

STEPHANIE McLEAN
design & production





STEPHANIE M^cLEAN

1. Layout & Typesetting
(Annual Reports, Other Reports, Ads)
4. Branding
6. Packaging Design
7. Direct Mail
8. Microsites
10. Social Media Campaigns
13. Events
18. Tradeshows
20. Logos
22. Redesign
23. Freelance clients

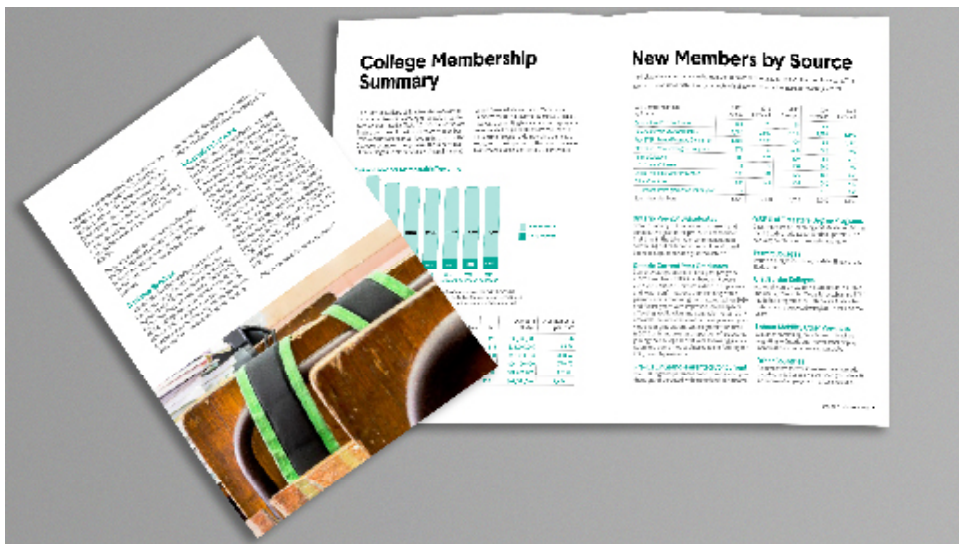
Layout & Typesetting

Three quarters of the projects I worked on at the OCT involved typesetting long text— either in a previously designed template or as a brand new document I designed myself. Typesetting has become one of my favourite aspects of designing; and organizing text and images has become second nature to me.

The challenge: French translated text generally occupies about 30% more real estate on the page. The usual solution is to add pages, however I've found that smart tracking and slight margin and/or column adjustments and possibly the reduction of font size can sometimes allow all the text to fit without appearing forced.



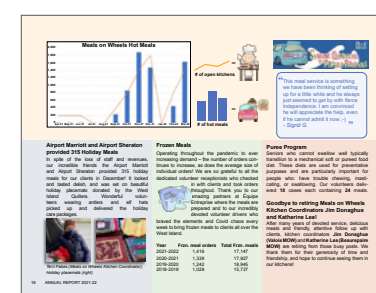
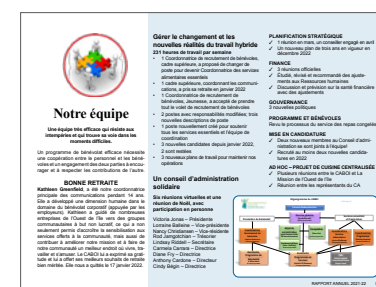
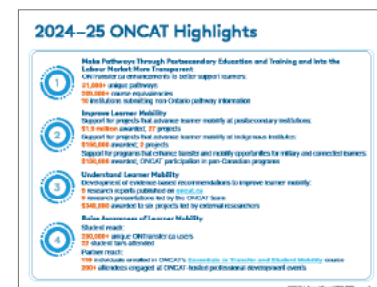
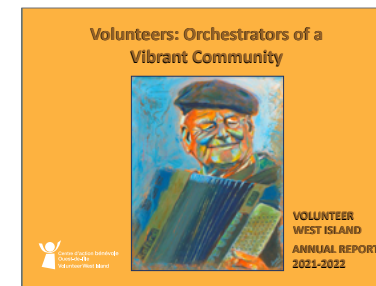
Annual Reports for the OCT in both English and French



ONCAT

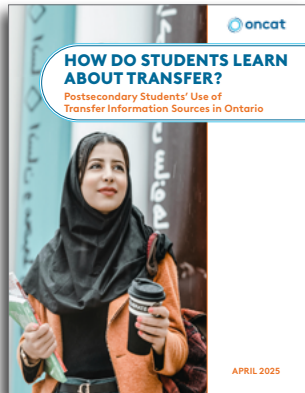


Volunteer West Island



Other Reports

Research Reports for ONCAT



Registration Guides for the OCT in both English and French

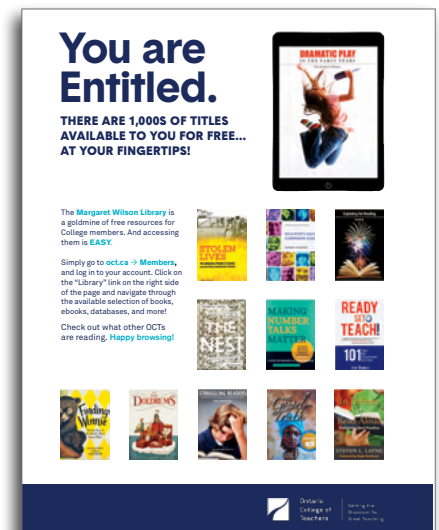


Ads (OCT)

