



a place of mind
THE UNIVERSITY OF BRITISH COLUMBIA

Information Technology
Digital Media Technologies

CREATIVE MEDIA SERVICES

Graphic Design Catalogue



ANNUAL REPORTS



Custom designed report uniquely catered to your needs

- 12 - 36 pages
- two concepts
- branded to your organization
- full use of infographics, photography and/or custom stock imagery
- three opportunities for review and feedback

Our team:

provides consultation, project* and print management, art direction and design

Your team:

provides us with one point of contact, creative brief, copy, general outline and supporting graphics

*Talent and additional services (voice artist, photographer, specialized illustrator, writer/editor, printer, web developer) will be determined during discovery stage. Talent, service and project management fees will add to timeline and estimate.

MOTION GRAPHICS

UBC is one
of the world's
top 40
universities



Animated Training Videos

Taking your training material and turning it into a video script, adding supporting animated graphics with imagery and professional voice over

- script development
- storyboards
- voice over recording
- branded original asset creation
- motion graphics with two rounds of feedback

Our team:

provides consultation, project management, art direction and design

Your team:

provides us with one point of contact, creative brief, copy, general outline/script and supporting graphics

PRESENTATIONS

Custom designed presentation uniquely catered to your needs

- branded slide deck up to 30 slides or
- a two to five minute self running presentation (kiosk, web)
- two concepts
- audio and simple animations/transitions
- purchased or custom stock imagery and/or infographics
- two opportunities for review and feedback

Our team:

provides consultation, project management*, art direction and design

Your team:

provides us with one point of contact, creative brief, copy, general outline/script and supporting graphics



*Talent and additional services (voice artist, photographer, specialized illustrator, writer/editor, printer, web developer) will be determined during discovery stage. Talent, service and project management fees will add to timeline and estimate.

Powerpoint Decks

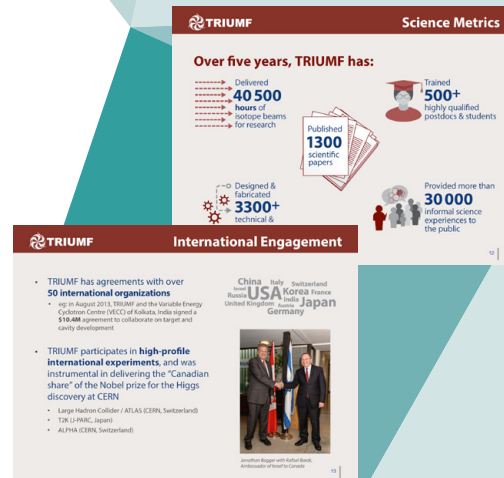
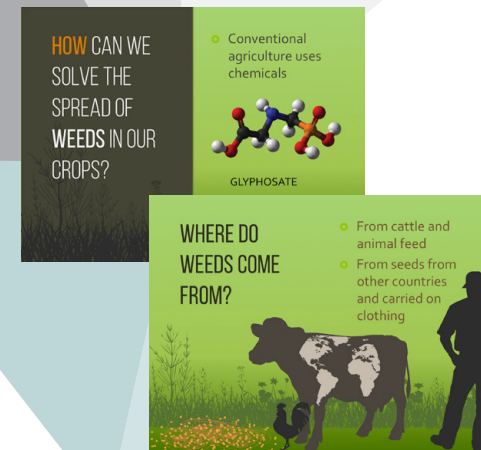
- clean up and refresh an existing template
- simple PowerPoint animations and transitions
- purchased or custom stock imagery and/or infographics

Our team:

creates template and necessary assets branded to your unit/organization, implements new content

Your team:

provides us with one point of contact, existing template with content, general direction and supporting graphics



LOGO IDENTITY + ICONOGRAPHY

Unique logo for private enterprise, institutions, centres, targeted programs or research units

- creative brief required
- two to three concepts provided
- two iterations from chosen concept
- guideline and packaged file formats

Branding packages

- in-depth market analysis/research
- brand blueprint or style guide outlining proposed typeface, colours, graphic elements
- mock ups of brand applications
- template design and implementation:
examples : PowerPoint deck,
business card/stationery, style guide
website mock up, poster or brochure

UI / Web / App icons

- Custom icons
- Consistent design



FOOD



TRANSPORTATION



FAMILY FUN
ACTIVITIES



STUDENT
HOUSING



STAFF
HOUSING



FAMILY
HOUSING



WATER



LAND



ENERGY



BIODIVERSITY



MATERIALS



CLIMATE

HOW CAN WE HELP YOU?

