



# CREATIVE EARNERS

2016/2017 RESULTS OF THE CANADIAN SURVEY  
OF SALARIES AND BILLING PRACTICES IN THE  
COMMUNICATION DESIGN INDUSTRY

**RGD**

CREATIVE  
NICHE INC



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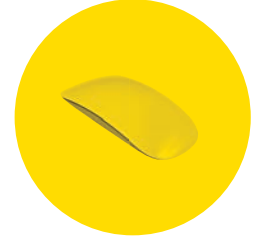
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# **INTRODUCTION & METHOD**

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# INTRODUCTION

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*Design evolves, culture advances. The work we do changes year to year, more now than ever before. Culture is always changing, tech disrupts everything and you have to go out of your way to keep up.*

*– BARRY QUINN RGD  
Chief Design Officer, DDB*

The Association of Registered Graphic Designers (RGD), in collaboration with Creative Niche and the Society of Graphic Designers of Canada (GDC), is pleased to present Creative Earners 2016, the results of our 7th biannual, national survey of salaries and billing practices in the Canadian communication design industry.

As part of its mandate to serve the best interests of the graphic design community, business and the public, RGD published its first national survey of salaries and billing practices within the Canadian

graphic design industry in 2001. We conducted subsequent surveys in 2003, 2005, 2007, 2010, 2012 and 2014.

We are extremely grateful to the 3,010 graphic design and related communications professionals from across Canada for participating in our 2016 survey, sharing information about where they work, who they work for and what they are paid. We are pleased to present the results here, providing an updated financial picture of our industry.

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# METHOD

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*The quality and scope of data featured in this comprehensive survey helps us better understand key trends in the Canadian creative industry, then draw conclusions that help guide our strategic decisions in the year ahead.*

*– MANDY GILBERT  
CEO, Creative Niche*

The survey was promoted by RGD and our partners GDC and Creative Niche. In addition, RGD expanded our outreach to other organizations including ADCC, AMPA, CAPIC, Design Algoma, EAC, FITC, IABC Ottawa, IABC London, IABC Toronto, London Creative Network, PWAC, Sask Interactive, SDGQ and SDS.

Respondents were invited to participate via email and a link to the online survey was shared on

promotional partners' websites and e-newsletters and through social media. Respondents were also encouraged to invite others in the field to participate, both through a forward link in the survey itself and through a social media campaign with the hashtag #CreativeEarners.

The survey was available in both English and French, and was open from May 8 to June 30, 2016.

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## CAVEAT

*Because of the modest response rate achieved in some regions and among some job titles, this data should not be viewed as a nationally representative statistical sample of all professionals. It does provide a current reflection of what some in these professions are currently earning.*

*The salary information is reported in terms of the median (or middle) values, average values and highest and lowest response for each job title. The information is also split*

*out by several variables – Region, Organization Size, Organization Type and Experience.*

*Data has been presented for job titles where there are at least 30 respondents given the high degree of variability in the data where there are fewer than 30 respondents. Caution should be applied in interpreting the results where the number of respondents is small. For reference, respondent numbers are presented beside each column of data.*



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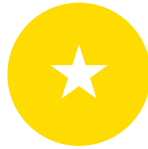
**RESPONDENTS**

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## ABOUT RESPONDENTS

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*Design is an investment. In the same way companies invest in production equipment and facility upgrades, so too design adds to the bottom line of a company, with the cost amortized over multiple years.*

*– MATTHEW CLARK CGD, RGD  
Founder & Creative Director, Subplot Design*

This year 3,010 professionals responded to the survey, an increase of 1,963 respondents since our first survey back in 2001.

In this time, we have seen a significant increase in the number of women participating in the survey to 65% in 2016. This appears to reflect a demographic shift in the industry as a whole.

Over half (59%) of respondents reside in Ontario with the next largest groups coming from Quebec (15%), British Columbia (11%) and Alberta (8%).

Most of the respondents (65%) work full-time in a creative communications role while an additional

16% own businesses in the industry, 8% work as freelancers and 2% work as educators.

Over 34% of respondents have 15 or more years of experience, which is a 5% increase from the 2014 survey results.

Most respondents have graduated from a post-secondary institution with either a University Degree (42%) or a 3-Year College Diploma (33%).

The largest group of respondents are working as designers (45%) while significant numbers of Creative Directors, Art Directors and Design Managers also participated.

# GENDER

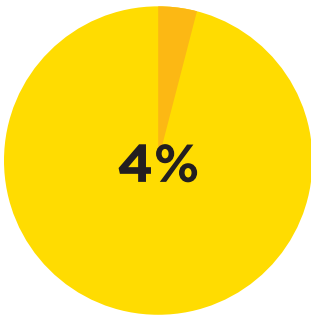
Female: 65%

Male: 35%

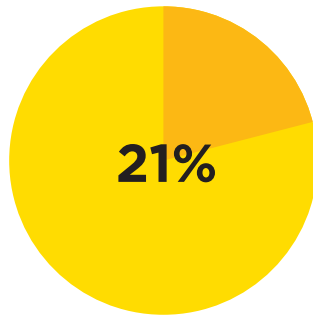
TOTAL RESPONDENTS: **3,010**

## AVERAGE TIME IN THE CREATIVE FIELD

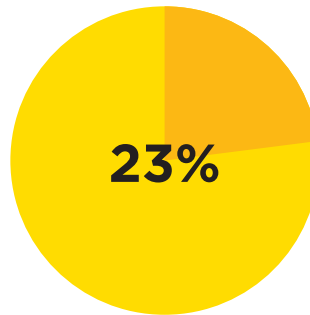
(Years of work experience relevant to current position)



