

**STEPHANIE M<sup>c</sup>LEAN**  
design & production





1. Layout & Typesetting

4. Microsites

5. Social Media

8. Events

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# Layout & Typesetting

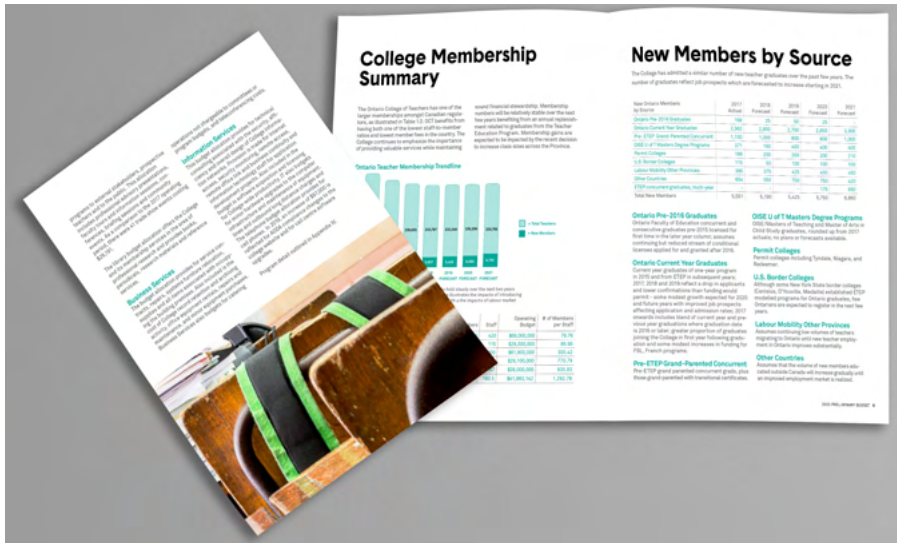
Three quarters of the projects I worked on at the OCT involved typesetting long text— either in a previously designed template or as a brand new document that I designed myself. Typesetting has become one of my favourite aspects of designing, and organizing text and images has become second nature to 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 can sometimes allow all the text to fit without appearing forced.



# Registration Guides

## Annual Reports



Ads

IN YOUR CLASSROOM

## Apps Analysis

BY STEFAN DUBOWSKI

### Thinkrolls: Kings & Queens

A royally fun follow-up to the original Thinkrolls game, in this version players use logic, problem-solving and determination to get their characters rolling the right way through a fairy-tale landscape with dungeons, dragons and other eye-olde surprises. Move the obstacles to clear the path, learn physics principles as you go. The app includes one set of puzzles for children five to eight, and another set for eight and up—and they all tie in with subjects such as simple machines (introduced in Grade 2) and overall educational goals like analysis and perseverance.

**DEVICE** Apple, Android  
**SOURCE** Apple App Store (\$5.99), Google Play (\$5.99)  
**RATING** 4+, Everyone

### Toca Lab: Elements

This app introduces elementary-grade scientists to all 118 elements on the periodic table, giving each substance its own personality to help highlight their properties. Players can try lab tools like the centrifuge and the Bunsen burner—and find out how the elements change when you separate them or heat them up. It's a fun stepping-stone to experimentation and understanding the periodic table, which students will encounter for real in Grade 9 chemistry. The developers note the depictions of the elements are just for fun, designed to help children engage with chemistry.

**DEVICE** Apple, Android  
**SOURCE** Apple App Store (\$5.49), Google Play (\$5.49)  
**RATING** 4+, Everyone

### Forest: Stay focused

An app for middle and high school students who can't seem to put their phones down: you plant a seed, which grows into a beautiful tree. But it only works if you don't leave the app to check your texts, posts or emails, or to play games. Can't resist being distracted? Your tree withers, incentivizing you to keep your hands off your device and your mind focused on whatever task you may have at hand, be it homework or piano practise or even simply engaging in real life. It helps students practice self-regulation, a veritable root of the Ontario curriculum.