We answer **140,000+** questions annually

93,000
reference questions

15,000 questions
via chat, email, phone, text

VIEW & READ

more than **30** BC community newspapers
dating from **1865-1924**

COMMUNITIES INCLUDE
Barkerville Grand Forks Ladysmith
Bella Coola Merrit Port Alberni
Enderby Nelson Revelstoke
Gibsons Kelowna



PROMOTING UBC LIBRARY THROUGH

library.ubc.ca **1.3M+** visits (JAN-APR 2013)

@ubclibrary **2900+** followers

campus digital signage featured on **224** screens across campus
in **23** different faculties & departments

HOW WE SPEND \$ ON LIBRARY RESOURCES

SHIFTING FROM PRINT to ELECTRONIC



FOOD FOR FINES

3171 2012 **\$6344**

2247 2011 **\$4495**

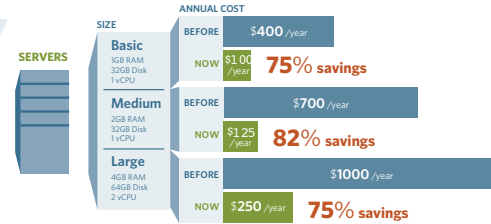
1150 2010 **\$2300**

ITEMS OF FOOD DONATED **\$ IN LIBRARY FINES WAIVED**

ANATOMY OF A DONATION



ILLUSTRATIONS + INFOGRAPHICS

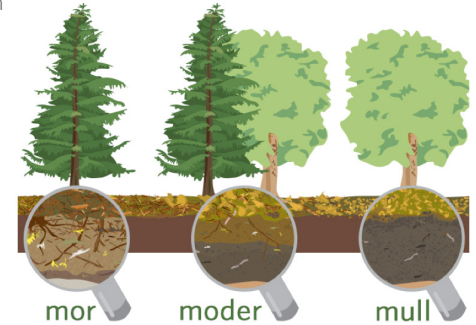


Infographic or diagram

- one option for review/feedback
- plotted data, stats and general direction are provided by client

Custom illustration

- two or more iterations for review
- direction and specifications are provided by client



JOURNALS + NEWSLETTERS



Custom journal (text based) or newsletter uniquely designed to your needs

- page count up to 200 pages (journal) or 12 to 16 page newsletter
- two options for review/feedback
- template design and implementation of content
- stock or provided imagery for cover
- custom designed layouts of inside pages



From an existing template

- implementation and layout of content based on existing template
- one to two options for review

Our team:

provides design consultation, implementation and print management if applicable

Your team:

provides us with one point of contact, final proofed and edited copy, general outline and supporting graphics

BROCHURES



Booklet style brochure

- approximately 8 pages
- stock or custom graphics



Trifold brochure

- 8.5 x 11" trifold
- branded to your unit/organization



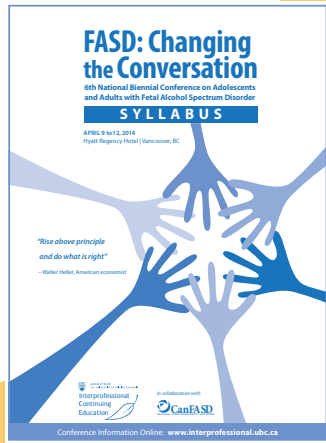
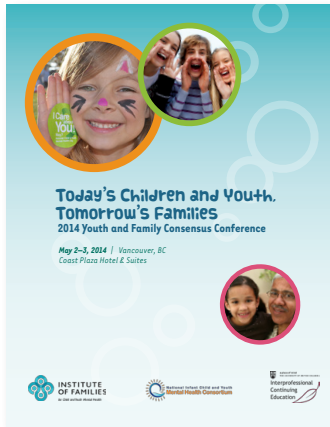
Bifold brochure

- 5.5 x 8.5" or 8.5 x 11"
- four pages folded in half
- stock or custom graphics included

You provide us with final copy and supporting images

We design, lay out and manage printing if applicable





CONFERENCE BROCHURE

- 8 - 20 page brochure
- custom designed cover
- up to two options for review

CONFERENCE SYLLABUS

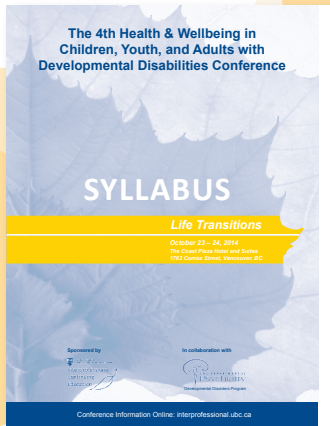
- 200+ pages
- custom designed cover
- bookmarked table of contents (PDF)
- two to three options for review

Our team:

provides design, implementation and print management if applicable

Your team:

provides us with one point of contact, final proofed and edited copy, general outline and supporting graphics



CONFERENCE POSTERS

ROLL UP BANNERS

Characteristics, pharmacotherapy, and treatment outcomes of a large cohort of patients with treatment-resistant psychosis
 Richard F. Murray, MD, University of Toronto, MD, Scott W. Woods, MD, PhD, Elinor Peruchin, PharmD, PhD, Peter Van Halbeek, MD, William G. Honer, MD
Department of Psychiatry, University of British Columbia, Vancouver, Canada

2015 International Congress on Schizophrenia Research

Abstract
 Patients who do not respond to a first-line antipsychotic and a subsequent first-line antipsychotic are considered treatment-resistant. The prevalence of treatment-resistant psychosis is estimated to be 17-24%. We conducted a retrospective analysis of the Vancouver Schizophrenia Cohort (VSC) to determine the characteristics, pharmacotherapy, and treatment outcomes of a large cohort of patients with treatment-resistant psychosis.