Ads in *Professionally Speaking* magazine



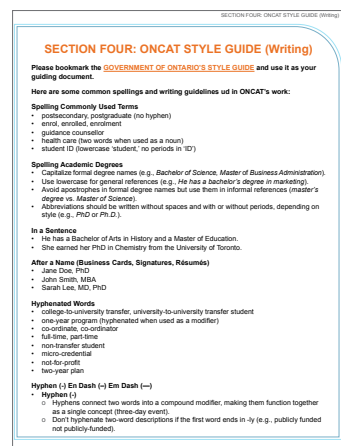
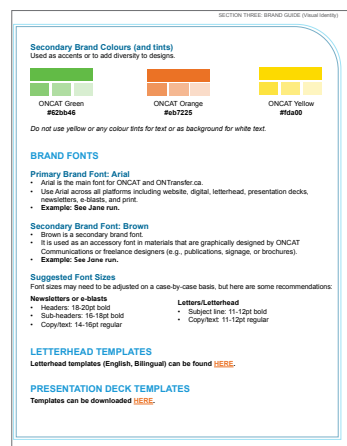
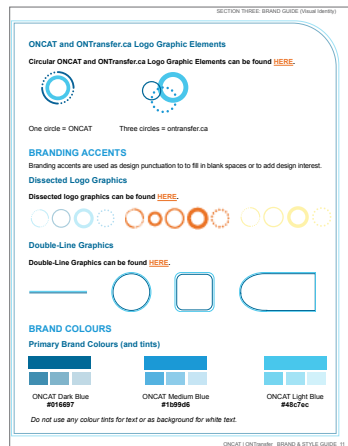
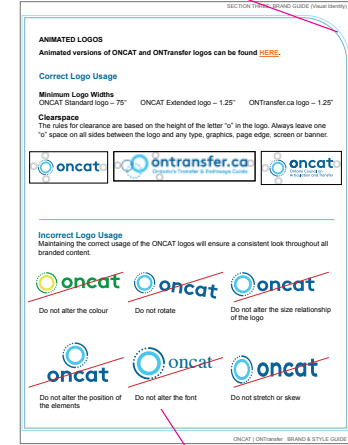
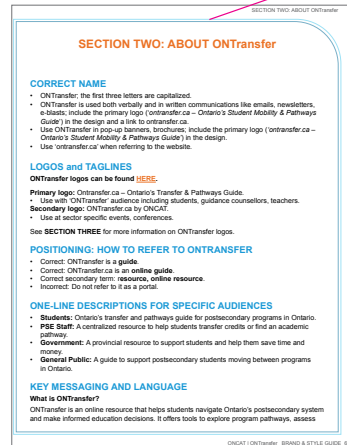
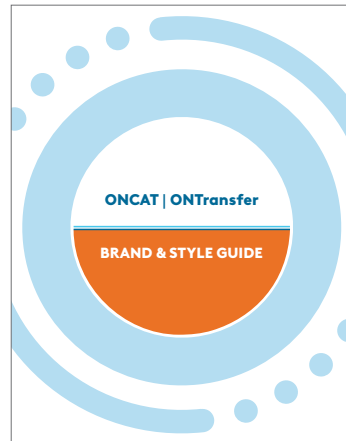
1/2-page ad



Branding

Brand & Style Guide

Graphic elements on each page bring a sense of cohesiveness to the document.



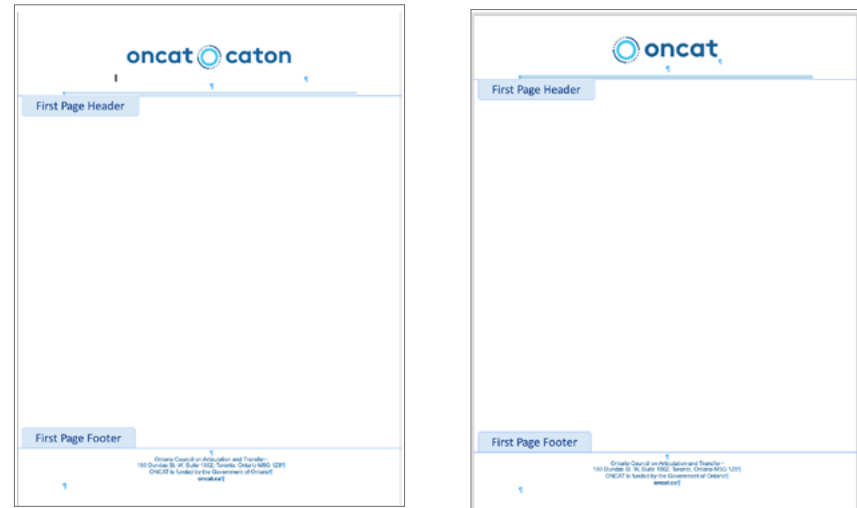
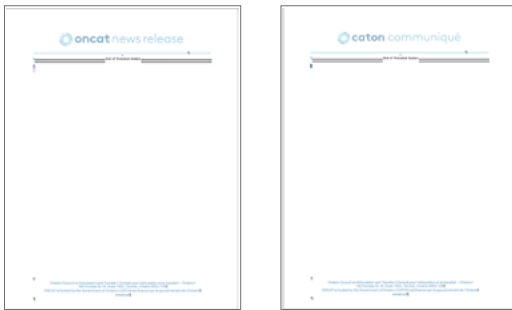
Showing the “DOs” and “DON’Ts” of our logo’s usage.

