

**Faculty of Communication and Design
announces its repositioning - now to be known as The Creative
School**

The Creative School rebrand reinforces the faculty's commitment
to empowering the next creative generation



**The
Creative
School**

August 10, 2021 (Toronto, ON) – [Charles Falzon](#), Dean of the [Faculty of Communication and Design](#) (FCAD) at [Ryerson University](#), publicly announced today that **the faculty will be changing to ‘The Creative School’, effective August 16, 2021.**

The repositioning of the faculty comes after two years of rigorous research, consultations with industry professionals, and input from the FCAD community that overall supported the revised brand positioning and comprehensive definition of ‘creativity’. It is an important part of the evolution of the faculty and is aimed at sustaining and driving its growth and reputation.

“The Creative School as a name is providing us with a clearer, cohesive and impactful message, helping us to build on our reputational equity, attract caliber talent, pursue increased funding, and maintain our competitive edge,” says Falzon. “This repositioning will allow us to reinforce our faculty as the launchpad nurturing today’s creative minds so they can be the change makers of the future.”

“Creativity is about innovation, expression and transformation,” says Dr. David Gauntlett, Canada Research Chair in Creativity at The Creative School. “It’s the process at the heart of our School which unlocks meanings and connections, and enables us to imagine the future together.”

UNESCO has designated 2021 as the International Year of Creative Economy for Sustainable Development, recognizing that the creative industries stimulate innovation and diversification, support entrepreneurship, and contribute to cultural diversity. The Creative School will provide students and graduates with the knowledge and skills to creatively problem-solve our biggest challenges and to succeed and thrive in this rapidly-changing, globalized 21st century.

The Creative School is not new: it is based on a seven decade legacy that boasts some of the top media and communication, design and creative industries schools in the country. Creativity is about new ways of thinking, making and doing. Through experiential education, impactful research, and industry collaboration, The Creative School offers a transdisciplinary learning environment providing rich student opportunities for diverse intellectual experimentation, enhanced learning experiences, innovative skills development and the fostering of a global mindset.

“Our new brand identity reflects our proud heritage and bright future, emphasizing a depth of professional development that is greatly enhanced by a transdisciplinary approach to experiential learning,” says Charles Falzon, Dean of FCAD. “The Creative School marks the beginning of an exciting chapter in our journey.”

About The Creative School

The Creative School is a dynamic faculty that is making a difference in new, unexplored ways. Made up of Canada’s top professional schools and transdisciplinary hubs in media, communication, design and cultural industries, The Creative School offers students an unparalleled global experience in the heart of downtown Toronto.

Interview opportunities:

Charles Falzon

Dean of The Creative School

For more information, please contact:

Ashley Haraburda

Marketing and Communications Manager

The Creative School, Ryerson University

aharaburda@ryerson.ca

Tania Ulrich

Marketing and Communications Coordinator

The Creative School, Ryerson University

tulrich@ryerson.ca