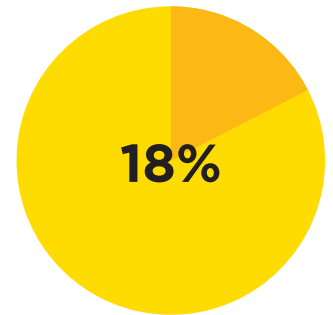
Less than a year



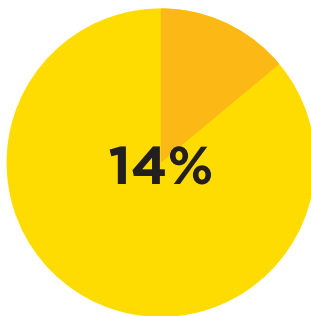
1 to 3 years



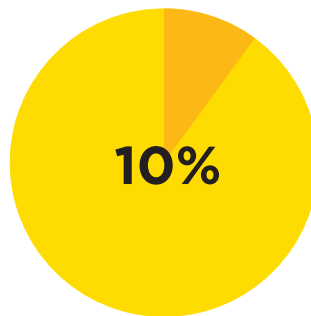
4 to 6 years



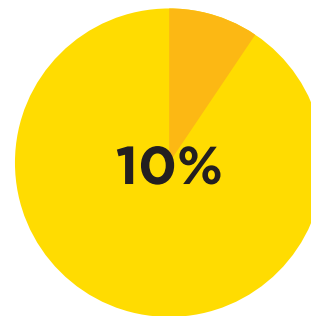
7 to 10 years



11 to 15 years



16 to 20 years



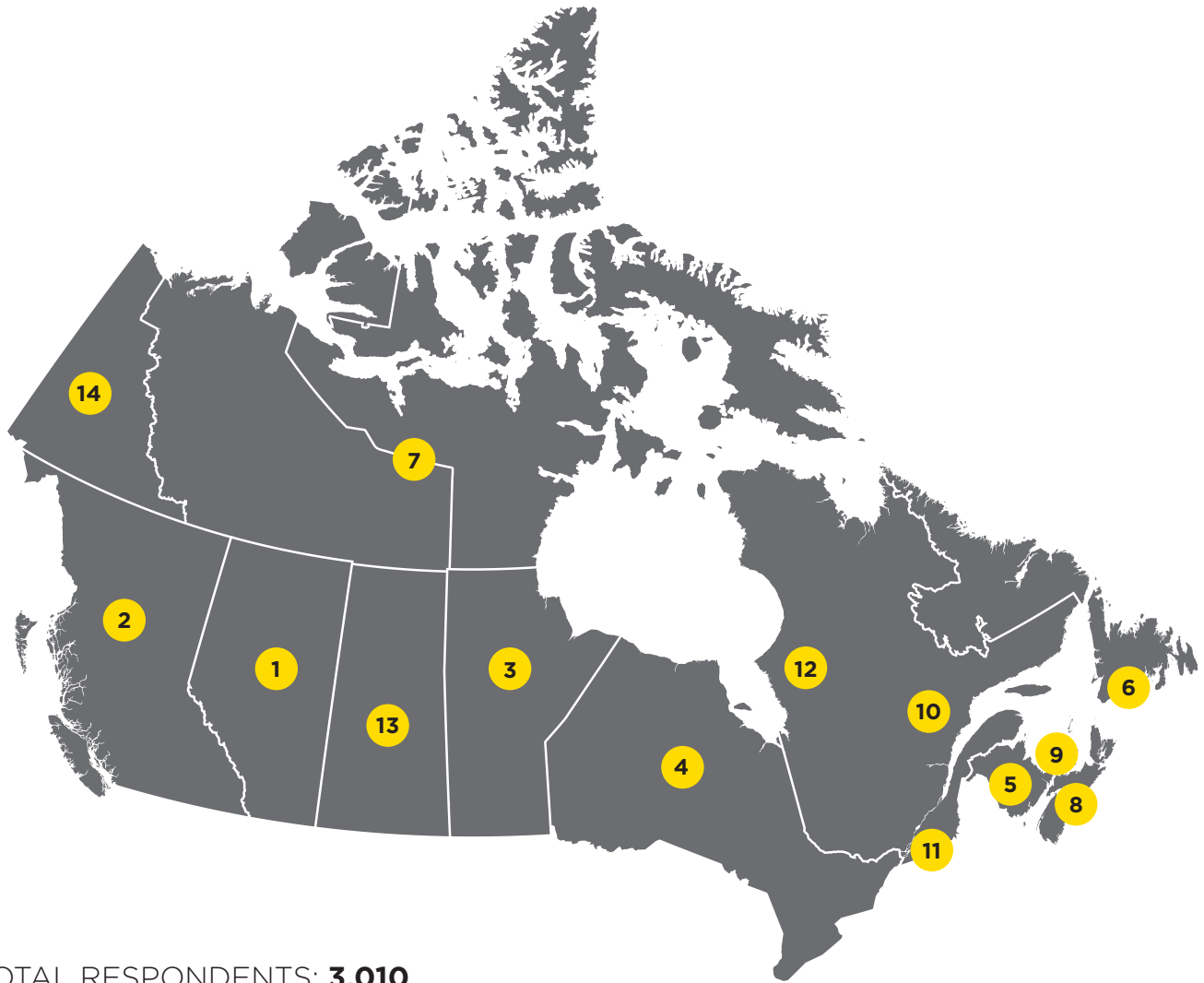
More than 20 years

TOTAL RESPONDENTS: **2,127**



# LOCATION

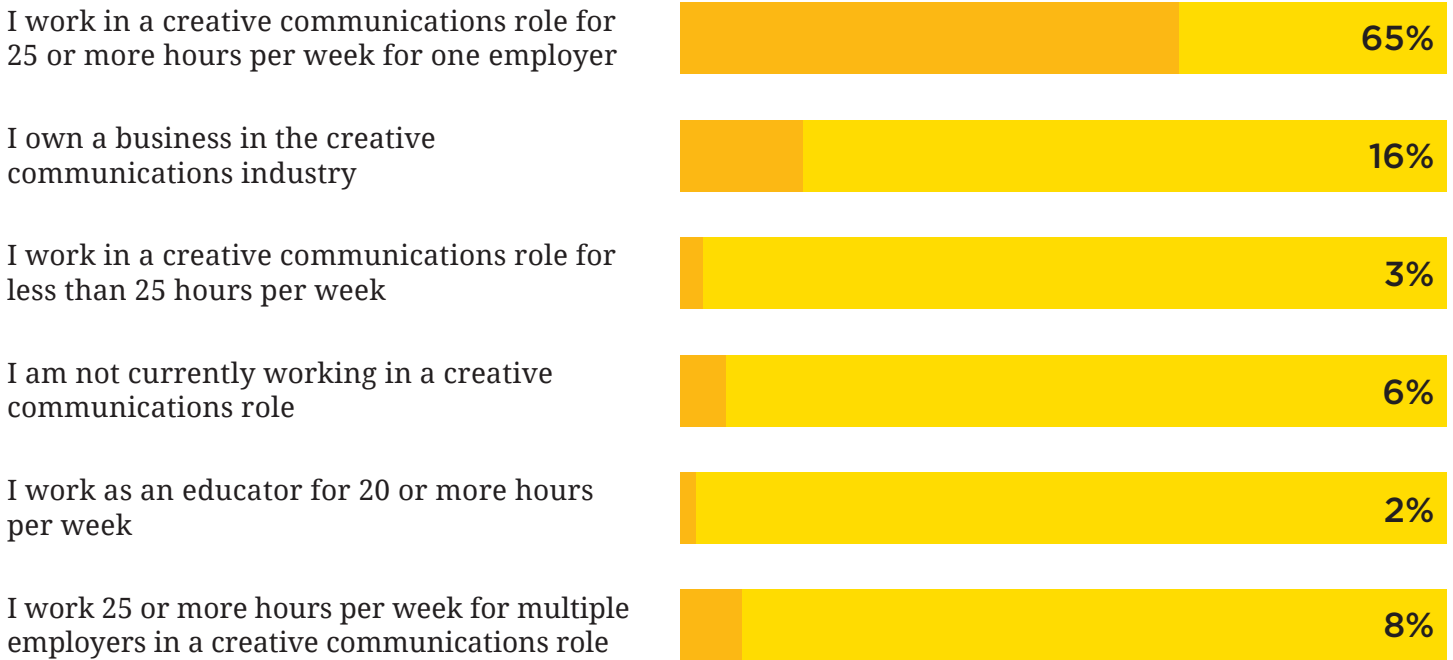
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TOTAL RESPONDENTS: **3,010**

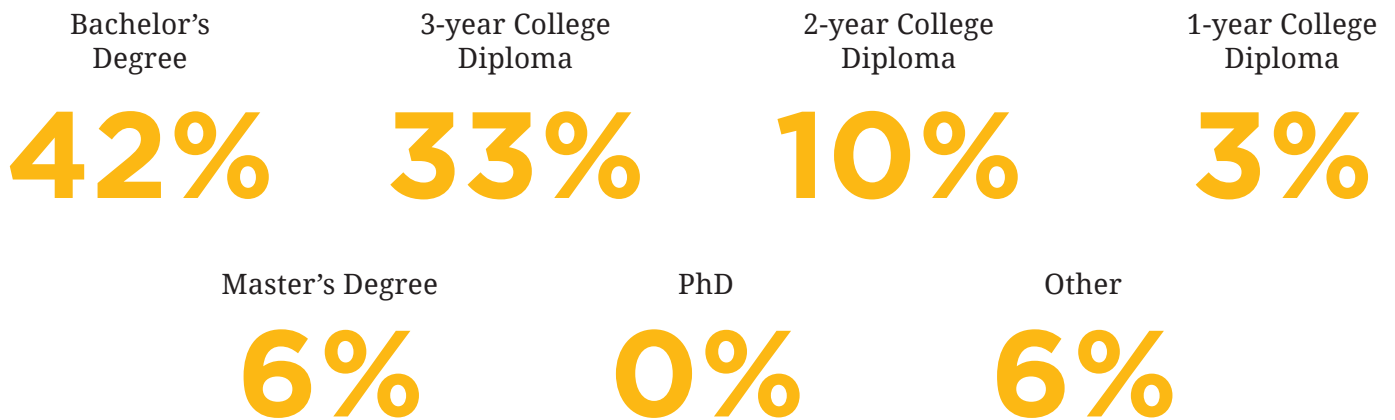
- |  |                             |
|--|-----------------------------|
| 1 Alberta 8%                           | 8 Nova Scotia 2.5%          |
| 2 British Columbia 11%                 | 9 Prince Edward Island 0%   |
| 3 Manitoba 2%                          | 10 Eastern Quebec 3.5%      |
| 4 Ontario 59%                          | 11 Metropolitan Montreal 6% |
| 5 New Brunswick 0%                     | 12 Western Quebec 5.5%      |
| 6 Newfoundland 0%                      | 13 Saskatchewan 1%          |
| 7 Northwest Territories and Nunavut 0% | 14 Yukon 0%                 |

## WORK STATUS



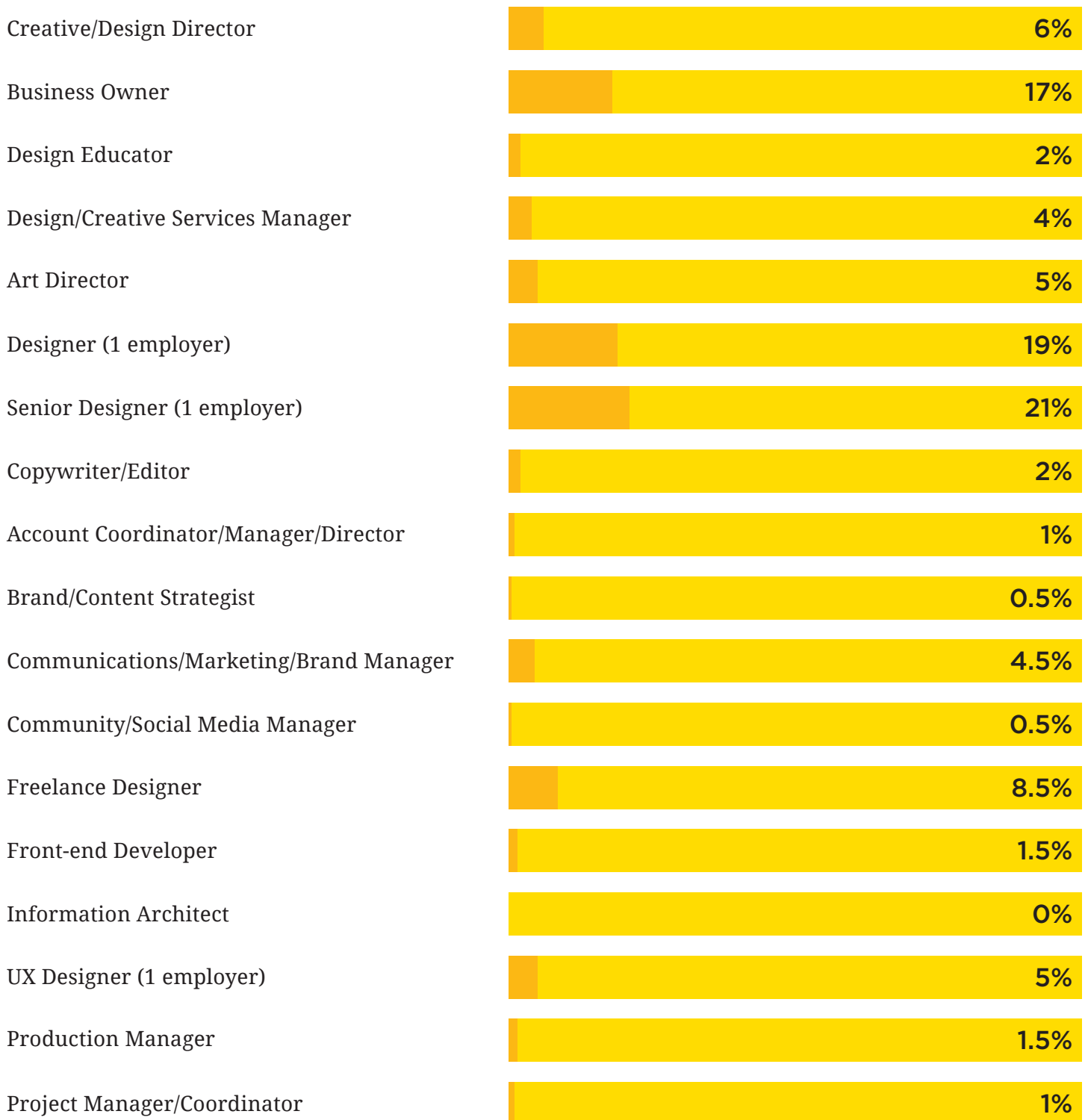
TOTAL RESPONDENTS: **3,010**

## HIGHEST LEVEL OF COMPLETED EDUCATION



TOTAL RESPONDENTS: **3,005**

## JOB TITLE



TOTAL RESPONDENTS: **2,829**



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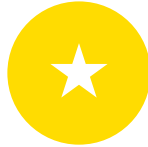
**EMPLOYEES**

