

# CONTINUING STUDIES

2011 Annual Report



EMILY CARR UNIVERSITY OF ART + DESIGN



# emily carr

university of art + design

Established in 1925, and based in Vancouver, BC, Emily Carr University of Art + Design is one of Canada's premier, post-secondary universities specializing in undergraduate and graduate art and design education and research. Emily Carr is dedicated to fostering an educational environment that is professional, practice-oriented and at the same time rooted in history and critical theory. We encourage students to develop new and innovative ways of thinking and creating.

Our curriculum is flexible, personal, multidisciplinary and based on the learning needs of students. Our faculty are working artists and designers who encourage experimentation within every artistic medium, from sculpture and photography to multimedia and industrial design. Our facilities and resources support student learning and academic programs. Emily Carr provides an intimate learning environment with a diverse faculty and student body. We welcome students from around the globe, and in recent years, have hosted international students from over 50 countries.



## CONTINUING STUDIES AT EMILY CARR

Continuing Studies at Emily Carr is one of four continuing education programs at Art + Design Universities nationwide. At Continuing Studies we:

- Offer a broad range of courses and workshops in a variety of formats, allowing us to respond to your interests and needs.
- Keep class sizes small to foster an atmosphere of focused learning. Our classes emphasize a 'hands-on', real-life format ranging from short, subject-based workshops, to professional development classes and studio-based courses.
- Support a community of professional instructors who have active practices in their respective fields in art and design.
- Continue to expand our outreach activities with community, educational and corporate partners. We offer Design Essentials in partnership with BCIT, we deliver creative training to companies and non-profit organizations, and we design innovative education programs with schools, both local and international in scope.

# Continuing Studies at Emily Carr

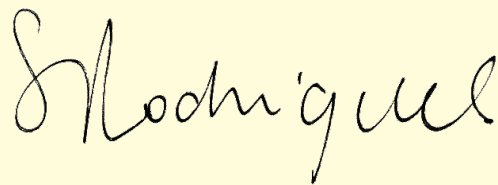
Continuing Studies is dedicated to non-degree programming and lifelong learning, and has been serving a diverse range of students in this capacity since January 1997.

The first program of Continuing Education/Studies courses offered through Emily Carr Institute consisted of courses from a wide range of media and was targeted at a broad range of levels of art/design experience. In the January 1997 semester, 43 courses (with one section each) were offered. In the 12 years since then, more than 4,000 students a year have passed through our doors, their commitments ranging from a single painting or drawing course, to the full-time, job-ready Design Essentials program. The growth in the department has been steady and sustainable, from the January 1997 semester when 43 courses were offered to the Spring 2011 semester when nearly 1,700 students were registered in 160 courses.

Today Continuing Studies also offers students opportunities for more focused learning, offering three part-time certificate programs in Fine Art Techniques, 2D Design Basics and 3D Design Basics. These structured pathways of learning have proven to be very successful, serving a gap in the needs of life-long learners. As one measure of success, there are more than 500 certificate students registered in these programs which range from one to three years in length. Our fourth Certificate program, Design Essentials, is a one-year, full-time course

of study offered in partnership with BCIT. Nearly 400 students have graduated from Design Essentials with the skills ready to enter the creative workforce in a variety of design-related jobs.

We also offer a wide range of individual courses over twenty different areas: Aboriginal Arts, Animation, Communication Design, Computer Skills, Digital Media, Film/Video, Industrial Design, Interaction Design, Book Arts, Drawing, Graphic Novel, Illustration, Material Practice, Painting, Photography, Printmaking, Sculpture + Installation, Cultural Studies, Social Media and Professional Development. With the various expansions, the revenue for the department has increased significantly. In the 1998 fiscal year, revenues equaled \$193,523 for all activity. In the 2010 fiscal year, revenues equaled \$1.4M for all activity.



