

Algonquin College receives \$2.3 million NSERC dollars to establish the Algonquin Design Centre

FOR IMMEDIATE RELEASE

Friday, November 27, Ottawa – Applied research at Algonquin College received a multi-million dollar boost today as The Honourable Gary Goodyear, Minister of State (Science and Technology) announced the College will receive \$2.3 million College and Community Innovation Program (CCI) dollars to boost innovation and commercialization.

“This welcome funding announcement is extremely important to the college and we would like to thank the government for recognizing the important role Algonquin plays in the research agenda,” says Robert Gillett, President of Algonquin College. “This significant contribution will flow directly into our Design Centre allowing us to further collaborate with Ottawa’s high-tech sector.”

The Design Centre will focus on enhancing the user experience through design. One example of enhancing the user experience is creating better interfaces between humans and computers. “One of the key, and often neglected areas, of hi-tech product research and development is user experience design,” explains Mark Hoddenbagh, Director of Applied Research at Algonquin College. “How a product interfaces with a user tends to be a roadblock in bringing that idea to market. Algonquin is uniquely positioned to leverage its skills and experience at the college to help make this happen.”

Basic concepts for the Design Centre include:

- A fundamental focus on what users experience when working with a particular product, process or service.
- Bringing together people from different disciplines with diverse experiences in various types of user design including graphic design, mechanical engineering technology, interior design, health, computer studies, business and multimedia.
- Testing new products, processes and services early in the design process and providing market evaluations on an ongoing basis.

The College’s initial work has been in the area of visual design of computer human interfaces, engaging faculty and students from the School of Media and Design to lead the projects. Algonquin aims to build on this foundation and extend the reach of the Design Centre into other areas of the college including the School of Advanced Technology, School of Health & Community Studies, and other areas of the college that relate to user experience.

-more-

1385 Woodroffe Avenue

Ottawa, Ontario

Canada

K2G 1V8

Public Relations

and Communications

Department

Office: 613-727-4723

ext. 7664

Fax: 613-727-7610

1385 Woodroffe Avenue

Ottawa, Ontario

Canada

K2G 1V8

Public Relations

and Communications

Department

Office: 613-727-4723

ext. 7664

Fax: 613-727-7610

"Our government supports innovation because it creates jobs, improves the quality of life of Canadians and strengthens the economy," said Minister of State Goodyear. "These new partnerships will provide skills training for the communities in which they are based and give local businesses access to the knowledge and resources they need to innovate."

Algonquin's \$2.3 million boost comes as a part of today's \$20.1 million in funding provided through the College and Community Innovations Program (CCI), a joint initiative of the Natural Sciences and Engineering Research Council of Canada (NSERC), the Social Sciences and Humanities Research Council of Canada and the Canadian Institutes for Health Research. Established in 2007, CCI enables colleges to develop or expand research transfer activities in their communities through partnerships with local companies, particularly small and medium-sized enterprises.

Algonquin is one of nine colleges selected for funding following a peer-reviewed competition. Each recipient will receive between \$1.9 and \$2.3 million over five years. The funded projects focus on a variety of research areas, including forestry products transformation, green building technologies and the aviation training industry.

The funding was announced today at Polytechnics Canada's 2009 Science and Technology Showcase, held at Seneca College, in Toronto. Algonquin was one of the exhibitors at the event, showcasing three posters and presenting work done as part of the Algonquin College Design Centre.

About NSERC:

NSERC is a federal agency whose vision is to help make Canada a country of discoverers and innovators for the benefit of all Canadians. The agency supports some 28,000 university students and postdoctoral fellows in their advanced studies. NSERC promotes discovery by funding more than 11,800 university and college professors every year and fosters innovation by encouraging more than 1,500 Canadian companies to participate and invest in post-secondary research projects. <http://www.nserc-crsng.gc.ca/>

About Algonquin College:

Algonquin College of Applied Arts and Technology is located in the Nation's Capital and the Ottawa Valley and is the largest college in Eastern Ontario. Algonquin is a leader in the integration of technology into learning and enhancing education through applied research. Algonquin College has a diverse population of approximately 18,000 full-time students and more than 35,000 part-time registrations in over 170 programs and is committed to student success. www.algonquincollege.com.

-30-

For more information, contact:

David Hall
Communications Officer
Algonquin College
Office: (613) 727-4723 ext. 2091
Cell: (613) 220-7796