

April 18, 2019

## **Design Portfolio Show**

Edmonton – MacEwan University's annual Design Portfolio Show highlights the outstanding creations of the graduating class of the Design Studies program. Students and faculty work together to plan, design, market, and deliver the show.

"The portfolio show is the first chance for the graduating students to showcase their portfolios," says Robert Andruchow, assistant professor, Department of Fine Arts.

"Within a year of graduating, 80 per cent of our students get design jobs. The two week show in the gallery allows the students to exhibit their design work to industry professionals, the wider public and high school students."

Graphic designers have always been in demand but what employers look for over the past 20 years has certainly changed. Designers aren't focused just on the beauty or form of the product, but also the psychology of the product.

"Today's' designers understand both the art and the science of design," adds Andruchow. "They have the creativity and artistry to produce beautiful, eye-catching work. But they also possess the analytical skills to think critically about design problems, and propose solutions that are functional, rational and business-savvy."

## **Opening Reception**

April 25, 7 - 9 p.m.

Mitchell Art Gallery, Allard Hall, (11110-104 Avenue)

## **Design Portfolio Show**

April 26 - May 4

Mitchell Art Gallery, Allard Hall

## **Gallery Hours**

Tuesday - Saturday, 12 - 5 p.m.

Admission is free, and the event is open to the public.

*Founded in 1971, MacEwan University inspires its students with a powerful combination of academic excellence and personal learning experiences. Offering more than 65 programs including undergraduate degrees, applied degrees, diplomas, certificates, continuing education and corporate training, the university provides a transformative education in a creative, collaborative and supportive learning environment where creativity and innovation thrive. Located in Edmonton, Alberta Canada, MacEwan University offers a unique student experience that opens up diverse pathways for achievement and growth.*

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