**DEVICE** Apple, Android  
**SOURCE** Apple App Store (Free), Google Play (Free)  
**RATING** 4+, Everyone

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## 2020 College Conference

### Keynote speakers



**Senator Murray Sinclair**  
Former Chief Commissioner of the Truth and Reconciliation Commission



**Blaise Aguirre, MD**  
Child and adolescent psychiatrist



**Toronto Marriott Downtown Eaton Centre**  
June 2-3, 2020

For more information, visit [oct.ca](http://oct.ca).  
Early bird registration ends February 28, 2020.

**English and French workshops focused on:**

- professional regulation;
- protecting the public interest; and
- topics of interest to employers of Ontario Certified Teachers.

#OCTConf




Setting the Standard for Great Teaching

December 2019 Professionally Speaking 17

# You are Entitled.













**THERE ARE 1,000S OF TITLES AVAILABLE TO YOU FOR FREE... AT YOUR FINGERTIPS!**




The **Margaret Wilson Library** is a goldmine of free resources for College members. And accessing them is **EASY**.

Simply go to [oct.ca](http://oct.ca) → **Members**, and log in to your account. Click on the "Library" link on the right side of the page and navigate through the available selection of books, ebooks, databases, and more!

Check out what other OCTs are reading. **Happy browsing!**



Setting the Standard for Great Teaching

# Invitation to apply



**COLLEGE COUNCIL VACANCY: PRIVATE SCHOOL**  
College members who are employed by a private school are invited to apply to serve in this vacant Council position.

**Serving on Council**  
Council governs the College. It is currently made up of 23 members of the College elected by their peers and 14 members of the public appointed by the provincial government. Council ensures that policies to regulate the teaching profession are established in accordance with the College's objects as set out in the Ontario College of Teachers Act.

Council members protect the public interest, serve their profession, grow as leaders, and develop skills in board governance.

**How to apply**  
You may submit an expression of interest for this position if:

- you are a member in good standing with the College;
- you live in Ontario;
- you are employed by an Ontario private school that has submitted a current notice of intention under Section 16 of the Education Act;
- you are not on a leave of absence for any reason other than illness, compassion, family or parental; and
- you are available to participate in Council and committee meetings, held in Toronto, from the time of your appointment until June 30, 2021.\*

If you meet the criteria and would like to serve on the Council of your professional governing body, please forward your cover letter and resumé by email to [Kim Bauer, Council and Committees Officer](mailto:kbauer@oct.ca), at [kbauer@oct.ca](mailto:kbauer@oct.ca).

The deadline for receipt of applications is September 30, 2019.

The Governance Committee will review all applications, meet with short-listed candidates and recommend a nominee to Council.

**If you are selected by Council to serve**  
Your employer's salary expenses will be reimbursed for temporary replacements for time that you are engaged in College business. You will be directly reimbursed for travel and accommodation costs associated with Council and committee business.

Please contact [Kim Bauer](mailto:Kim Bauer) toll-free in Ontario at 1-888-534-2222, ext. 614, for further information on the duties associated with Council service.

\*Council recently completed a full review of its governance structure and made a number of recommendations to the Minister of Education. The effects and timing of any possible changes to the current Council and committee structure are unknown at this time; however, the changes could affect the duration of your term on Council.