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## ABOUT EMPLOYEES

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*No problem or situation is too difficult for creativity to solve. Optimism is infectious and it is fundamental to a successful creative environment. You have to believe that something will come from nothing.*

*– JENNIFER WEAYMOUTH RGD  
Creative Director, Weaymouth Creative*

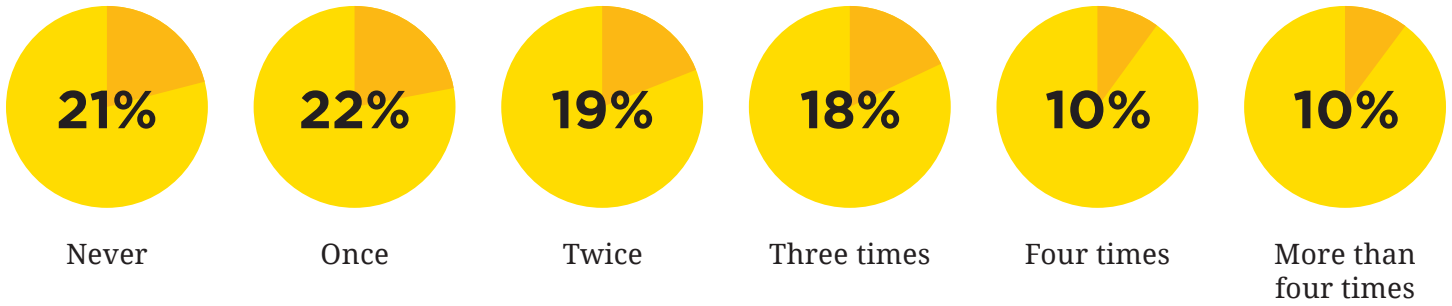
Less than half (39%) of those working full-time as employees have worked at the same organization for the last five years with about 79% of respondents changing job titles within the last ten years.

Of these employee respondents, 39% reported that they work in an organization of more than 500 people, with 55% working in some sort of in-house environment while 45% work in design,

communications, advertising, marketing and interactive agencies.

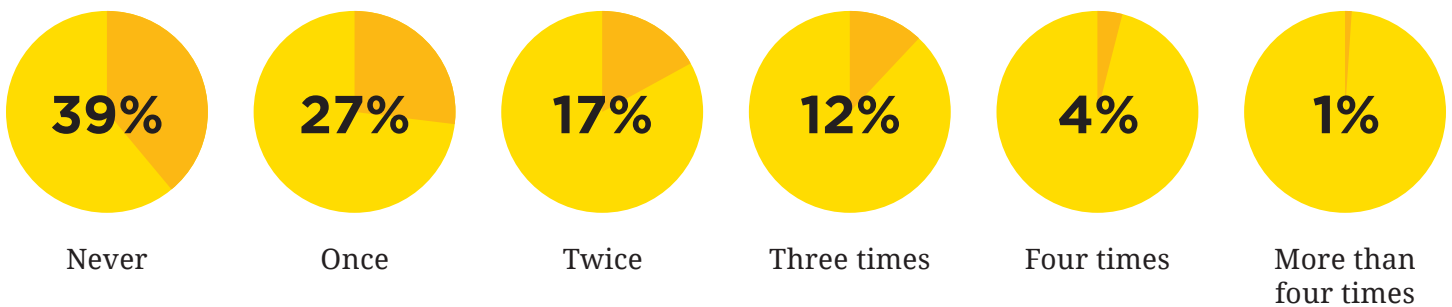
Almost 35% of employee respondents found their current job through an online posting, while only 4.5% did so through cold calling or networking. Only 4% listed a career change as part of their short-term goals, while 65% hope for a salary increase. Just over half (50.5%) feel they are fairly compensated for the work they do.

## HOW OFTEN RESPONDENTS CHANGED JOB TITLES IN THE LAST 10 YEARS



TOTAL RESPONDENTS: **2,125**

## HOW OFTEN RESPONDENTS CHANGED ORGANIZATIONS IN THE LAST 5 YEARS



TOTAL RESPONDENTS: **2,125**

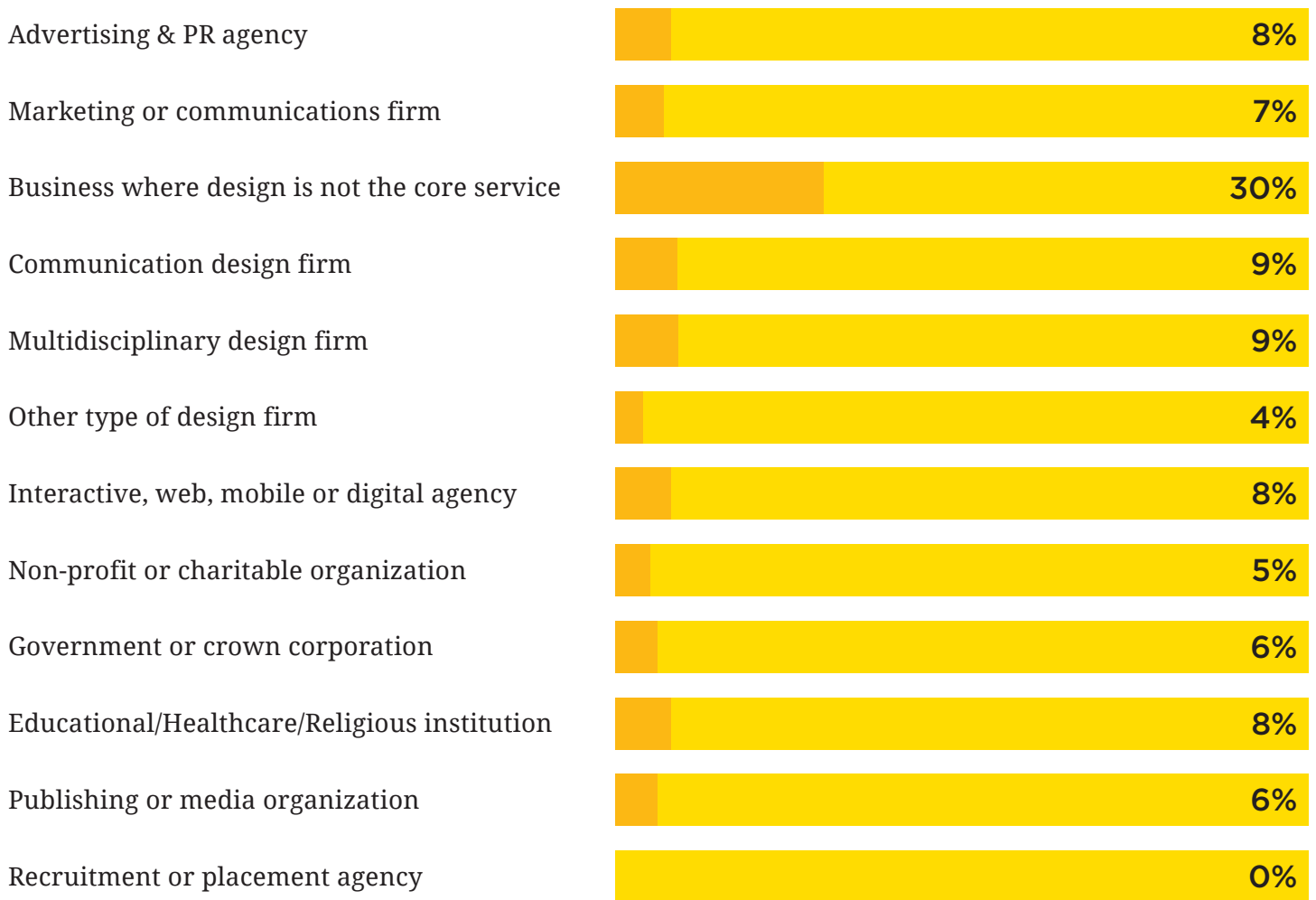
## SIZE OF EMPLOYER

(Number of employees)



TOTAL RESPONDENTS: **2,085**

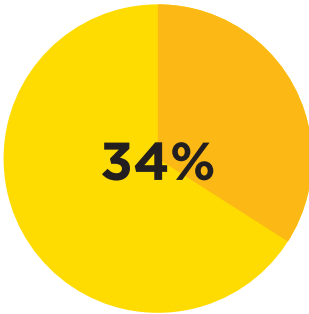
## WHERE RESPONDENTS WORK



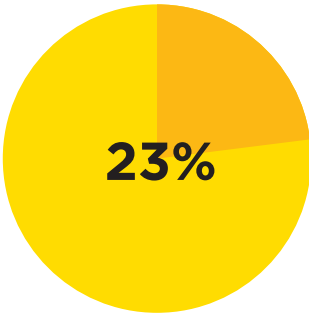
TOTAL RESPONDENTS: **2,108**

# HOW RESPONDENTS FOUND THEIR CURRENT JOB

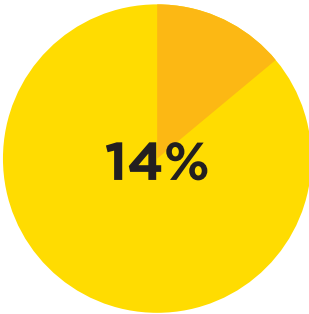
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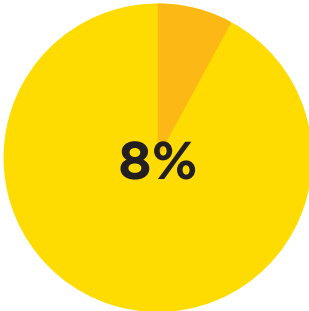
Online posting