The communications manager and I were tasked with “refreshing” the ONCAT brand in a year where the organization’s funding was cut, preventing us from being able to hire an external design firm for a full rebranding of the organization.

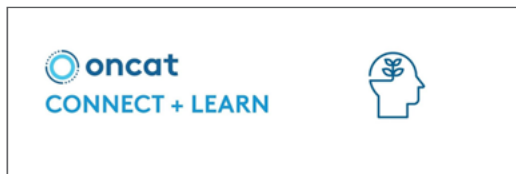
I developed graphics by “pulling apart” one of our logos, and came up with secondary colours, as well as lighter tints of these. The collaboration was met with enthusiasm from both the senior leadership team and our peers.

Letterhead

These are screenshots of the letterhead templates I designed in collaboration with the Communications Manager when I first started at ONCAT. I designed these in InDesign first, then recreated them in Word while tackling the technical side of things. Creating Word templates where the header and footer remain locked took a bit of research but worked well in the end.



Email and Other Digital Banners



Packaging Design



I designed and produced many envelopes during my 14 years of employment with the Ontario College of Teachers.

The bilingual book-return envelopes for the Margaret Wilson Library (left) had a 1" gusset (where the creases are), along with a tear-strip on the back to open the envelope. This dieline was provided by the envelope company Supremex. There were restrictions as to where our bilingual branding elements could be placed.

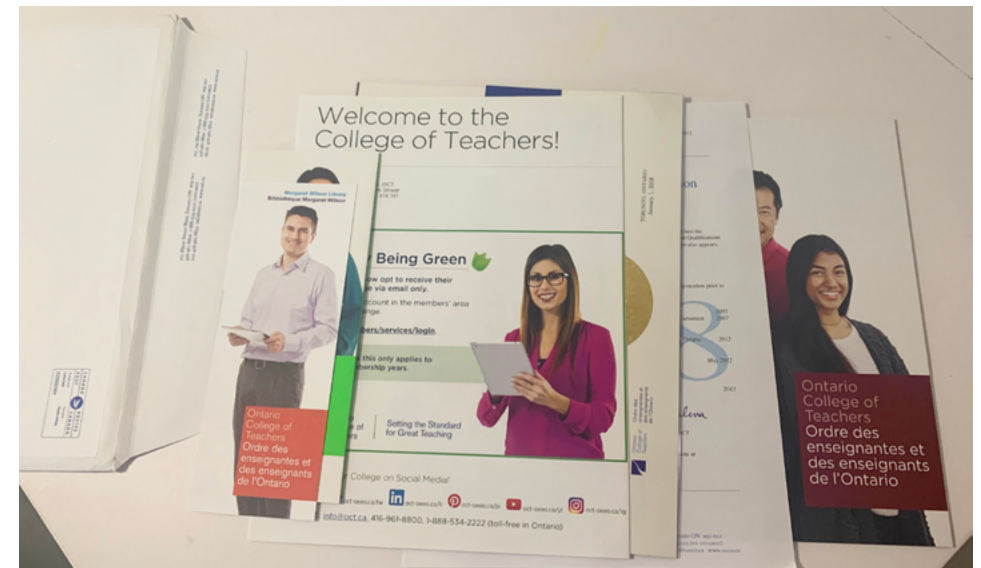
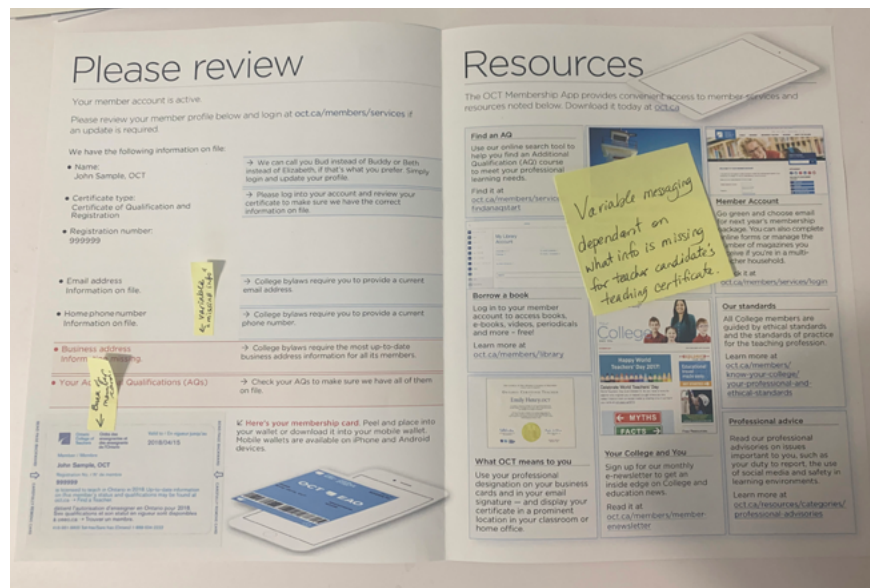


