DEAR SIR OR MADAM,

Thank you for considering my application for the full-time faculty term position in graphic design at NSCC. I graduated from NSCAD's Master of Design program in 2010 and since then have been working as a graphic and web designer in Halifax. I opened my own studio, Forest Friend Creative Projects, in 2011; the studio caters to small and medium-sized organizations and provides a full range of design services. Among my clients in the past two years have been the University of King's College, Dalhousie University and many local artists and businesses, as well as several NGOs and international companies. (Please see examples of my work at www.forestfriend.ca/portfolio.)

I have been teaching at NSCAD University since 2012 and am currently instructing my fourth semester of Web Design with Wordpress in Extended Studies. I also taught a third-year credit course, Intermediate Interactive Design, in the fall of 2012, on a term contract filling a sabbatical absence. I enjoy teaching and aim to develop a career that balances professional design work with college level teaching. (I have included copies of my course outlines with my CV.)
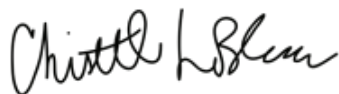
The gap between interactive design and print design is rapidly closing, and I believe I have cultivated the necessary interdisciplinary skills to help design students excel in this emerging field. Most employers expect young designers to possess the full gamut of proficiency and handle everything from the Adobe Creative Suite to Wordpress to the latest social media tools, and students must prepare for a lifetime of continual learning and change to build a successful career. Carving out a niche in the design profession means keeping up with rapid changes in technology and media while staying organized and injecting fresh creativity into every project.

I try to merge my background in history and visual rhetoric with the study of typography, colour, form and style conventions, user experience, and the cultivation of technical skills and adaptive learning. It is important for students to understand how pivotal the designer's multifarious role can be, and how the fields of design, advertising and technology have moulded the way we think and behave. Design thinking is about wrangling abstract ideas into concrete and applicable tools for organizing the chaotic world around us; teaching design is about providing students with the tools to be effective, responsive visual communicators and pathfinders no matter how things change around them.

I hope to share my holistic view of the designer's role in society with my students, who have the opportunity to become true "interdisciplinarians" by taking advantage of the breadth of study available through NSCC's remarkable course offerings. And I hope to continue the iterative process of learning, adapting and finding new inspiration within my own practice and scholarship.

Thank you for your attention.

Sincerely,

Christel LeBlanc

WWW.FORESTFRIEND.CA

2687 Fuller Terrace
Halifax, NS B3K 3V7

christel@forestfriend.ca
902.802.1250