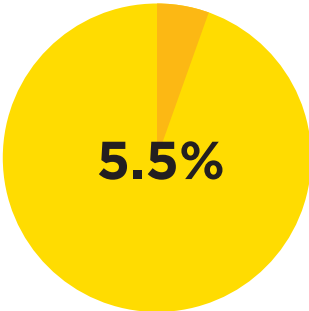
Through a professional connection



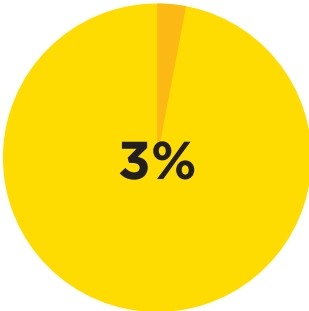
Through a personal connection



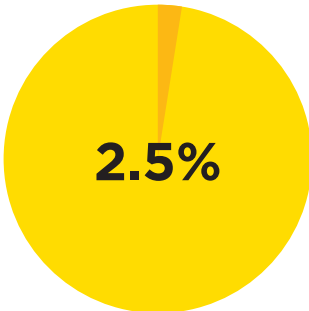
Through school/  
internship



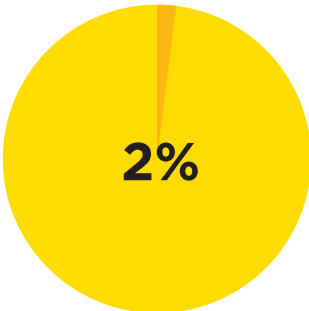
Promotion by  
employer



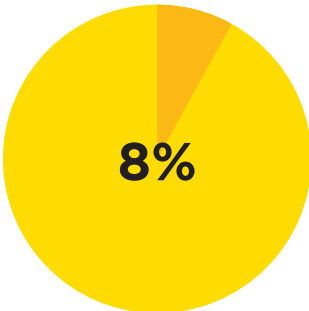
Contacted through  
social media



Cold calling/showing  
up with a resume



Through networking  
at events



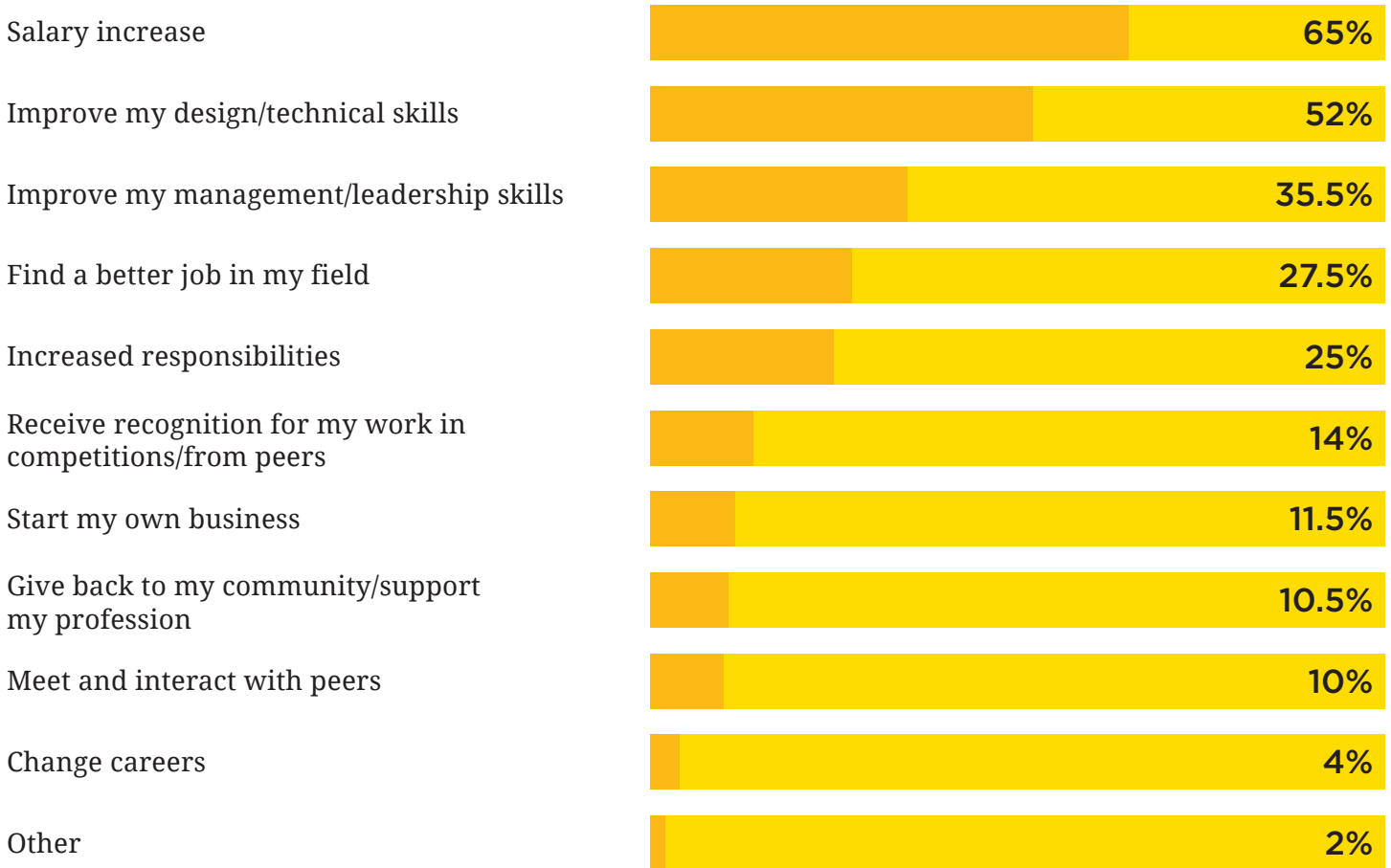
Other

TOTAL RESPONDENTS: **2,123**



## SHORT-TERM CAREER GOALS

(Respondents could select more than one option)



TOTAL RESPONDENTS: **2,272**

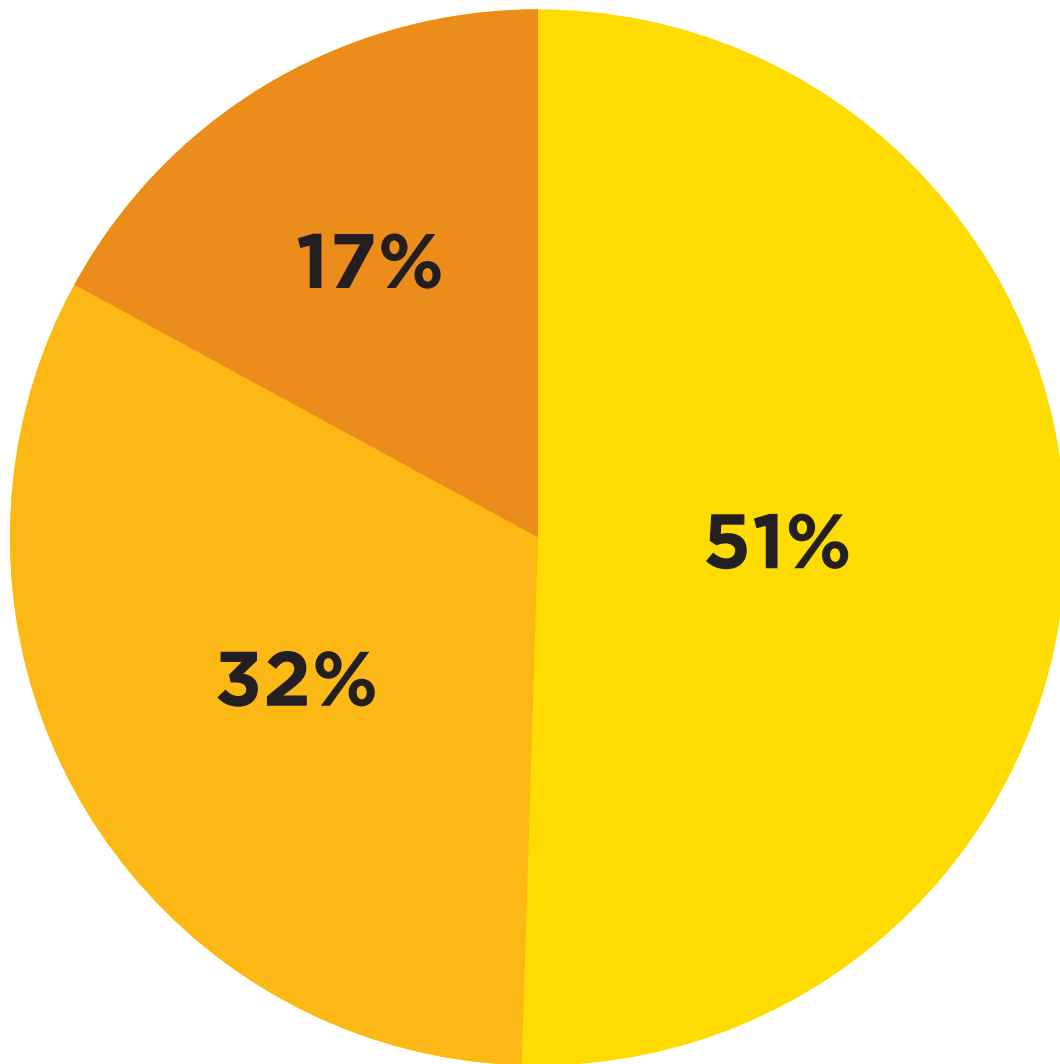
## WHETHER RESPONDENTS FELT THEY HAD THE SKILLS TO ACHIEVE THEIR SHORT-TERM GOALS



TOTAL RESPONDENTS: **2,270**

DO YOU FEEL THAT YOU ARE FAIRLY  
COMPENSATED FOR THE WORK YOU DO?