I worked with Supremex to obtain the die (cut and fold) lines and the template for the Conformer™ envelopes (left). I used these to design the message-carrier envelopes for the OCT's direct mail program.

Direct and Digital Mail Campaigns

We wanted our communication with our more than 220,000 members to feel personal. We customized more than eight different mailing streams to satisfy this approach: English, French, new English member, new French member, returning English member, returning French member, etc.

I designed the message carrier (below) with its variable messaging (different for each stream), along with all



or most of the materials within the packages – brochures, pamphlets, Certificates of Qualification, Teaching Certificates, etc.

I worked in tandem with our lettershop to ensure the information matrix for the physical mailing was straightforward and error-free. And I worked with members of our IT unit to deploy the digital versions of these packages to members who opted in to receiving only digital communication from the College.

2026 ONCAT Conference — Microsite

Art direction: Using the conference name and logo as inspiration (I created the logo), I created the visual for the landing page of the microsite. The background is a screened back image of an urban street map, exploring the concept of finding the way. Several concepts were presented to the senior leadership team, some of which are showcased on this page.

Production: Part of my responsibilities with ONCAT include updating the websites. For this concept to be realized, I made sure the text was in HTML for maximum responsiveness on mobile phones.

https://conference.oncat.ca/i/oncat_conference+home



Microsites

Production: Using the 2017 annual report microsite as a template, I selected the theme colour and the images, and—after receiving approval for the selection—sized and optimized them for this responsive website. I revamped the top horizontal navigation to pertain to the information we wanted to share. I instructed the web programmers on which colours and fonts to use, and provided them with the French creative assets (logo, navigation menu names, etc.). I also facilitated and art directed the videos of both the Chair and the Registrar on their respective pages.

Art direction: All images (with the exception of some run-of-page/run-of-site images) are results of the four in-school photo shoots I coordinated and art directed in 2018.

<https://reports2018.oct.ca/en>
<https://reports2018.oct.ca/fr>



Social Media Campaigns

A 2017 **social media campaign** (#just1word) aimed at increasing public awareness of the Ontario College of Teachers asked viewers to reply, using one word to describe their favourite teacher.

Creative collaboration: Came up with the concept of the campaign with our working group and we decided on the photography selection. I did the design and the production work (the different versions of the ad).

The challenges: 1 - Facebook deemed ads with less than 20% text perform better, and therefore restricted ads to a maximum of 20% text. Many text revisions were required in order to ensure we could include type on top of the images in these ads. 2 - Achieving a significant contrast between background image and type was another challenge, as we wanted to make sure the text was easy to read.



The words used to describe users' favourite teachers during the #just1word social media campaign (the goal was to help celebrate World Teachers' Day on October 5) can be seen in the word clouds on the OCT's **website** and in the creative on this page.

https://www.oct.ca/public/media/announcements/wtd-2016?sc_lang=fr-ca

The English and French campaign lasted one week and garnered significant engagement on all channels. It also **increased social media followers by 75%** on all channels combined.



The 2018 Election

The OCT's election turnout has never been very high. Our workgroup decided to run some social media posts to attract new and returning voters in 2018.

Despite the different colours and what we deemed to be strong calls-to-action, the election turnout was only slightly higher than average.

Design and production: My colleague and I came up with the design. I did the production and project management on this campaign (different colours, French ads, interaction with the translation team, the internal client, etc.).

#OCTelection2018
#oeeoElection2018



Events

Design and Production: Given free reign by the Balmy Beach Community School's Fall Fair working group, I came up with the concept for their 56x48-inch Fall Fair sign (right), the poster (below), all signs, ads and banners.

This large 56" x 48" sign was on display in glassed-in display in front of school.



Production: To display the 17x11" activity signs outdoors near each activity, we adhered two identical heavy-stock signs back-to-back and inserted eight-foot bamboo sticks between them. We drilled holes in the tops of pumpkins, inserted the bamboo sticks... and voilà! Instant outdoor signs with a "fall" feel.