Sadira Rodrigues  
Director, Continuing Studies

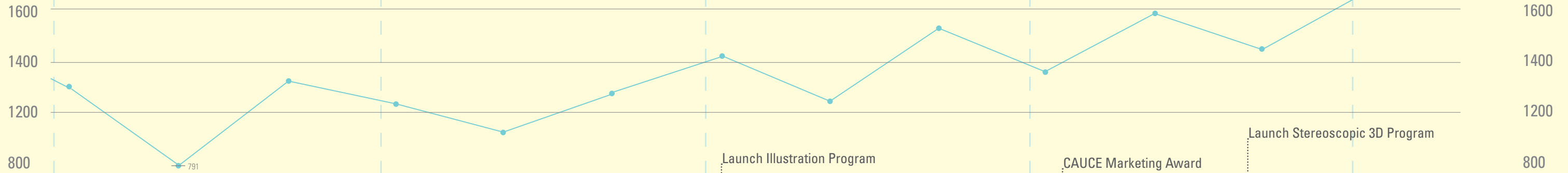
## Contents

03	Director's Message
04	Five Year Timeline
06	Certificate Programs
08	Program Highlights
09	New Teaching Areas
10	Upcoming Institutes + Outreach
11	Media + Marketing Strategies

# Five Years of Continuing Studies

Continuing Studies at Emily Carr should be aiming at a range of markets from the introductory learner to the professional practitioner. Currently, the majority of our students are adult learners extending their education and following their interests in art and/or design. Since 2008 many students have also indicated career transition as a reason for enrolling in programs and courses with CS. A combination of the effects of the economic downturn, the aging of the baby-boomers and the shift in traditional work methods have seen a number of students looking at charting new career pathways in the creative sector.

## REGISTRATIONS



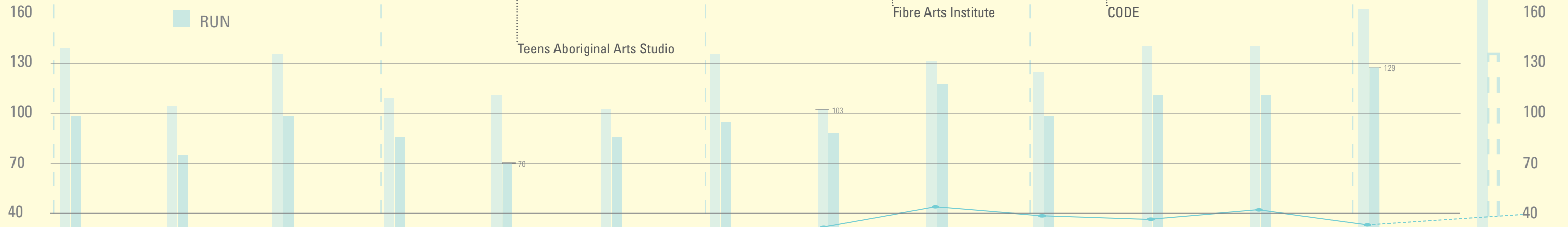
## PROGRAMMING



2007  
2008  
2009  
2010  
2011

## COURSE OFFERINGS

OFFERED  
RUN



## WEB ENROLMENT (%)

# Current Certificate Programs

Continuing Studies currently offers four short-term certificate programs in Fine Art Techniques, 2D Design Basics, 3D Design Basics and Design Essentials. Each program's curriculum is comprised of Continuing Studies courses designed to give you the skills and insight to meet the challenges of further study, or to apply specific knowledge to your career.

## FINE ART TECHNIQUES

Perhaps the most 'traditional' of the certificate programs, the Certificate in Fine Art Techniques offers an introduction to contemporary issues in art, visual studies, creative processes, concept development, and the materials, techniques, and skills fundamental to fine art practice.

AVERAGE AGE 42  
85% FEMALE / 15% MALE

## 2D DESIGN BASICS

One of the career transition paths, many students on completion of the Certificate have gone on to apply successfully into the degree program. This certificate equips students with a creative and intellectual framework within which contemporary issues in design and the activities of two-dimensional or graphic design principles, processes, and techniques may be understood and developed.