Setting the Standard for Great Teaching

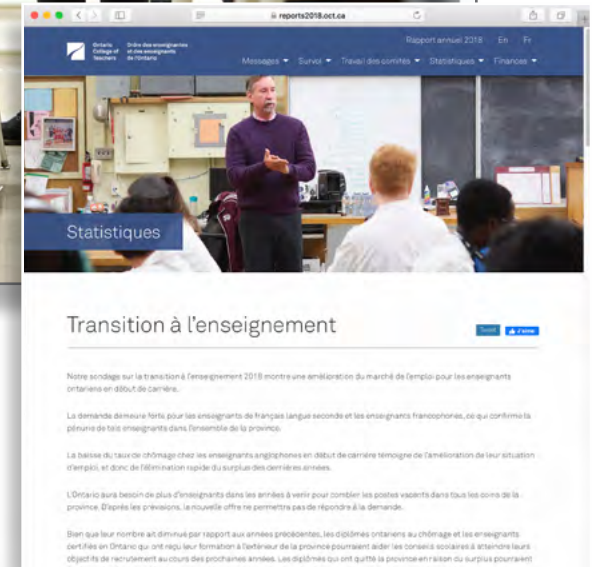
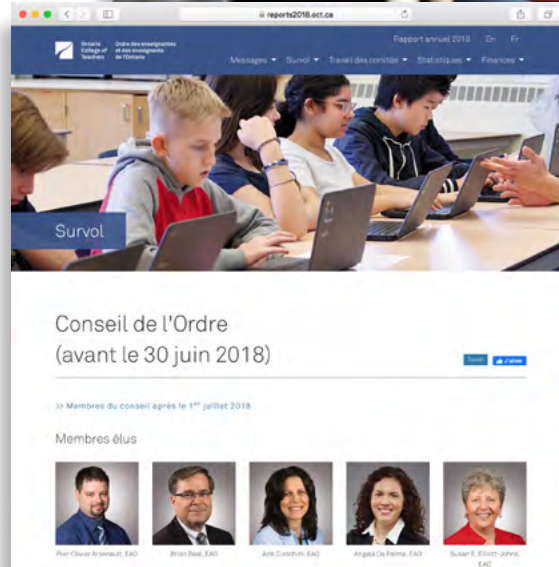
↑  
1/2-page ad

# Microsite

**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 instructed the web programmers on which colours and fonts to use, and provided them with the French creative assets (logo, navigation menu names, etc.). In addition to this, I 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 incidental 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

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 deems ads with less than 20% text perform better, and therefore restricted ads to a maximum of 20% text. Constant 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 optimize the text's legibility.







## 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.

**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**



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

## Events

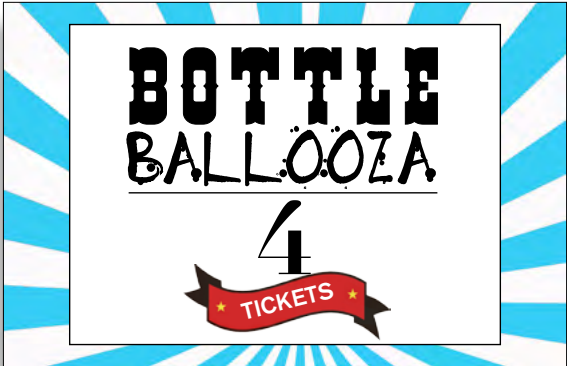
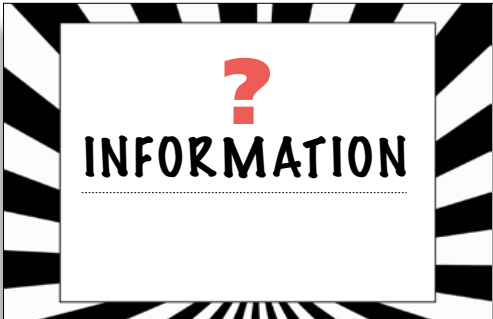
**Design and Production:** Given free reign by the Balmy Beach Community School's Fall Fair working group, I came up with the concept for their 56x48-inch Fall Fair sign (right), the poster (below), all signs, ads and banners.



Large sign placed in schoolyard and in 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.