Large sign placed in schoolyard and in school

FALL FAIR
TICKETS

OUTSIDE		INSIDE	
ACTIVITY	TICKETS	ACTIVITY	TICKETS
ADRENALINE RUSH	5	BOTTLE BALLOOZA	6
BOUNCY HOUSE	5	FACE PAINTING	4
CAKEWALK GAME	2	HAUNTED HOUSE	4
CRAZY HAIR & NAILS	3	LEGOLAND ENTRY	1
ELECTRIC TRIKES	5	LEGO GUESSING JAR	2
FIELD GAMES	2 EA.	LEGO PICK A BRICK	2
PHOTO BOOTH	8	PUMPKIN PATCH	2
PINBACK BUTTONS	4	RAFFLE BASKETS	2
SCARECROW MAKING	4	TATTOO TOWN	VARIOUS
STRAW PULL	1	USED BOOKS	VARIOUS
TALENT SHOW	0	USED TOYS	VARIOUS
		CAKE DISPLAY	0

FOOD & DRINK TICKETS	
ITEM	TICKETS
CORN ROAST	6
HAMBURGER	6
HOT DOG	4
SAUSAGE	6
VEGGIE BURGER	6
COTTON CANDY	4
WATER	2
JUICE	4
POP	4
FREEZIE STAND	2

FOOD & DRINK TICKETS	
ITEM	TICKETS
BAKE SALE	VARIOUS
COFFEE	2
CANDY KEBABS	4
POPCORN	4

1 TICKET = 50¢

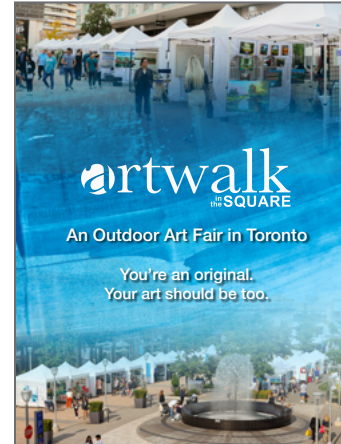
17"x 11" activity signs



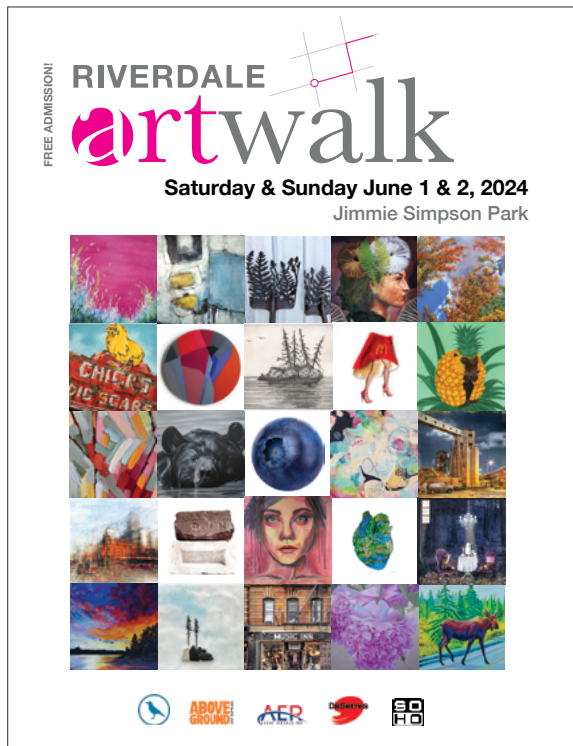
Events (cont'd)

Design: I volunteer my time as a graphic designer with the Artists' Network in Toronto. I also sit on their board. (I'm a painter/artist.) We hold two major outdoor art shows in the summer/fall: Riverdale ArtWalk and ArtWalk in the Square. My work for these can be seen on this page and the next.

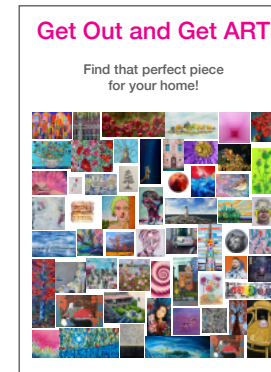
2025 ARTWALK IN THE SQUARE HANDOUT



2024 HANDOUT FOR ALL RIVERDALE ARTWALK VISITORS AND ARTISTS



5" X 7" POSTCARD (2023)



With more than 300 images of artwork available, I created different collages for the covers of these handouts and postcards.

SOCIAL MEDIA GRAPHICS

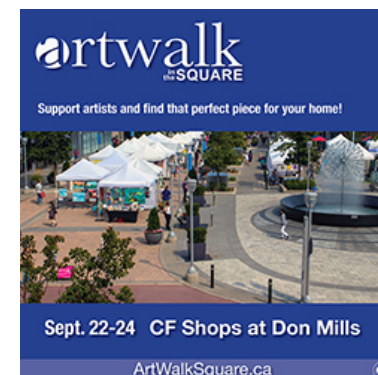
Artists had the choice of inserting one of their paintings in the gray area of these Instagram- and Facebook-ready graphics...



or of using the general Artist-Network-branded graphics:



I created similar social media graphics for ArtWalk in the Square:



Events (cont'd)

Design: The OCT used to hold annual golf tournaments to raise money for its scholarship program. I designed all the ads, emails, signs, tent cards, banners, etc., for these events in both English and French.

