.

RELAY VENTURES partnered with OCAD University to create a \$1 million Imagination Catalyst Venture Fund.

THE MINISTRY OF RESEARCH AND INNOVATION granted \$950,000 to support the Imagination Catalyst as part of the Ontario government's Campus-Linked Accelerator program.

THE DEPARTMENT OF CANADIAN HERITAGE contributed \$750,000 and the City of Toronto, via a Section 37 Agreement with Aspen Ridge, provided \$630,000 towards the construction of a professional gallery.

BMO FINANCIAL GROUP donated \$300,000 towards an endowed scholarship fund that will provide awards to full-time first-year students.

THE J.W. MCCONNELL FOUNDATION committed \$250,000 to develop an Art & Design Social Innovation Zone.

TD BANK GROUP pledged \$150,000 to support the transformation of Butterfield Park.

MERCEDES-BENZ FINANCIAL SERVICES CANADA committed \$45,000 over two years to fund student awards and scholarships, as well as to sponsor the annual Drawing & Painting Thesis Catalogue and Graduate Exhibition.

SOME OF OUR VISIONARY TRAILBLAZERS

**UNDERGRADUATE
STUDENT:
DIGITAL FUTURES**

**“IT’S
CREATIVITY
THAT
HELPS
ME FIND
SOLUTIONS.”**

Back in high school in Scarborough, Ontario, **PARTH SONI** enjoyed graphic design and animation, as well as the conceptual side of the arts. At the same time, he was drawn to realistic applications of design that could help people, and he was comfortable with coding and new-media design. Now in his third year of the Digital Futures program, Parth has already opened his own multi-disciplinary design firm called Maker Bunch, and is working with fellow students to publish an app that empowers people to manage their diabetes better.

The first thing that struck me about Digital Futures was the freedom we had to explore all kinds of subjects. Another amazing thing about the program is my classmates. They are incredibly talented, and that’s made teamwork a real pleasure — everyone brings the skills they’re best at. I tend to bring design strengths to our projects, and over time I have begun to specialize in user interface and user experience design, as well as Web design.

So far, two Digital Futures projects have stood out for me as exceptional experiences. Sally Luc, Mudassir Iqbal and I are developing a diabetes app called Oo-Two that turns diabetes management into a narrative experience. In addition, Anthony Rodi and I created Many Moons, a science-fiction puzzle-based game that we presented at the Level Up Showcase.

One major principle I have learned in Digital Futures is that imagination puts things in perspective and leads to creativity, and it’s creativity that helps me find solutions. When I look to life after fourth year, my imagination will be vital for my career as an entrepreneur. Working on projects in Digital Futures that can survive in the real world brings me closer to that goal.

Jellyfish communities and emergent designs in Asia's new economies — those are just two of the topics that captivate **ELAINE YU'S** imagination.

Enrolled in OCAD University's Industrial Design program, Elaine seeks to understand the deep conceptual issues at stake in design innovations. Outside of her studies, Elaine devotes her energy to helping other newcomers make the transition to life in Canada through the university's Chinese Student Association, Internationalize and the Speaking Your Language tri-university collaboration.

Like most Industrial Design students, I began by making objects out of wood, metal and plastic. Soon, though, my interests drew me towards conceptual thinking. Every object arises out of a concept, and I am now focusing on how conceptual thinking can inform the creation of superior objects and experiences.

I draw a lot of inspiration from nature by asking questions about the strategies organisms use, and how they use them. Much of my work involves finding paths from nature to design. In my Biomimicry course, for example, I am observing jellyfish in order to gain fresh insights into survival strategies, community co-existence and underwater propulsion. On the human side, I am part of a research group studying the daily living designs popular in Asia's new economies. Our goal is to distinguish between Asian and North American trends and then to combine the best features of both.

Since first stepping foot in OCAD University, I've learned that creativity is essential to conceptual thinking. I've been challenged to make my creative thoughts clear to myself and others and, along the way, I have come to understand that my imagination is worth a lot to the world.

**UNDERGRADUATE
STUDENT:
INDUSTRIAL DESIGN**

FROM MY IMAGINATION IS WORTH A LOT TO THE WORLD."



Strategic Foresight and Innovation students took home four awards from the **ASSOCIATION OF PROFESSIONAL FUTURISTS**. Another SFI student won the **WORLD BRAND CONGRESS'S BRAND LEADERSHIP AWARD**.

Faculty members, an alumna and a student received prizes at the **NATIONAL MAGAZINE AWARDS**.

A Graphic Design student took first place in the **PACKAGING CONSORTIUM'S DESIGN COMPETITION**.

APPLIED ARTS' student awards annual included work by students and recent graduates from Photography, Advertising, Illustration, Industrial Design and Graphic Design.

THE FIRST-PRIZE SCHOLARSHIP FROM THE JAMES LEE FOUNDATION was awarded to an Illustration student, and an Illustration faculty member was honoured with a gold award from the **SOCIETY OF ILLUSTRATORS**.

