

BILL ROSS
Program Co-ordinator,
York / Sheridan Bachelor of Design



Kim Pickett

2001, Bachelor of Design
Principal and Creative Director, KIMBO
Design in Vancouver



ABOVE: Packaging design for chocolatier La Petite
Souris, 2010; campaign materials for Christy Clark's
BC Liberal leadership race (which she won), 2011

million selling game while still keeping the integrity of your initial design is very gratifying."

Daley says his success is very much a by-product of his Sheridan education. "The theories of design and the work ethic instilled at Sheridan helped to ensure a level of professionalism and high-level thought process that has aided me greatly in the kind of aesthetic I bring to each project," he says. "It has also allowed me to communicate easily with clients about what direction I believe will be most effective."

He says that a key lesson he first learned was at Sheridan: only half of the job is about the artwork. "The other half is ensuring that the client's objectives are met and are successful; without both of those elements any design, no matter how nice, is not going to be used," he says. "Understanding that point was a huge shift in my way of approaching my own work, and Sheridan aided greatly in that realization."

Sheridan also helps in terms of teaching students the business workings and principles of the industry, says **Kim Pickett**, a 2001 graduate. She says that learning helped her to successfully launch a design firm in Vancouver called KIMBO Design, which has created award-winning campaigns for clients like Harling's Jewellers, Nita Lake Lodge-Whistler, and BC Premier Christy Clark.

"I was inspired by the design and business course, taught by Arlene Gould," says Pickett, 33. "Her background in design and business strategy consulting helped pave the way for my own entrepreneurship."

Now Pickett helps give back to design students herself, with an internship program at KIMBO Design in which one of the first things she tells them is to develop a signature style that distinguishes them from other designers and to learn the business end of design. "Business sense is just as important as creative and technical ability," she says. "It allows you to communicate with different industries and truly understand the market."



Ross has 20 years of experience as a design practitioner with a focus on publication design and corporate communications. As a creative director he led strategic planning and creative development of integrated print, radio and TV campaigns for national accounts in the banking, automotive and cultural sectors. He has won many national and international awards for design.

ANGELA IAROCCI

Professor,
York / Sheridan Bachelor of Design



Iarocci's background is in industrial design and architecture. She has been involved in numerous large-scale projects, exhibits, monuments and interpretive installations. Her clients have included The Royal Ontario Museum, The Ontario Science Centre and Harbourfront Centre.

ED NAUS

Professor,
York / Sheridan Bachelor of Design



Naus is a professional designer with expertise in wayfinding, corporate identity development and interactive forms of communication. In the last several years, he has focused his studies within the digital realm. His research interests involve both the contemporary practice of typography and human cultural factors in design, especially related to human interactivity.