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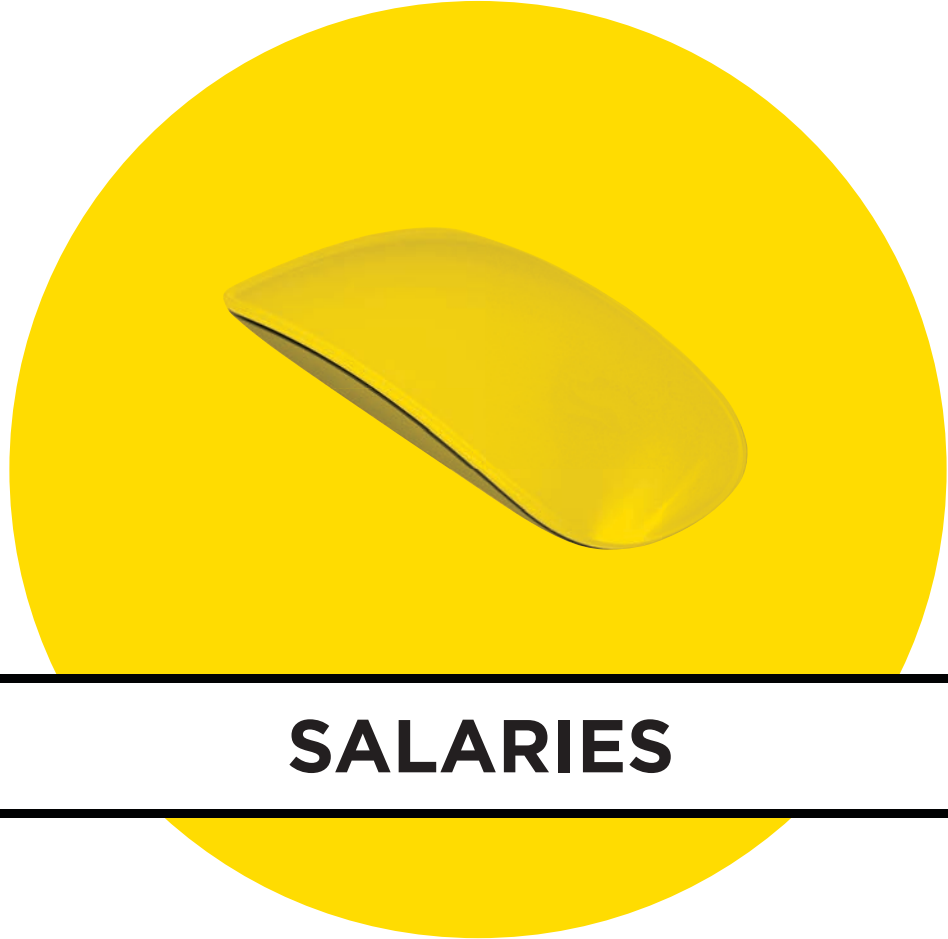


Yes  
**51%**

No  
**32%**

I don't know  
**17%**

TOTAL RESPONDENTS: **2,100**



# **SALARIES**

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# ABOUT SALARIES

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*Good design raises conversion and engagement rates, generates more interest, conveys more value and builds more trust with target audiences.*

*– TIM ROBERTSON RGD  
Director, BCG*

This year we report on salaries for 11 different positions. Salaries are broken down by region, organization size, organization type and years of experience. For the first-time, we have made the decision to break out and publish salaries by gender.

Median salaries from 2000 to 2016 for most job titles indicate an increase, with Senior Graphic Designer, Graphic Design Educator and Creative Director seeing some of the highest increases over time.

Where there is a relevant number of respondents, median salaries in Alberta are generally higher than in other provinces, although not so for Creative Directors where Ontario has the highest median salary.

Where there is a relevant number of respondents, it is also clear that salaries in Quebec are generally lower than in other provinces, although not so

for Creative Directors, where Quebec ranks third highest in salaries, behind the Greater Toronto Area and British Columbia.

Men's salaries are unanimously higher than women's for each job title where there is a relevant number of respondents. The average difference between men and women's salaries is \$7,000, in favour of men.

As one might expect, respondents with more experience generally have higher salaries. This is not the case for Project Manager/Coordinators or Front-end Developers where respondents with less experience made the same as or more than more experienced respondents. This may also be a reflection of the small sample sizes in both cases but is reflected in both median, and high and low figures.

Statistics with 5 or more respondents are reported.

## MEDIAN SALARY CHANGES (2002-2016)

	2016 Med.	# of resp.	2014 Med.	# of resp.	2012 Med.	# of resp.	2010 Med.	# of resp.	2006 Med.	# of resp.	2004 Med.	# of resp.	2002 Med.	# of resp.
Creative Director	90,700	156	80,000	190	78,375	142	80,000	93	75,000	109	72,000	78	65,000	70
Art Director	62,400	139	65,520	201	60,500	136	62,000	105	56,000	125	48,500	111	52,000	79
Design Manager	68,500	108	70,780	100	65,560	84	66,500	26	52,250	74	52,000	41	54,600	38
Senior Graphic Designer	59,000	603	58,240	334	55,000	439	52,000	315	50,000	346	45,000	218	46,000	183
Graphic Design Educator	84,000	63	93,000	42	90,000	36	76,000	11	70,000	13	67,000	10	58,000	13
Intermediate Graphic Designer	47,000	195**	50,000	114	44,435	356	42,000	230	39,000	258	36,800	142	37,000	126
Junior Graphic Designer	38,000	343*	42,000	365	35,000	218	33,000	86	32,000	123	30,000	74	30,000	50
Production Manager	53,500	38	56,000	38	59,500	32	56,000	28	51,000	41	52,000	31	55,000	26
UX Designer	60,600	142	64,750	130	58,000	61	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

\* Designers with 3 or less years of experience

\*\* Self-identified as Designers (as opposed to Senior Designers) 4-6 years of experience

# SENIOR DESIGNER

		# of resp.	Median	Average	Low	High
<b>REGION</b>	National	603	59,000	60,040	29,011	124,800
	British Columbia	66	58,240	61,120	35,000	124,800
	Alberta	52	66,560	66,950	38,000	105,000
	Prairies	22	53,205	54,530	37,000	75,000
	Ontario	343	61,000	61,830	29,101	124,800
	GTA	163	62,400	64,620	29,120	124,800
	Eastern Ontario	48	58,000	60,480	29,011	104,000
	Northern Ontario	7	53,500	52,780	38,000	76,960
	Central Ontario (excl. GTA)	84	60,000	60,340	34,500	93,600
	Southwestern Ontario	41	60,500	59,971	40,000	104,000
	Quebec	102	47,840	50,500	31,200	99,840
	Atlantic	16	48,500	59,266	36,000	114,400
	Northern Canada	2	n/a	n/a	n/a	n/a
<b>ORGANIZATION SIZE</b>	10 or under	111	54,080	56,870	29,120	124,800
	11-25	72	53,000	56,410	30,000	104,000
	26-99	260	62,400	62,320	29,010	108,000
	More than 99	160	58,000	60,160	32,000	124,800
<b>ORGANIZATION TYPE</b>	Communication Design Firm	65	57,000	57,920	31,200	108,000
	Advertising/Marketing/PR Agency	53	54,400	57,360	33,280	104,000
	Interactive/Web/Mobile/Digital Agency	26	61,750	67,180	40,000	124,800
	Non-Profit/Charity/ Institution/Government	157	64,480	63,960	29,010	104,000
	Business/company where design or marketing are not the core service	193	57,000	58,410	29,120	105,000
<b>EXPERIENCE</b>	3 years or less	12	50,500	53,500	40,000	79,040
	4-6 years	93	55,000	57,465	36,000	124,800
	7-10 years	204	55,000	56,957	29,010	114,400
	11-15 years	143	61,000	60,520	29,120	104,000
	16-20 years	88	60,000	63,320	35,000	124,800
	More than 20 years	63	67,000	69,370	37,440	105,000
<b>GENDER</b>	Male	192	60,800	61,890	29,010	124,800
	Female	411	58,000	59,170	29,120	124,800

# ART DIRECTOR

		# of resp.	Median	Average	Low	High
<b>REGION</b>	National	139	62,400	64,137	31,200	112,320
	British Columbia	7	70,000	68,091	38,000	95,000
	Alberta	13	65,000	69,640	45,000	112,320
	Prairies	7	55,000	63,428	50,000	100,000
	Ontario	82	64,500	65,900	31,200	103,000
	GTA	48	67,000	68,176	40,000	97,000
	Eastern Ontario	8	65,000	63,625	50,000	80,000
	Northern Ontario	3	n/a	n/a	n/a	n/a
	Central Ontario (excl. GTA)	14	63,000	66,035	46,000	95,000
	Southwestern Ontario	9	56,000	60,020	31,200	103,000
	Quebec	19	55,000	56,893	39,000	82,000
	Atlantic	9	50,000	51,284	44,558	65,000
	Northern Canada	2	n/a	n/a	n/a	n/a
<b>ORGANIZATION SIZE</b>	10 or under	26	52,500	55,330	31,200	92,000
	11-25	37	60,000	62,410	44,560	100,000
	26-99	36	65,000	66,090	38,000	112,320
	More than 99	40	70,000	69,700	39,000	103,000
<b>ORGANIZATION TYPE</b>	Communication Design Firm	10	50,500	54,165	43,650	65,000
	Advertising/Marketing/PR Agency	55	60,000	62,632	31,200	100,000
	Interactive/Web/Mobile/Digital Agency	17	72,000	69,598	43,680	102,999
	Non-Profit/Charity/ Institution/Government	3	n/a	n/a	n/a	n/a
	Business/company where design or marketing are not the core service	12	70,000	67,416	39,000	95,000
<b>EXPERIENCE</b>	3 years or less	19	50,000	51,031	31,200	77,000
	4-6 years	30	59,000	63,220	46,000	112,320
	7-10 years	31	65,000	64,573	42,000	97,000
	11-15 years	30	64,500	65,800	43,680	102,999
	16-20 years	15	72,500	73,170	50,000	95,000
	More than 20 years	11	75,000	73,970	44,558	100,000
<b>GENDER</b>	Male	56	65,000	66,860	40,000	103,000
	Female	83	60,000	62,300	31,200	112,320

# CREATIVE/DESIGN DIRECTOR

		# of resp.	Median	Average	Low	High
REGION	National	156	90,700	98,190	29,120	225,000
	British Columbia	19	105,000	113,890	45,000	200,000
	Alberta	9	90,000	91,660	60,000	132,000
	Prairies	4	n/a	n/a	n/a	n/a
	Ontario	104	92,200	98,210	30,000	225,000
	GTA	60	110,000	116,320	45,000	225,000
	Eastern Ontario	10	72,900	77,330	46,000	125,000
	Northern Ontario	3	n/a	n/a	n/a	n/a
	Central Ontario (excl. GTA)	19	80,000	76,940	45,000	100,000
	Southwestern Ontario	12	69,030	69,200	30,000	104,000
	Quebec	8	93,500	111,440	74,500	200,000
	Atlantic	11	80,000	72,000	29,000	90,000
	Northern Canada	1	n/a	n/a	n/a	n/a
ORGANIZATION SIZE	10 or under	40	76,500	85,430	29,120	180,960
	11-25	31	82,750	93,080	41,600	93,080
	26-99	63	95,000	99,380	45,000	225,000
	More than 99	22	112,500	125,140	60,000	225,000
ORGANIZATION TYPE	Communication Design Firm	20	94,300	97,150	41,600	176,800
	Advertising/Marketing/PR Agency	38	88,500	94,030	29,120	225,000
	Interactive/Web/Mobile/Digital Agency	18	107,250	113,780	60,000	215,000
	Non-Profit/Charity/ Institution/Government	14	80,500	87,500	45,000	102,000
	Business/company where design or marketing are not the core service	34	94,300	96,960	45,000	200,000
EXPERIENCE	3 years or less	3	n/a	n/a	n/a	n/a
	4-6 years	11	70,000	63,420	29,120	102,000
	7-10 years	19	93,000	93,980	41,600	180,960
	11-15 years	42	81,500	87,050	41,600	200,000
	16-20 years	39	99,000	103,284	30,000	225,000
	More than 20 years	42	102,000	112,170	57,000	225,000
GENDER	Male	95	93,600	99,970	30,000	225,000
	Female	61	87,000	95,420	29,120	225,000