AVERAGE AGE 28  
75% FEMALE / 25% MALE

## 3D DESIGN BASICS

The Certificate in 3D Design places emphasis on contemporary issues in design, exploration and experimentation through the experience of a variety of design methods, techniques, processes, and materials as they apply to industrial and architectural design.

AVERAGE AGE 29  
50% FEMALE / 50% MALE

Thanks to the encouragement of many of the instructors in the Certificate Program, I was accepted into the General Fine Arts degree program at Emily Carr and am now in third year. The Certificate program provided me with an appropriate portfolio for my application, as well as a running start for going back to school.

-Rose Burden



## DESIGN ESSENTIALS

The Design Essentials program opens doors to students who are very interested in the field of communication design but who do not have four years to give to a full-time program. The students do not necessarily have a high level of art or design background, but are required to present a portfolio for admission, and so have some degree of prior learning, whether from high school, continuing studies programs or private learning. The program is marketed as preparing for entry level positions in design or in desktop publishing/layout. A number of students in the current session are completing this program as part of their research into whether they wish to continue with a degree or not.

AVERAGE AGE 26 72% FEMALE / 28% MALE

# Future Program Opportunities

Continuing Studies at a University such as Emily Carr has a number of objectives to fulfil. One is to provide opportunities for the community at large to participate in the wealth of expertise available at the institution. A second is to provide outreach not just to the home community, but also, as a provincial institution, to the provincial community. A third is to provide flexible programming in the University's areas of expertise to those unable or not interested in pursuing full-time, four-year programs. A fourth is cost-recovery and revenue generating programming that benefit all areas of the University.



## DESIGN

Sustainable Design  
Typography  
Design Management

One of our fastest growing areas, new curriculum in Design will include Social and Interactive Media, Interaction Design, Typography, Aboriginal Design and Design Management. Growth in this area will compliment the current undergraduate and graduate curriculum, and offer opportunities for training for introductory learners, career transition and post-baccalaureate study.

## ONLINE

Modular Skills  
Aboriginal Design

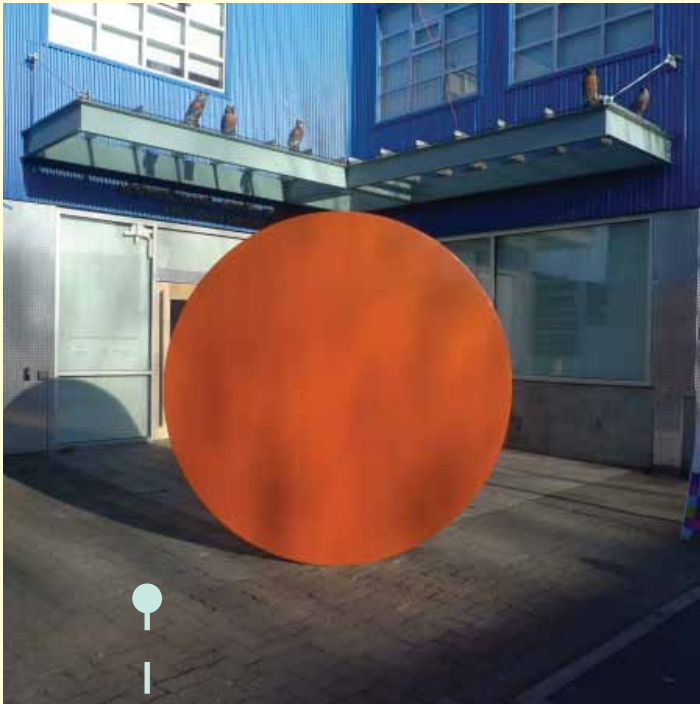
The expansion into online delivery represents a significant opportunity for Continuing Studies. We are unable to meet the growing demand for access to our programs, particularly in Digital Media and Design. We also recognize the opportunity for online delivery to meet the needs of industry professionals who are looking for content upgrade, skills development or career transition.

