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Canada's 150th – a siren's call Manager's Choice

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Being creative is clearly addictive. For many, the opportunity to pitch new designs has an intoxicating effect, capable of hooking designers at every level.

See: Strategy Magazine 'Creatives Respond to the Government's Anniversary Logo'

However, like any addiction, this can have unintended and harmful consequences. On one hand we can appreciate how talented individuals

can, in just a few short hours, create marks with aesthetic appeal, but the flip-side is that crowd-sourcing ultimately undermines and devalues our profession.

Most practicing designers acknowledge that good design is always much more than aesthetics alone. Design is inextricable from purpose, evolves by way of process, and builds upon research, knowledge and close collaboration between client and designer. Of course process alone is no guarantee of excellence – attracting the best possible design talent or team of individuals to any project is paramount to success.

For significant projects in the public realm, identifying, engaging and facilitating input from the design community, key stakeholders and the public is appropriate and fundamental to ensuring buy-in, as is understanding the business case, requirements for implementation, usage rights, and how a roll-out will be facilitated for optimum effect.

For more information on RGD's initial response to this issue and how you can contribute to this ongoing effort, [click here](#).

To get in touch with the Association regarding this issue and others impacting our community, please contact Executive Director Hilary Ashworth, 1.888.274.3668 x23, hilary@rgd.ca.



[Updated: Creatives respond to the government's anniversary logo](#) strategyonline.ca

Unhappy with the proposed logos for the country's 150th birthday, designers from national and

international agencies suggest alternatives.

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