# COPYWRITER/EDITOR

		# of resp.	Median	Average	Low	High
<b>REGION</b>	National	42	58,750	63,520	27,040	166,400
	British Columbia	5	55,000	74,100	29,120	166,400
	Alberta	4	n/a	n/a	n/a	n/a
	Prairies	1	n/a	n/a	n/a	n/a
	Ontario	28	60,000	66,460	32,000	150,000
	GTA	16	58,750	69,420	32,000	150,000
	Eastern Ontario	4	n/a	n/a	n/a	n/a
	Northern Ontario	0	n/a	n/a	n/a	n/a
	Central Ontario (excl. GTA)	2	n/a	n/a	n/a	n/a
	Southwestern Ontario	3	n/a	n/a	n/a	n/a
	Quebec	1	n/a	n/a	n/a	n/a
	Atlantic	3	n/a	n/a	n/a	n/a
	Northern Canada	0	n/a	n/a	n/a	n/a
<b>ORGANIZATION SIZE</b>	10 or under	7	70,000	76,220	29,120	166,400
	11-25	5	41,000	45,700	36,000	65,000
	26-99	19	60,000	64,630	27,040	150,000
	More than 99	11	60,000	61,640	31,200	85,000
<b>ORGANIZATION TYPE</b>	Communication Design Firm	2	n/a	n/a	n/a	n/a
	Advertising/Marketing/PR Agency	19	60,000	71,230	32,000	166,400
	Interactive/Web/Mobile/Digital Agency	1	n/a	n/a	n/a	n/a
	Non-Profit/Charity/ Institution/Government	3	n/a	n/a	n/a	n/a
	Business/company where design or marketing are not the core service	12	55,580	53,060	27,040	75,000
<b>EXPERIENCE</b>	3 years or less	11	40,000	42,900	27,040	70,000
	4-6 years	14	55,000	57,190	29,120	85,000
	7-10 years	7	65,000	69,430	47,000	104,000
	11-15 years	1	n/a	n/a	n/a	n/a
	16-20 years	2	n/a	n/a	n/a	n/a
	More than 20 years	7	87,000	97,990	57,500	166,400
<b>GENDER</b>	Male	14	65,500	71,080	39,000	150,000
	Female	28	55,000	59,740	27,040	166,400

# UX/UI DESIGNER

		# of resp.	Median	Average	Low	High
REGION	National	142	60,600	65,040	29,120	180,000
	British Columbia	16	57,080	66,600	31,200	130,000
	Alberta	12	66,500	63,920	35,000	85,000
	Prairies	2	n/a	n/a	n/a	n/a
	Ontario	97	65,000	68,070	29,120	180,000
	GTA	47	65,000	66,560	39,000	141,440
	Eastern Ontario	11	75,000	78,560	50,000	120,000
	Northern Ontario	3	n/a	n/a	n/a	n/a
	Central Ontario (excl. GTA)	18	63,500	66,630	35,000	95,000
	Southwestern Ontario	18	61,500	62,530	29,120	100,000
	Quebec	12	42,000	45,910	35,360	81,000
	Atlantic	3	n/a	n/a	n/a	n/a
	Northern Canada	0	n/a	n/a	n/a	n/a
ORGANIZATION SIZE	10 or under	21	52,500	60,310	31,200	180,000
	11-25	32	53,000	58,770	35,000	32,000
	26-99	51	65,000	68,820	29,120	141,440
	More than 99	38	66,780	67,840	37,000	120,640
ORGANIZATION TYPE	Communication Design Firm	3	n/a	n/a	n/a	n/a
	Advertising/Marketing/PR Agency	7	70,000	62,420	38,500	87,360
	Interactive/Web/Mobile/Digital Agency	55	56,500	63,410	29,120	180,000
	Non-Profit/Charity/Institution/Government	12	70,000	66,880	35,000	81,220
	Business/company where design or marketing are not the core service	52	64,500	67,860	37,000	130,000
EXPERIENCE	3 years or less	49	47,500	51,990	31,200	92,000
	4-6 years	53	60,700	64,780	29,120	141,440
	7-10 years	16	75,000	84,240	53,000	180,000
	11-15 years	12	73,500	72,050	54,080	84,000
	16-20 years	10	90,000	86,170	52,500	105,000
	More than 20 years	2	n/a	n/a	n/a	n/a
GENDER	Male	55	66,000	69,000	31,200	180,000
	Female	87	60,000	62,530	29,120	141,440

# PRODUCTION MANAGER

		# of resp.	Median	Average	Low	High
<b>REGION</b>	National	38	53,450	58,660	31,200	100,000
	British Columbia	2	n/a	n/a	n/a	n/a
	Alberta	5	65,000	64,800	43,000	100,000
	Prairies	0	n/a	n/a	n/a	n/a
	Ontario	23	60,000	58,620	31,200	90,000
	GTA	13	65,000	65,050	39,000	90,000
	Eastern Ontario	2	n/a	n/a	n/a	n/a
	Northern Ontario	3	49,920	51,310	37,440	66,560
	Central Ontario (excl. GTA)	2	n/a	n/a	n/a	n/a
	Southwestern Ontario	4	51,080	49,380	35,360	60,000
	Quebec	6	52,000	54,460	43,680	80,000
	Atlantic	2	n/a	n/a	n/a	n/a
	Northern Canada	0	n/a	n/a	n/a	n/a
	<b>ORGANIZATION SIZE</b>	10 or under	9	51,250	51,990	31,200
11-25		6	58,500	56,550	37,440	70,000
26-99		8	57,450	62,880	48,160	85,000
More than 99		15	60,000	61,260	40,000	100,000
<b>ORGANIZATION TYPE</b>		Communication Design Firm	4	n/a	n/a	n/a
	Advertising/Marketing/PR Agency	8	70,000	72,740	52,000	100,000
	Interactive/Web/Mobile/Digital Agency	0	n/a	n/a	n/a	n/a
	Non-Profit/Charity/ Institution/Government	5	70,000	63,170	46,000	80,000
	Business/company where design or marketing are not the core service	6	51,000	55,190	40,000	81,000
<b>EXPERIENCE</b>	3 years or less	6	40,800	46,360	31,200	80,000
	4-6 years	5	48,160	48,430	39,000	60,000
	7-10 years	9	51,250	50,900	37,440	65,000
	11-15 years	4	n/a	n/a	n/a	n/a
	16-20 years	5	67,000	72,310	65,000	85,000
	More than 20 years	9	60,000	63,900	49,000	85,000
	<b>GENDER</b>	Male	15	60,000	60,590	31,200
Female		23	52,000	57,400	35,360	90,000

# COMMUNICATIONS/MARKETING/BRAND MANAGER

		# of resp.	Median	Average	Low	High
<b>REGION</b>	National	124	60,725	66,680	34,000	187,200
	British Columbia	11	60,450	63,080	37,440	110,000
	Alberta	17	63,000	65,290	45,000	102,690
	Prairies	6	52,000	61,650	42,000	100,000
	Ontario	77	62,400	68,990	34,000	187,200
	GTA	27	66,000	72,560	37,000	145,000
	Eastern Ontario	11	50,000	67,470	34,000	187,200
	Northern Ontario	6	53,040	63,410	40,000	120,000
	Central Ontario (excl. GTA)	13	60,000	61,960	36,000	83,200
	Southwestern Ontario	20	63,200	71,230	36,000	155,000
	Quebec	6	47,000	49,370	37,440	72,800
	Atlantic	6	68,000	62,670	38,000	94,000
	Northern Canada	1	n/a	n/a	n/a	n/a
<b>ORGANIZATION SIZE</b>	Less than 10	22	48,500	53,160	34,000	104,000
	11-25	10	53,500	55,260	37,440	81,000
	26-99	54	69,000	77,670	37,440	187,200
	More than 99	35	56,500	63,710	36,000	125,000
<b>ORGANIZATION TYPE</b>	Communication Design Firm	0	n/a	n/a	n/a	n/a
	Advertising/Marketing/PR Agency	6	65,000	75,110	43,680	125,000
	Interactive/Web/Mobile/Digital Agency	5	73,100	94,620	45,000	155,000
	Non-Profit/Charity/Institution/Government	45	63,000	66,680	34,000	145,000
	Business/company where design or marketing are not the core service	60	56,750	63,870	36,000	187,200
<b>EXPERIENCE</b>	3 years or less	23	50,000	50,450	36,000	74,500
	4-6 years	35	55,790	58,680	34,000	110,000
	7-10 years	27	63,000	68,360	37,440	145,000
	11-15 years	15	73,100	74,490	46,000	120,000
	16-20 years	11	72,800	85,510	50,000	187,200
	More than 20 years	13	74,880	88,480	45,000	155,000
<b>GENDER</b>	Male	19	70,000	70,820	37,440	155,000
	Female	105	60,450	65,930	34,000	187,200