## DESIGN + HEALTH CARE

Building on Emily Carr University's research activities, the Design and Healthcare Program will be unique and innovative, bringing together professionals from the design and healthcare fields. Combining online course delivery with a three-week Summer Institute, the Program will foster cross-disciplinary curriculum with a focus on real-world issues.

# 2010 Program Highlights

2010 was a tremendous year for Continuing Studies in terms of producing and presenting a unique and robust lineup of diverse programming. The 2010 Winter Games and Cultural Olympiad brought expanded audiences to the school, and saw the production of CODE Live and code.lab. Through the academic year, we continued our facilitation of the Emily Carr Speaker Series, working with twelve internationally renowned artists, designers and curators.



## 52 TRANSACTIONS

### CODE

2010 Artist Residency  
February, 2010

Code.lab was a unique collaboration between artists, students, and the public, held at Emily Carr during the 2010 Winter Games. As Emily Carr's inaugural residency project, it acted as a bridge, promoting cross-pollination between diverse practices such as Industrial and Communication Design, Integrated Media and Performance, Photography, and Critical Studies.

### ON COLLECTIONS

2011 Graphic Novel Institute  
July 14 - 24, 2010

Collaborative programming addressing the production of artist books, including an exhibition of work from the Wosk Collection at the Charles H. Scott Gallery, the Emily Carr Library's Ian Wallace Collection and the Regional Assembly of Text. Courses, workshops and residencies were augmented by a Print + Press tour around Granville Island and afternoon Letter Writing Club. Curated by Celia Jacqueline King.

### EMILY CARR SPEAKER SERIES

Public Lecture Series  
September 2009 - April 2011

In 2009, Continuing Studies took on the management of the Speaker Series. We have hosted 24 guest lecturers, including Mona Hatoum, Paul Chaat Smith, Alex Steffen and Lani Maestro. Lectures have attracted over 2000 members of the Emily Carr community and general public. Each talk has been documented and will be available soon on Emily Carr's YouTube channel and iTunes University site.

# New Teaching Areas

Continuing Studies has identified new program areas that it will expand into over the next three years. These areas of expansion allow us to integrate our growth with new undergraduate and graduate programs, research and industry priorities, as well as the demand from current life-long learning students. These areas will inform new certificate programs, post-baccalaureate degrees, modular industry-based training as well as online professional development.

## INTERACTIVE + SOCIAL MEDIA

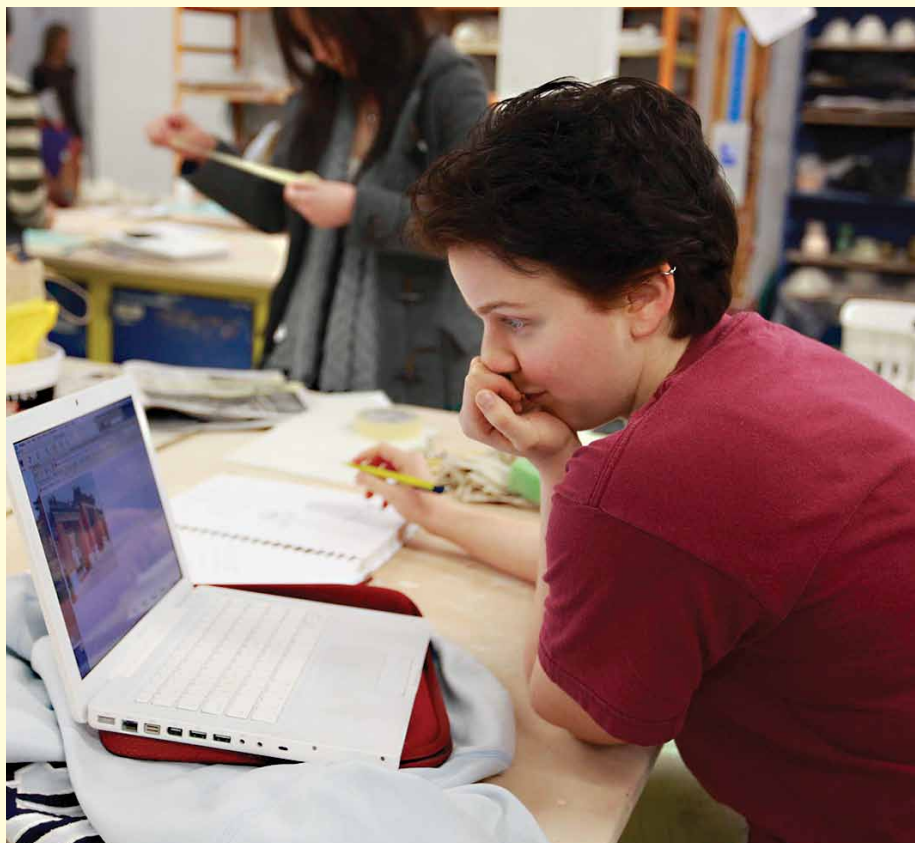
We offer courses in Social Media, from getting started, to effective blogging, to photography for the web. Each course is taught by industry experts with up-to-the-minute information and best practices to share with students.