Environmental Design students scored the top awards at the **DESIGN HAUS** competition, while Environmental Design and Inclusive Design students received prizes at the **CONNECT: ENABLING CHANGE DESIGN COMPETITION**.

A Sculpture/Installation graduate — and incoming Interdisciplinary Master's in Art, Media and Design student — won the **2015 FIRST CAPITAL REALTY PUBLIC ART COMPETITION**.

New York's **SOCIETY OF ILLUSTRATORS** presented awards to several Illustration students.

CRAFT ONTARIO gave awards to alumni and a student from Material Art & Design.

Pioneering conceptual artist **IAIN BAXTER&** was awarded an honorary doctorate at the June 12, 2014, convocation.

PROJECT 31 raised \$183,000 — the largest amount in its six-year history — to support student scholarships and awards.

More than 900 graduating students exhibited at **GRADEX 100**. A record 41,000 visitors attended this blockbuster centennial event.

SCOTIABANK NUIT BLANCHE at OCAD University featured the work of six international artists.

The university received an allocation of three **CANADA RESEARCH CHAIRS**: Indigenous Visual Culture and Curatorial Practice (Tier 1), Design for Health (Tier 2) and Digital Media (Tier 2).

The university signed a **STRATEGIC MANDATE AGREEMENT** with the Ministry of Training, Colleges and Universities, and received full funding for its niche graduate school.

CHANCELLOR CATHERINE (KIKI) DELANEY was appointed to a second term.

PRESIDENT AND VICE-CHANCELLOR DR. SARA DIAMOND appeared on *Toronto Life's* Power List of the city's top 50 most influential people.

Four alumni and a faculty member were named to **ARTINFO CANADA'S 2014 30 UNDER 30 LIST**.

OCAD University sponsored **BLACK FUTURE MONTH 3015**: the third annual Afrofuturism art exhibition.

DIASPORIC INTIMACIES — the first explicitly queer Filipino/a conference of artists, scholars and community members — took place at OCAD University.

MICHEL FRAPPIER was elected as chair of the Board of Governors.

DR. JOHN SEMPLE AND SHARIFA KHAN were elected as vice chairs of the Board of Governors.

SELECTED HONOURS AND AWARDS

SELECTED MILESTONES AND LEADERSHIP

**UNDERGRADUATE
STUDENT:
CRITICISM &
CURATORIAL
PRACTICE**

**"IT WAS
LOVE AT
FIRST
SIGHT!"**

A third-year student in the Criticism & Curatorial Practice program, **MADISON LEESON** is also pursuing two studio-based minors: Sculpture/Installation and Wearable Technology. Madison is looking forward to curating a show at Nuit Blanche 2016, and she is already setting her sights on graduate studies abroad. On occasion, Madison can be spotted around campus wearing an elephant head she created in a Metal Shop course.

When my grade-12 art class visited OCAD University, it was love at first sight. I knew this was where I wanted to go. No other school would enable me to get a BFA, while also offering me a curatorial specialization.

Through my curatorial classes I have had many opportunities to analyze exhibits in the real world, including at the Art Gallery of Ontario and private galleries around the city.

I've had the chance to talk with curators, and I have gained experience in doing the job I ultimately want. The program is fairly small, so it's also been terrific to form collaborations with other students and work on projects together.

I feel lucky to have been able to use my imagination in every aspect of my studies so far. That's been the case through essays and projects in my major, as well as in my minors, which give me so much creative licence. And, certainly, I've used my imagination in spades in my part-time job with Financial Aid & Awards.

Before enrolling in the Strategic Foresight and Innovation (SFI) program, **OCTAVIO JUAREZ** worked as an architect in Mexico City for seven years, involved in areas such as conceptual design, product development and branding innovation. Now at OCAD University, Octavio is drawing on that knowledge and experience — plus his background in music — to understand and apply foresight-driven community and business planning.

I knew I wanted to explore something bigger — but parallel to — the logic of architecture. I wasn't interested in a master's in, say, project management. What thrilled me about SFI was its unique combination of three core elements: design thinking plus business thinking plus foresight. And encompassing those are visual and systems thinking.

Fundamental to SFI is the principle that it's the human scope that matters. It's not just individuals but also the relationships among people and groups — and the consequences of those interactions — that we need to factor in. This became really clear in Research Methods, where I was exposed to innovative approaches to research that have as much to do with systems as with people.

Everything I've done through SFI — my course work, major research project, collaborations with other students and faculty, as well as my internship with a global architectural firm — has been informed by transdisciplinarity and infused by imagination. In fact, one of the major lessons I've learned is that imagination needs to be embedded throughout the business world. SFI is where imagination becomes professional.