Email (PDF)



Tent card



Ad (appeared in *Professionally Speaking* magazine)

Support our Teacher Scholarship Program!

Ontario College of Teachers
Annual Charity Golf Tournament

REGISTER NOW
oct.ca/golf

DATE: Tuesday, July 7, 2015
LOCATION: Station Creek Golf Club, North Course
12657 Woodbine Ave., Gormley, ON L0H 1G0
FEE: \$150 (includes green fees, cart, breakfast, reception and lunch)
An official tax receipt will be issued on a portion of the fee.

For more information, contact Paul Di Ianni at golf@oct.ca or call 416-961-8800, ext. 625.

Ontario College of Teachers
Setting the Standard for Great Teaching

Signs (inside clubhouse)



Tradeshows

Design and Production: Came up with the concepts for the backlit display and the roll-up banners, liaised with both production houses to have these produced. These all met with internal client's approval (and happiness).

Roll-up banners: photo below and artwork below, right



20x10-foot backlit display



3 x 8 ft., approx.



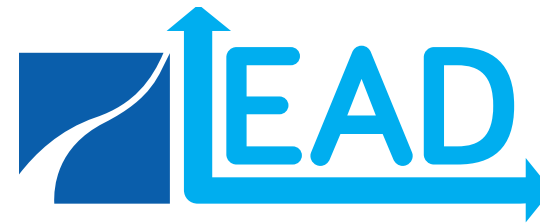
Designed a timeline that occupied an entire wall on the 15th floor of the building (10'x10', approx.) for the OCT's 20th anniversary event. Timeline shows organization's milestones and major accomplishments.



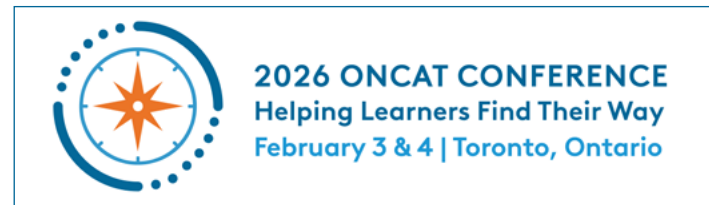
Logos

Design and Production:

Came up with the concepts and guidelines for these logos.



Leadership Excellence and Development



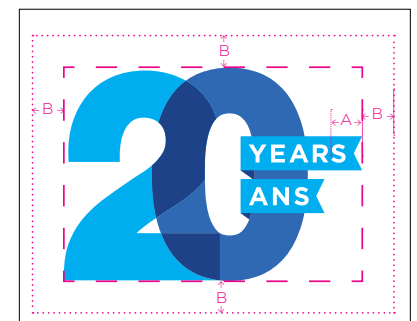
Branding standards

Formats

Bilingual (colour)

Bilingual greyscale

Branding standards



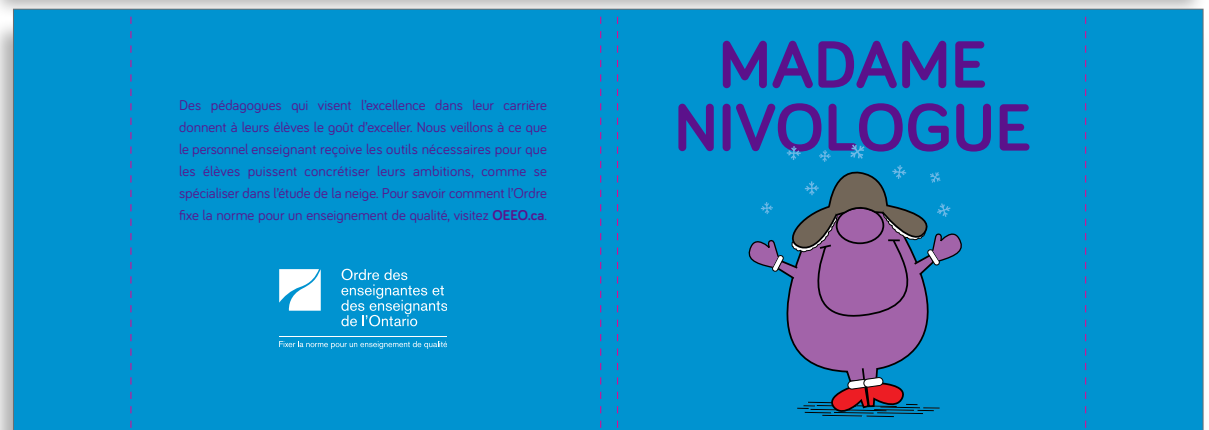
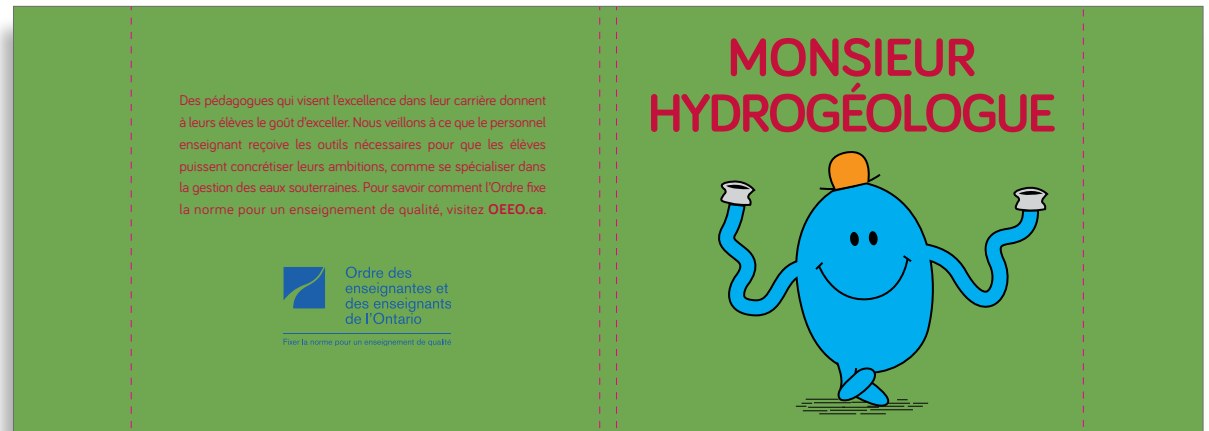
Redesign