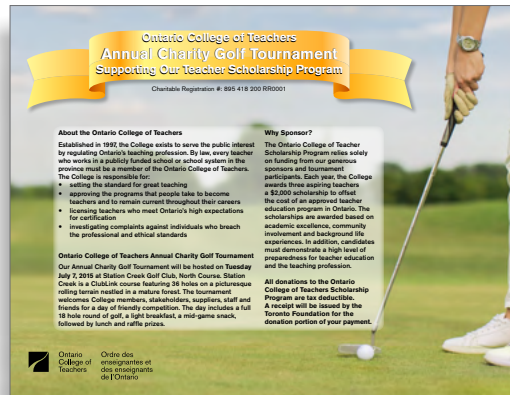
17"x 11" activity signs



Ad (appeared in *Professionally Speaking* magazine)

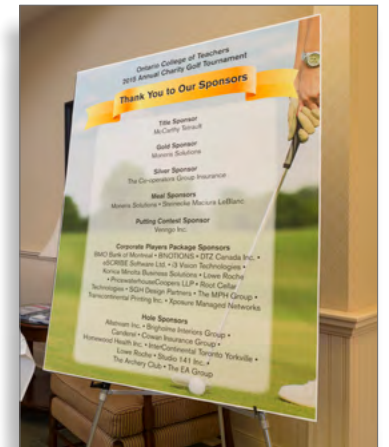
**Design:** The OCT used to hold annual golf tournaments to raise money for its scholarship program. I designed all the ads, emails, signs, tent cards, banners, etc., for these events in both English and French.

Email (PDF)



Signs (inside clubhouse)

Tent card



Designed a timeline that occupied an entire wall on the 15th floor of the building, in celebration of the OCT's 20th anniversary. Timeline shows organization's milestones and major accomplishments.

**Ontario College of Teachers** / **Ordre des enseignantes et des enseignants de l'Ontario**

**20 YEARS ANS**

**1994**  
Royal Commission on Learning (Robt. Harris, Dennis Mulvey, Donald Opatoff, Howard Ross) releases report, *Learning to Succeed*. Commission calls for independent regulatory body to oversee teaching profession. Also calls for a national program designed to support teachers' professional development in a variety of ways.

**1997**  
Ontario becomes first province in Canada to create a separate regulatory body for teachers. The *Professional Regulation Act* is passed, creating the Ontario College of Teachers.

**1999**  
College develops the *Standards of Practice for the Teaching Profession*. In 2000, the *Standards of Practice for the Teaching Profession* are approved by the Ontario Council of Educators and the Ontario Council of Teachers' Education.

**2000**  
The *Standards of Practice for the Teaching Profession* are approved by the Ontario Council of Educators and the Ontario Council of Teachers' Education.

**2002**  
College issues first set of *Standards of Practice for the Teaching Profession*. The *Standards of Practice for the Teaching Profession* are approved by the Ontario Council of Educators and the Ontario Council of Teachers' Education.

**2003**  
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**2008**  
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**2012**  
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**2014**  
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**2015**  
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**2016**  
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**2017**  
College issues first set of *Standards of Practice for the Teaching Profession*. The *Standards of Practice for the Teaching Profession* are approved by the Ontario Council of Educators and the Ontario Council of Teachers' Education.

**Setting the Standard for Great Teaching**  
**Fixer la norme pour un enseignement de qualité**

# 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).

20x10-foot backlit display



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



## Logos

**Design and Production:** Came up with the concepts and the guidelines for these logos.

The LEAD logo was developed for the OCT's leadership team. The arrows pointing up and to the right from the "L" imply continuous growth and evolution.



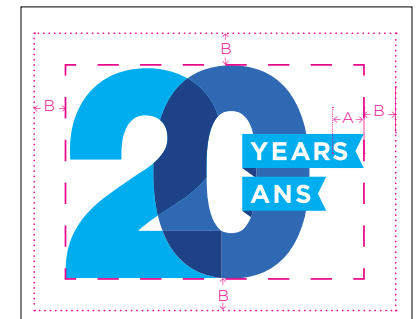
Leadership Excellence and Development



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:** 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.