# DESIGN/CREATIVE SERVICES MANAGER

		# of resp.	Median	Average	Low	High
<b>REGION</b>	National	108	68,500	71,282	32,760	155,000
	British Columbia	15	61,000	61,688	33,280	87,320
	Alberta	17	79,000	81,705	52,000	155,000
	Prairies	7	64,750	66,250	45,000	88,000
	Ontario	59	72,000	73,400	36,000	127,500
	Eastern Ontario	2	n/a	n/a	n/a	n/a
	Northern Ontario	0	n/a	n/a	n/a	n/a
	Central Ontario (incl. GTA)	20	73,500	71,230	36,000	110,000
	Southwestern Ontario	7	72,000	67,420	37,440	100,000
	Quebec	7	55,000	60,190	32,760	100,000
	Atlantic	3	n/a	n/a	n/a	n/a
	Northern Canada	0	n/a	n/a	n/a	n/a
<b>ORGANIZATION SIZE</b>	Less than 10	16	56,750	58,340	32,760	100,000
	11-25	10	55,000	57,230	33,280	90,000
	26-99	60	75,980	77,010	41,600	155,000
	More than 99	22	69,500	71,780	37,440	105,000
<b>ORGANIZATION TYPE</b>	Communication Design Firm	6	59,250	63,350	50,000	93,600
	Advertising/Marketing/PR Agency	7	72,000	71,090	41,600	105,000
	Interactive/Web/Mobile/Digital Agency	3	n/a	n/a	n/a	n/a
	Non-Profit/Charity/ Institution/Government	28	77,980	81,470	38,000	155,000
	Business/company where design or marketing are not the core service	56	67,000	69,960	33,280	110,000
<b>EXPERIENCE</b>	3 years or less	6	56,000	62,830	47,000	90,000
	4-6 years	17	56,000	56,390	33,280	90,390
	7-10 years	18	65,000	70,170	36,000	100,000
	11-15 years	18	67,500	69,014	32,760	127,500
	16-20 years	24	79,500	81,650	36,000	155,000
	More than 20 years	19	79,000	78,120	47,000	110,000
<b>GENDER</b>	Male	42	73,500	77,160	32,760	155,000
	Female	66	65,780	67,540	36,000	110,000

# DESIGNER

		# of resp.	Median	Average	Low	High
<b>REGION</b>	National	543	40,000	42,370	23,000	104,000
	British Columbia	50	41,600	45,910	29,120	83,200
	Alberta	53	45,760	48,830	31,200	104,000
	Prairies	20	40,000	41,160	28,000	58,500
	Ontario	322	41,600	42,510	24,000	104,000
	GTA	149	43,680	44,520	24,960	104,000
	Eastern Ontario	34	36,400	38,270	24,000	58,500
	Northern Ontario	16	36,720	40,830	27,040	52,000
	Central Ontario (excl. GTA)	90	41,600	42,260	24,960	70,000
	Southwestern Ontario	33	38,000	39,360	24,690	68,640
	Quebec	77	35,360	36,150	23,000	72,800
	Atlantic	20	37,220	387,770	27,000	60,000
	Northern Canada	1	n/a	n/a	n/a	n/a
<b>ORGANIZATION SIZE</b>	10 or under	161	37,440	40,010	24,960	104,000
	11-25	97	38,000	38,880	23,000	70,000
	26-99	161	44,700	44,980	24,960	104,000
	More than 99	123	45,000	44,890	24,960	70,000
<b>ORGANIZATION TYPE</b>	Communication Design Firm	72	39,760	40,990	27,040	70,000
	Advertising/Marketing/PR Agency	93	40,000	42,810	25,000	70,720
	Interactive/Web/Mobile/Digital Agency	26	43,680	42,920	24,000	60,000
	Non-Profit/Charity/ Institution/Government	67	48,000	46,610	24,960	68,640
	Business/company where design or marketing are not the core service	167	40,000	41,790	24,960	104,000
<b>EXPERIENCE</b>	3 years or less	343	38,000	40,170	24,000	104,000
	4-6 years	195	46,800	46,560	23,400	72,800
	7-10 years	2	n/a	n/a	n/a	n/a
	11-15 years	2	n/a	n/a	n/a	n/a
	16-20 years	1	n/a	n/a	n/a	n/a
	More than 20 years	0	n/a	n/a	n/a	n/a
<b>GENDER</b>	Male	130	43,250	44,310	23,400	104,000
	Female	413	40,000	41,760	23,000	104,000

# DESIGN EDUCATOR

		# of resp.	Median	Average	Low	High
<b>REGION</b>	National	63	84,000	90,410	42,500	167,000
	British Columbia	8	80,000	86,270	68,000	135,200
	Alberta	6	107,500	100,670	46,000	150,000
	Prairies	4	n/a	n/a	n/a	n/a
	Ontario	30	100,000	100,576	58,240	166,400
	GTA	6	92,500	108,240	73,000	167,000
	Eastern Ontario	7	82,000	84,460	58,240	100,000
	Northern Ontario	5	82,000	104,000	100,000	107,000
	Central Ontario (excl. GTA)	10	102,500	106,960	64,000	166,400
	Southwestern Ontario	2	n/a	n/a	n/a	n/a
	Quebec	10	75,000	69,730	42,500	81,000
	Atlantic	5	73,000	74,819	48,000	106,000
	Northern Canada	0	n/a	n/a	n/a	n/a
<b>ORGANIZATION SIZE</b>	10 or under	2	n/a	n/a	n/a	n/a
	11-25	2	n/a	n/a	n/a	n/a
	26-99	36	86,500	94,750	60,000	167,000
	More than 99	22	90,000	89,440	42,500	150,000
<b>EXPERIENCE</b>	3 years or less	4	n/a	n/a	n/a	n/a
	4-6 years	4	n/a	n/a	n/a	n/a
	7-10 years	11	75,000	79,180	70,000	99,000
	11-15 years	6	91,000	93,200	68,000	135,200
	16-20 years	13	88,000	86,390	46,000	115,000
	More than 20 years	25	102,000	105,790	72,000	167,000
<b>GENDER</b>	Male	26	93,500	90,352	42,500	166,400
	Female	37	82,000	90,452	46,000	167,000



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# **OVERTIME & BENEFITS**

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## ABOUT OVERTIME & BENEFITS

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*In comparison to 10 years ago, companies are investing more and more in design and marketing due to increased competition and the advent of social media marketing.*

*– NICO TAUS RGD  
Creative Director, Studio123*

More than 40% of respondents are not compensated for overtime work, which is an improvement from the 70% who reported not receiving overtime compensation in the 2014 survey results and the 78% in 2012. The majority of those respondents who are compensated for overtime receive time off in lieu of pay.

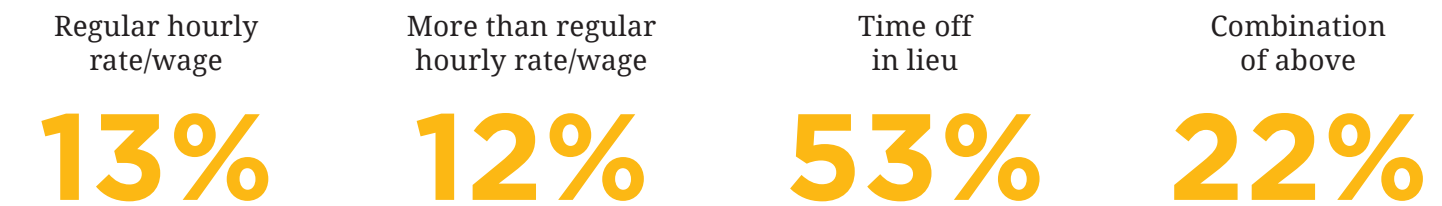
Those working in the non-profit sector are most likely to receive overtime pay (75%) and those working in publishing/media are least likely (33%). The most frequently offered benefits are paid sick leave, paid vacation (beyond what is required by law) and dental insurance.