The OCT's old membership card used the organization's old font (Akzidenz Grotesk), along with its old brand colour (100% Cyan). The new card uses the organization's new font (Basetica) in its heaviest weight (Black), set against one of the OCT's new colours.

New membership card



Production/Redesign: Publishers of the *Little Miss* and *Little Mr.* books authorized the College to redesign these book covers for the purpose of promoting the organization. I did this using our standard font (at the time), along with different colours for the background. The only available original artwork was in PDF format. I therefore did the re-work of the English and French book covers in Adobe Acrobat.



Work for Freelance Clients

Volunteer West Island (VWI)

Here are examples of pages from the annual report I did for Volunteer West Island / Centre des bénévoles de l'ouest-de-l'île in Montreal, in both official languages, in 2002.

I was honoured that the organization wanted to use images of my portrait paintings to illustrate the report.

Notre équipe

Une équipe très efficace qui résiste aux intempéries et qui trouve sa voie dans les moments difficiles.

Un programme de bénévolat efficace nécessite une coopération entre le personnel et les bénévoles et un engagement des deux parties à encourager et à respecter les contributions de l'autre.

BONNE RETRAITE

Kathleen Greenfield, a été notre coordonnatrice principale des communications pendant 14 ans. Elle a développé une dimension humaine dans le domaine du bénévolat corporatif (appuyé par les employeurs). Kathleen a guidé de nombreuses entreprises de l'Ouest de l'île vers des groupes communautaires à but non lucratif, ce qui a non seulement permis d'accroître la sensibilisation aux services offerts à la communauté, mais aussi de contribuer à améliorer notre mission et à faire de notre communauté un meilleur endroit où vivre, travailler et s'amuser. Le CABOI lui a exprimé sa gratitude et lui a offert ses meilleurs vœux de retraite bien méritée. Elle nous a quittés le 17 janvier 2022.

Gérer le changement et les nouvelles réalités du travail hybride

231 heures de travail par semaine

- 1 Coordonnatrice de recrutement de bénévoles, cadre supérieure, a proposé de changer de poste pour devenir Coordonnatrice des services alimentaires essentiels
- 1 cadre supérieure, coordonnant les communications, a pris sa retraite en janvier 2022
- 1 Coordonnatrice de recrutement de bénévoles, Jeunesse, a accepté de prendre tout le volet de recrutement de bénévoles
- 2 postes avec responsabilités modifiées; trois nouvelles descriptions de poste
- 1 poste nouvellement créé pour soutenir tous les services essentiels et l'équipe de coordination
- 3 nouvelles candidates depuis janvier 2022, 2 sont restées
- 3 nouveaux plans de travail pour maintenir nos opérations

Un conseil d'administration solidaire

Six réunions virtuelles et une réunion de Noël, avec participation en personne

Victoria Jonas – Présidente
Lorraine Balleine – Vice-présidente
Nancy Christiansen – Vice-présidente
Rod Jamgotchian – Trésorier
Lindsay Riddell – Secrétaire
Carmela Carrara – Directrice
Diane Fry – Directrice
Anthony Cardone – Directeur
Cindy Bégin – Directrice

PLANIFICATION STRATÉGIQUE

- ✓ 1 réunion en mars, un conseiller engagé en avril
- ✓ Un nouveau plan de trois ans en vigueur en décembre 2022