## PROFESSIONAL DEVELOPMENT

Continuing Studies offers both general and customized professional development opportunities for individuals, corporate groups and educators. Professional development includes topics such as branding and communications strategies for businesses and non-profits, creative problem-solving skills, the management of social media and specialized software training.

## TEENS + YOUTH PROGRAMS

Continuing Studies has expanded programs for teens (aged 15 – 18) throughout the school year, to include short workshops such as a 2 day Design/Build intensive, a Portfolio workshop and a spring break Design Camp. Throughout the year, we host over 200 young people at Emily Carr, many of whom continue in degree programs at Emily Carr.



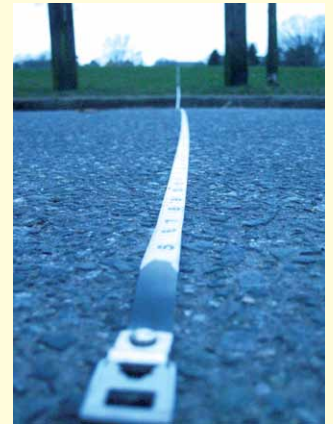
## ABORIGINAL ARTS

Continuing Studies is pleased to build on our Summer Institute for Teens Aboriginal Arts program by introducing Aboriginal Arts workshops for adults in the Summer of 2011. Current course offerings include a Drum and Drumstick workshop and Cedar Bark Basketry, both instructed by Brenda Crabtree, Aboriginal Arts Coordinator at Emily Carr.



# Upcoming Institutes and Outreach

Continuing Studies supports and produces a number of specialized programs and Institutes throughout the year, with a particular focus on summer programming. Through the development of curatorial thematics, Institutes link courses, events, workshops, residencies, exhibitions and master classes. These programs broaden our audience and bring members of the art and design community into the school. They also provide the opportunity for Continuing Studies to bring in distinguished guests for lectures, panel discussion, residencies and master classes.



## DESIGN IN THE FIELD

2011 Design Institute  
June 18 - 26, 2011

Design in the Field is a collaborative, hands-on burst of design activity for both emerging and practicing designers – a chance to bust out of the office in the summer and experiment with materials, access woodshops, laser-cutters and letterpress equipment, participate in short design/builds and collaborate with the design community.

## EMILY COMIC CON

2011 Graphic Novel Institute  
July 10 - 24, 2011

This exhibition, reading room and series of events takes an in-depth look at the production of graphic novels in Vancouver and comic and sequential art as an important contemporary medium. Visual practices are explored through a variety of artists' work, including a unique showcase of the Emily Carr Library's graphic novel collection.

