April 20, 2017

**Design students invite employers to meet their match**

Edmonton – After three years of learning their craft, the graduating students in MacEwan’s Design Studies program will showcase their exemplary work to their potential employers, the Edmonton design community.

The Design Studies grad show is titled “Find your design match,” and is organized and promoted by the students. As part of the promotional campaign, the students have created an interactive website (MacEwanDesign2017.com) that invites prospective employers to find the graduating designer whose style, taste and perspective most closely matches their own. The site’s eight questions range from “how do you find inspiration” and “what is your favorite design movement” to “which designer you admire most” and “what’s your favorite drink.” After completing the survey, visitors are “matched” with the grad that is most likely to be a fit with their business.

Guided by instructors – with a wealth of design expertise, students in the three-year diploma program gain experience in a variety of media, including print, illustration, photography – and video and digital media, which includes website and app design.

“The portfolio show is an opportunity for students to show off how well they have learned to use the tools of design to deliver a strong message with a powerful impact,” said Robert Andruchow, assistant professor, Department of Fine Art and Design.

Throughout the program, students are introduced to new ways of seeing and thinking about design and learn how to creatively transform a message, to create a visual statement that persuades, informs, motivates or entertains.

When: Tuesday, April 25
Time: 5 – 7:00 p.m. (Industry Showcase)
      7 – 9:00 p.m. (Public Showing)
Where: Robbins Health Learning Centre, Main Floor (109 street and 104 avenue)

To take the eight-question design match survey, please go to MacEwanDesign2017.com

*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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