FINANCE

- ✓ 3 réunions officielles
- ✓ Étudié, révisé et recommandé des ajustements aux Ressources humaines
- ✓ Discussion et prévision sur la santé financière avec des ajustements

GOVERNANCE

3 nouvelles politiques

PROGRAMME ET BÉNÉVOLES

Revu le processus du service des repas congelés

MISE EN CANDIDATURE

- ✓ Deux nouveaux membres au Conseil d'administration se sont joints à l'équipe
- ✓ Recruté au moins deux nouvelles candidatures en 2022

AD HOC – PROJET DE CUISINE CENTRALISÉE

- ✓ Plusieurs réunions entre le CABOI et La Mission de l'Ouest de l'île
- ✓ Réunion entre les représentants du CA

RAPPORT ANNUEL 2021-22 5

Volunteers: Orchestrators of a Vibrant Community

VOLUNTEER WEST ISLAND
ANNUAL REPORT 2021-2022

Adjusting how we work and new resources

1. RESTRUCTURING
2. RECRUITING
3. REVENUE
4. REVENUE
5. REVENUE
6. REVENUE

We had to create additional resources to help groups

Provision on new housing for NPO outreach: <https://www.vwi.ca/2022/01/11/provision-on-new-housing-for-npo-outreach/>

Google form for NPOs needs assessment: <https://forms.gle/9KdZvZvZvZvZvZvZ>

Google form for volunteer sign-up: <https://forms.gle/9KdZvZvZvZvZvZvZ>

Collaborative Google Doc & Survey Monkey used to bring in feedback of the new Google form system

Video for NPOs on VWI role: <https://www.youtube.com/watch?v=9KdZvZvZvZvZvZvZ>

WVI Online guide for Youth Volunteers: <https://www.vwi.ca/2022/01/11/youth-volunteers/>

The top five volunteer positions requested by West Island groups this past year:

- Family visit (publicity & social media)
- Accompaniment
- Food members
- Virtual tutors
- Food distribution

Meals on Wheels Hot Meals

1st of Nov meals

Alpsport Marriot and Alpsport Sheraton provided 315 Holiday Meals

Operating throughout the pandemic to ease housing burden, the number of meals can be seen to increase as does the average size of individual orders. We are so grateful to all the dedicated volunteer respondents who checked and listed meals and saw us at the holiday dinner, hosted by the West Island Chapter. Wonderful volunteers, meeting and all, have helped us to ensure that the meals are prepared and to our incredibly devoted volunteer drivers who travel the elements and Covid check every week to bring these meals to those in need the most.

Year	From meal orders	Total From meals
2021-2022	1,416	17,147
2020-2021	1,230	17,507
2019-2020	1,242	18,345
2018-2019	1,238	18,727

Not sure about the Alpsport Marriot and Alpsport Sheraton?

Greenwin Corp.

Here is some of the freelance work I did for Greenwin Corp.


SOCIAL MEDIA GRAPHICS/ADS




Fanshawe Chorus London




PAGE FROM FLYER



LAPTOPS FOR LEARNING




Youth in vulnerable neighbourhoods need your help. Does your organization have laptops that are no longer in use? Greenwin Cares and our partners at Toronto Police Service's 31 Division will refurbish and donate them to kids facing a lack of resources and access to the necessary technology to learn and socialize online.


5,000+ 


OUR GOAL IS TO DONATE OVER 5,000 LAPTOPS TO STUDENTS WITHOUT PROPER ACCESS TO TECHNOLOGY.


70% OF ADOLESCENTS HAD CLINICALLY SIGNIFICANT DEPRESSIVE SYMPTOMS DURING THE COVID-19 LOCKDOWNS


 SickKids confirms that children & youth experienced worsening mental health during the initial COVID-19 lockdowns. This has stayed consistent throughout each wave of the pandemic. This wave will undoubtedly exacerbate these findings.


HAVE A LAPTOP NO LONGER IN USE?

 Let us know you have laptops to donate

 Laptops will be picked up by Greenwin Cares

 Computers will be wiped, sanitized & refurbished by Greenwin's Certified refurbisher

 Refurbished laptops will be donated to Toronto youth identified as in-need by Toronto Police Services

 You've given a new life to a gently pre-loved computer while supporting Toronto youth!

How can you help? JOIN THE CHALLENGE

- 1 Donate used laptops and Laptops for Learning will refurbish them back to top-quality condition for students in need.*
- 2 Donate new laptops and Laptops for Learning will ensure they get into the hands of youth who need them.*
- 3 Make a monetary donation which will go towards purchasing additional laptops and refurbishing donated ones. Tax receipts will be given for monetary donations over \$50.

*Laptop donations valued over \$1,000 will receive a tax receipt.

To make a donation, email: greenwincares@greenwin.ca
www.laptopsforlearning.ca

Source: <https://www.sickkids.ca/en/news/archive/2021/research-covid-19-pandemic-impact-child-youth-mental-physical-health/>

WEB BANNER



SPRING SALE

Move in by May 1st and receive 1 month free rent.*

Call today!

*Some conditions apply. Offer valid for new applicants only.