## SECOND NATURE

September 2011

Second Nature brings together artists, designers, architects, farmers, students, botanists, urban planners and many others who are interested in the relationship of the urban condition to questions of agriculture and technology. This Institute will offer a series of workshops, courses, lectures and walks focusing on the ways in which agricultural principles of sustainability and collective action can inform the urban lived experience.

# Marketing and Communications Strategies

Continuing Studies has developed a communications strategy that includes regular information sessions for the public, heightened visibility and impressive traffic on the [ecuad.ca](http://ecuad.ca) website, and a growing social media presence. Relationships with local media partners lead to relevant news stories, and strategic print and online campaigns bring the Emily Carr Continuing Studies story to the local art and design communities, to local teens and to other target groups.

## STREET VISIBILITY

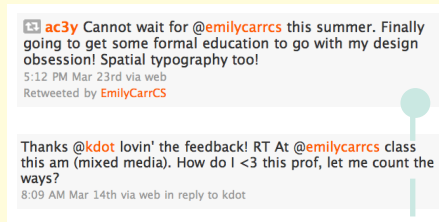
Continuing Studies has increased visibility of courses and programs, and of the Speaker Series, by designing and creating large-format posters for the reception area of the school, installations for the Library window, and banners featuring CS Instructors and Technicians for hanging in the breezeway. Because space on campus is so desirable, the CS team aims to be flexible and responsive whenever display space is available.



## WEB + WEB CLIPS

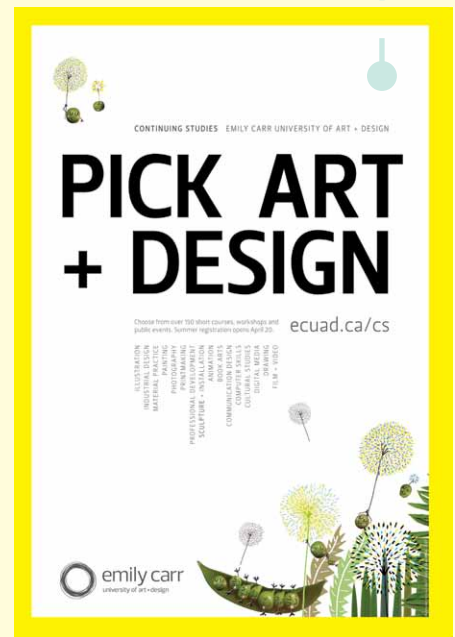
Continuing Studies is consistently among the top most-viewed pages on the Emily Carr website, with 6000 - 10 000 page views per month.

Since 2009, Continuing Studies has produced 20 short behind-the-scenes videos for the Emily Carr YouTube channel. They have been viewed almost 9000 times, and serve as a flexible marketing tool as well as a rich media archive of CS courses and institutes. Emily Carr was awarded the e-Marketing and Best Results marketing awards from CAUCE in 2010 for this campaign.



## PRINT CAMPAIGNS

Continuing Studies has developed a broad base of print-based marketing campaigns which reach a diverse audience of potential students and community members. Regular ad placements include the Georgia Straight, the Westender, YouThink, UBC's Discorder Magazine, the Metro and the Asia Pacific Post. We also reach new students with program-specific postcards, brochures and posters. Marketing campaigns coincide with the release of our calendar, which is printed in runs of 60 000 each semester.



## SOCIAL MEDIA

With presence on the Emily Carr facebook page and YouTube channel, Continuing Studies is able to build visibility on the University's social media communications platforms. A twitter feed ([twitter.com/EmilyCarrCS](http://twitter.com/EmilyCarrCS)), begun in early 2010, has attracted 350 followers in its first year, and posts departmental news as well as information from local artists, designers, suppliers and cultural advocacy organizations. In first quarter of 2011, links from the Emily Carr Facebook page have sent almost 12,000 visitors to [ecuad.ca](http://ecuad.ca) In all of 2010, this number was just over 21,000.



emily carr

university of art + design

---