**GRADUATE STUDENT:
STRATEGIC FORESIGHT
AND INNOVATION**

**“WHERE
IMAGINATION
BECOMES
PROFESSIONAL.”**



2014/2015 ENROLMENT

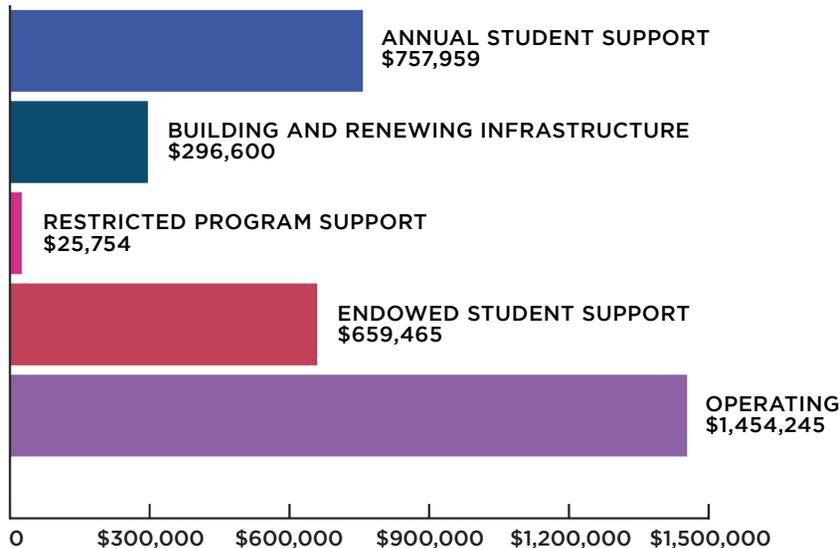
THE NUMBERS	UNDERGRADUATE (FTES)	Total	3,891.5
	Summer	Domestic	271.65
		International	27.5
		Total Summer	299.15
	Fall/Winter	Domestic	3,288.35
		International	304
		Total Fall/Winter	3,592.35
	GRADUATE (FTES)	Total	214.2
		Domestic	157.6
		International	56.6

Total FTEs: 4,105.7

CONTINUING STUDIES

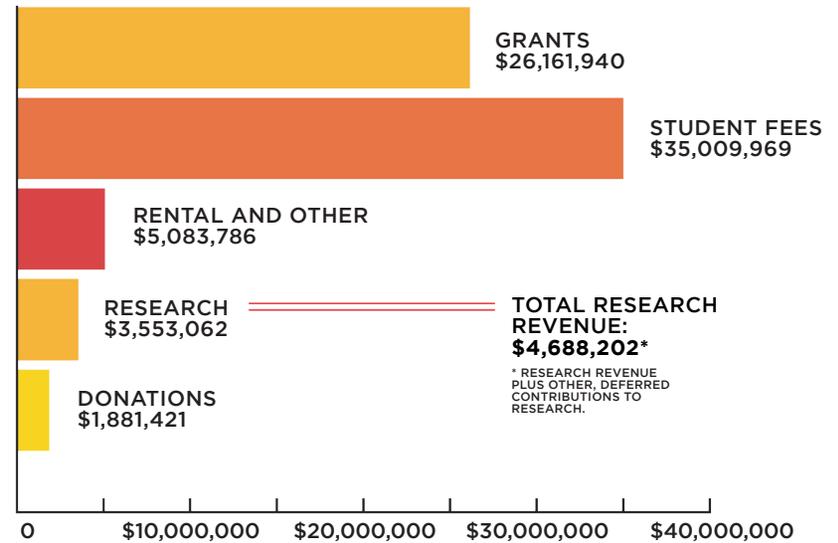
22% increase in courses offered
2,159 registrations

2014/2015 DEVELOPMENT



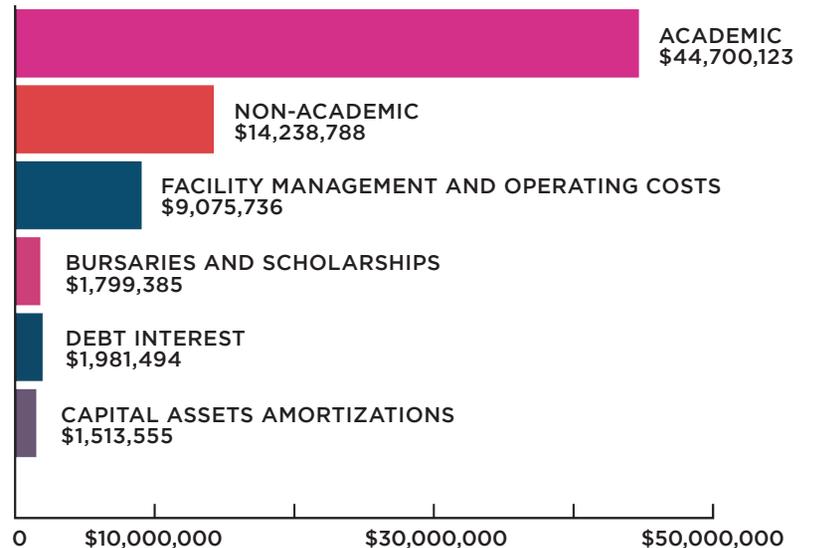
TOTAL: \$3,194,023

2014/2015 REVENUES



TOTAL: \$71,690,178

2014/2015 EXPENDITURES



TOTAL: \$73,309,081

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