Background and Methods
 A total of 1,000 patients with a diagnosis of schizophrenia or schizoaffective disorder were included in the VSC. We identified 100 patients who were treatment-resistant to a first-line antipsychotic and a subsequent first-line antipsychotic. We compared the characteristics, pharmacotherapy, and treatment outcomes of these patients to those of the entire VSC.

Results
 The mean age of the treatment-resistant patients was 42.1 years (SD 11.2), and 58% were male. The mean duration of illness was 18.5 years (SD 10.1). The most common first-line antipsychotic was haloperidol (50%), and the most common second-line antipsychotic was risperidone (45%). The mean duration of treatment with the second-line antipsychotic was 3.5 years (SD 2.1). The mean number of hospitalizations was 12.5 (SD 8.5).

Conclusions
 Treatment-resistant patients in the VSC have a higher mean age, longer duration of illness, and higher number of hospitalizations compared to the entire VSC. The most common first-line antipsychotic was haloperidol, and the most common second-line antipsychotic was risperidone.

References
 1. Murray RF, Woods SW, Peruchin E, et al. Characteristics, pharmacotherapy, and treatment outcomes of a large cohort of patients with treatment-resistant psychosis. *Schizophrenia Bulletin*. 2014;40(3):535-544.

Contact Info
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Commercialization of Research at the Wine Research Centre at UBC
 Heonho Ji, Yoon Young, Wine Research Centre, The University of British Columbia

We have used molecular techniques to functionally improve wine grapes to combat the malolactic fermentation, prevent the formation of ethyl carbamate, and limit the production of volatile acidity and hydrogen sulfide in wine. Three most recent studies have been published and two of these papers have been licensed to potential yeast companies. Four Ph.D. students were trained during this research.

1 Malolactic wine yeast M23
 Malolactic fermentation (MLF) is a natural process that occurs in wine. It is caused by the action of lactic acid bacteria (LAB) on malic acid, converting it to lactic acid. MLF is important for wine stability and flavor. We have developed a yeast strain, M23, that is highly efficient at performing MLF. M23 is a hybrid of two yeast strains, one from a wine yeast and one from a yeast that is highly efficient at performing MLF. M23 has been used in several commercial wine productions.

2 Virus-disrupting wine yeasts
 Virus-disrupting wine yeasts are yeast strains that have been genetically modified to disrupt the replication of grapevine viruses. These yeasts are used in wine production to prevent the spread of viruses. We have developed several virus-disrupting yeast strains, including M23. These yeasts have been used in several commercial wine productions.

3 Wine yeasts that produce low amounts of volatile acidity
 Volatile acidity (VA) is a natural component of wine. It is caused by the action of yeast on malic acid. High levels of VA can lead to wine instability and off-flavors. We have developed several yeast strains that produce low amounts of VA. These yeasts have been used in several commercial wine productions.

4 Wine yeasts that produce low amounts of hydrogen sulfide (H₂S)
 Hydrogen sulfide (H₂S) is a natural component of wine. It is caused by the action of yeast on sulfur-containing amino acids. High levels of H₂S can lead to wine instability and off-flavors. We have developed several yeast strains that produce low amounts of H₂S. These yeasts have been used in several commercial wine productions.

Patent: Low hydrogen sulfide wine yeast.

Advances/Comments
 The research described in this poster has led to the development of several commercial wine yeasts. These yeasts have been used in several commercial wine productions. The research has also led to the development of several patent applications.



Wide format research or academic poster

Provide us with size specs, final copy, plotted data, charts and tables

We will design, layout and print* manage your poster

* Posters are printed in-house at the IRC Print Shop, Point Grey campus.

For questions about printing please contact the IRC Print Shop directly at 604-822-5769.

Print Services is located in the Woodward Instructional Resources Centre (IRC) B32-2194 Health Sciences Mall, Vancouver, BC V6T 1Z3

Need help designing digital signage, admail, flyers, invitations or conference swag? We can help.

For Graphic Design requests, contact us at 604-822-9800.

The Graphic Design team is part of UBC Studios located in the University Services Building 0110 - 2329 West Mall Vancouver, BC V6T 1Z4

We are a cost recovery unit at the University of British Columbia. While we do charge for our services, our rates are structured to recover only the cost of production.

Costs and timelines can be positively impacted if we receive final content from our clients.

An estimate and project schedule will be provided for each project.

UBC Studios

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0110 - 2329 West Mall
Vancouver, BC V6T 1Z4

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www.ubcstudios.ubc.ca