# ARE RESPONDENTS COMPENSATED FOR OVERTIME WORK?



TOTAL RESPONDENTS: **2,093**

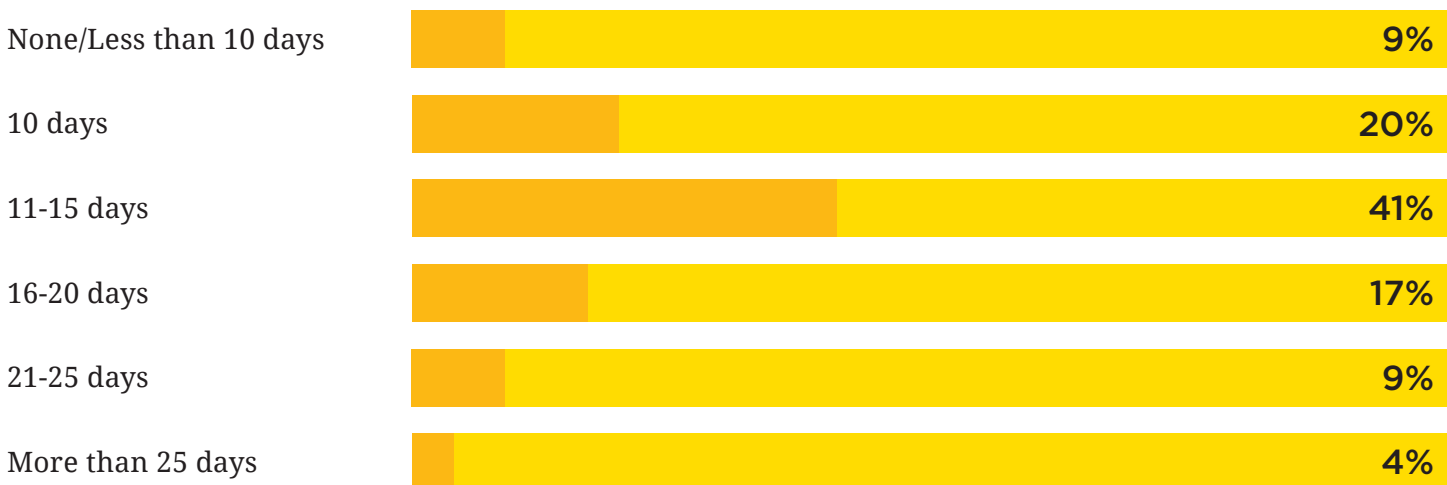
## HOW THEY ARE COMPENSATED



TOTAL RESPONDENTS: **1,196**

## HOW MUCH VACATION PAY THEY RECEIVE

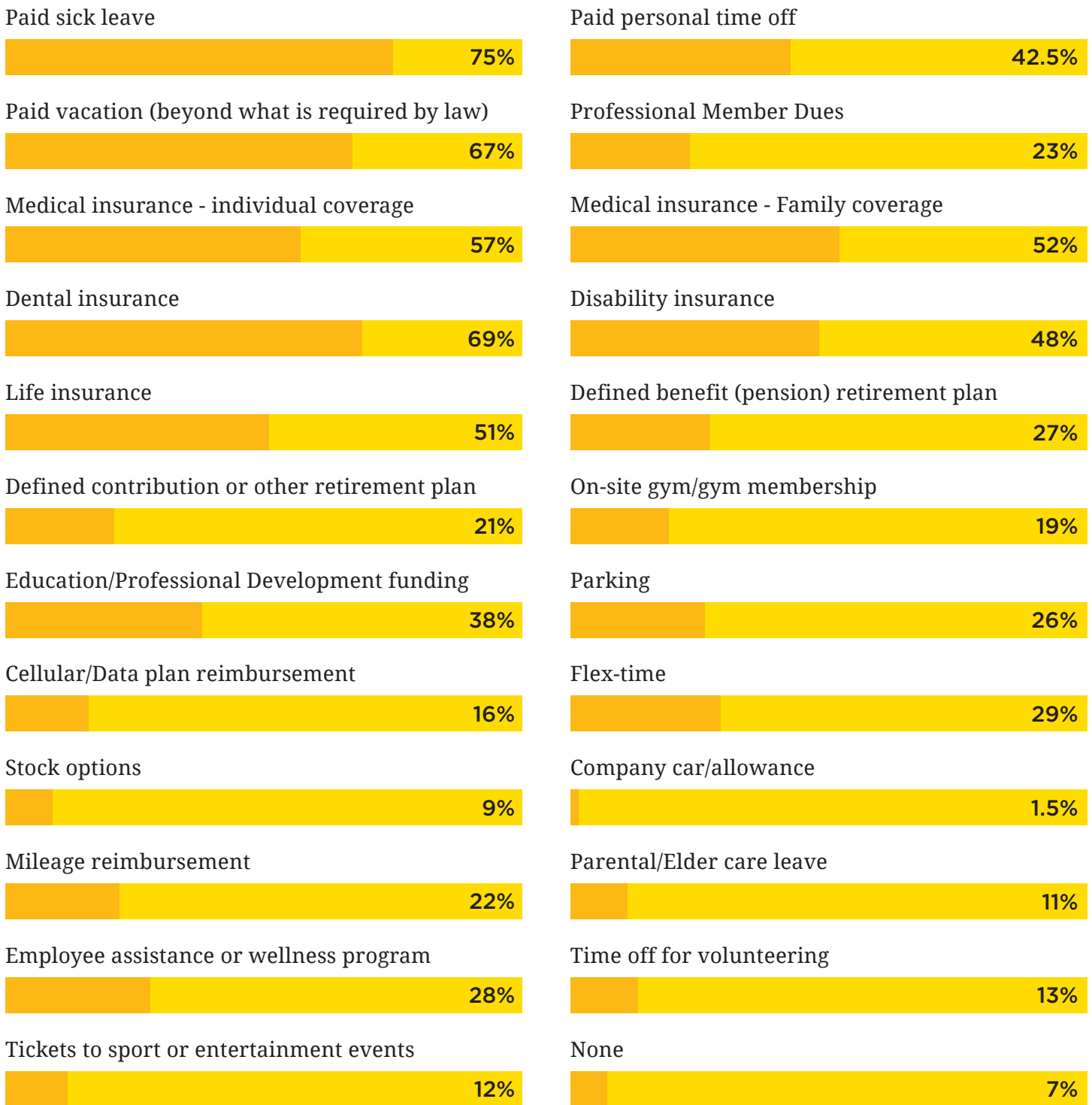
(Excluding Educators)



TOTAL RESPONDENTS: **2,037**

# BENEFITS/PERKS RECEIVED FROM EMPLOYERS AS PART OF COMPENSATION

(Respondents could select more than one option)



TOTAL RESPONDENTS: **2,097**



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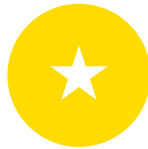
**FREELANCERS &  
SOLE PROPRIETORS**

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# ABOUT FREELANCERS & SOLE PROPRIETORS

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*Whether you're part of an in-house department or a sole-proprietor or a freelance designer or part of a small 6-person studio, we all benefit from connecting with each other.*

*– BRENT LONG RGD  
President, Fusion Design Group Inc.*

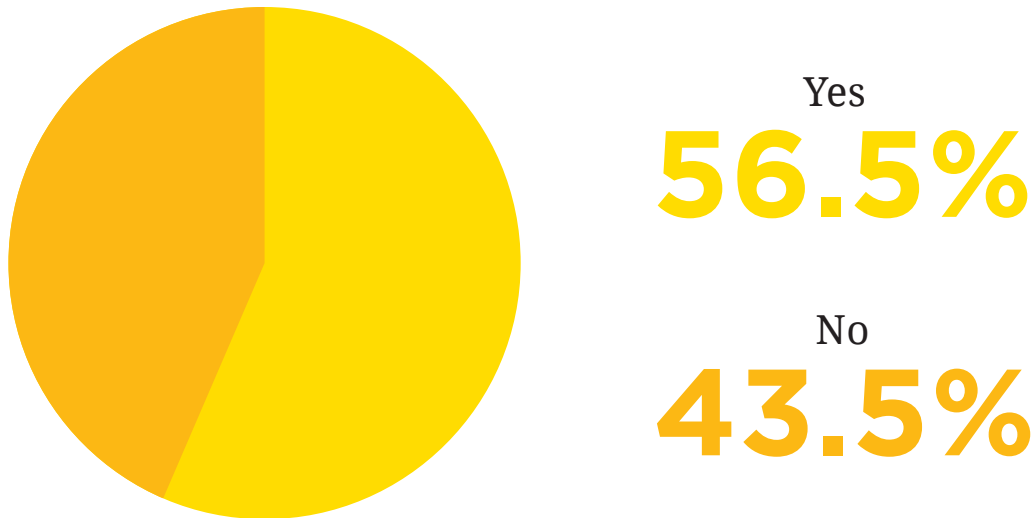
This section of the survey covers respondents who do freelance work in addition to their primary employment, which represents about 55% of all respondents, and respondents who operate design businesses as sole proprietorships.

About 5% of freelancing respondents do 10 hours or less of freelance work each week while 10% do 11-20 hours and 83% do more than 20 hours per week.

For respondents who offer freelance graphic design services, the nationwide average rate per hour is \$52 while the average hourly rate for web development/programming is \$67. On average, hourly rates for most services in the GTA are higher than in other Canadian cities.

## THOSE WHO MADE MONEY DOING FREELANCE WORK IN 2015

(In addition to having full-time work)



TOTAL RESPONDENTS: **2,177**

## FREELANCE HOURS/INCOME IN 2015

		Average hourly rate	Average Income
Under 26 hours	17.5%	\$62	\$1,005
26-50 hours	25.5%	\$59	\$2,481
51-100 hours	28%	\$62	\$5,322
101-200 hours	16%	\$52	\$8,320
More than 200 hours	13%	\$48	\$19,971

TOTAL RESPONDENTS: **948**



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# **FREELANCE BILLING RATES**

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# FREELANCE HOURLY BILLING RATES

		# of resp.	High	Low	Median	Average
<b>GRAPHIC DESIGN</b>	All	713	\$160	\$20	\$50	\$53
	Less than 7 years	371	\$160	\$20	\$40	\$43.5
	7 to 15 years	224	\$150	\$20	\$55	\$60
	More than 15 years	118	\$150	\$20	\$65	\$68
<b>WEB DESIGN</b>	All	310	\$150	\$20	\$50	\$55
	Less than 7 years	169	\$100	\$20	\$45	\$47
	7 to 15 years	65	\$150	\$20	\$60	\$61.5
	More than 15 years	76	\$150	\$25	\$67.5	\$68
<b>CREATIVE DIRECTION</b>	All	175	\$150	\$25	\$56	\$65.5
	Less than 7 years	71	\$100	\$25	\$45	\$50.5
	7 to 15 years	61	\$150	\$30	\$60	\$72
	More than 15 years	43	\$150	\$25	\$80	\$81
<b>BRANDING/ IDENTITY DESIGN</b>	All	439	\$400	\$20	\$50	\$58
	Less than 7 years	240	\$400	\$20	\$40	\$48
	7 to 15 years	129	\$150	\$20	\$60	\$66
	More than 15 years	70	\$200	\$25	\$75	\$79
<b>ART DIRECTION OF PHOTOGRAPHY/ ILLUSTRATION</b>	All	109	\$150	\$20	\$50	\$62
	Less than 7 years	49	\$100	\$20	\$45	\$47
	7 to 15 years	37	\$150	\$25	\$65	\$71
	More than 15 years	23	\$150	\$35	\$80	\$77
<b>BRAND STRATEGY/ RESEARCH</b>	All	123	\$500	\$20	\$55	\$65.5
	Less than 7 years	56	\$150	\$20	\$50	\$48
	7 to 15 years	41	\$500	\$20	\$65	\$82
	More than 15 years	26	\$150	\$40	\$77.5	\$77.5



		# of resp.	High	Low	Median	Average
<b>FILE PREPARATION/ PRODUCTION</b>	All	214	\$150	\$20	\$50	\$49.5
	Less than 7 years	91	\$80	\$20	\$35	\$39.5
	7 to 15 years	68	\$150	\$20	\$50	\$56
	More than 15 years	55	\$100	\$20	\$50	\$57.5
<b>SOCIAL MEDIA STRATEGY/ DEVELOPMENT</b>	All	62	\$150	\$20	\$50	\$57
	Less than 7 years	39	\$100	\$20	\$50	\$46
	7 to 15 years	15	\$120	\$20	\$50	\$58.5
	More than 15 years	8	\$150	\$45	\$100	\$100
<b>WEB DEVELOPMENT</b>	All	64	\$200	\$25	\$65	\$57
	Less than 7 years	32	\$200	\$25	\$50	\$58
	7 to 15 years	27	\$150	\$35	\$70	\$72
	More than 15 years	5	\$80	\$50	\$66	\$70
<b>PROJECT MANAGEMENT</b>	All	70	\$150	\$20	\$50	\$60
	Less than 7 years	18	\$100	\$20	\$40	\$46
	7 to 15 years	24	\$100	\$20	\$50	\$53
	More than 15 years	28	\$150	\$20	\$70	\$75
<b>CONTENT DEVELOPMENT/ COPY-WRITING</b>	All	66	\$150	\$20	\$52.5	\$63
	Less than 7 years	27	\$100	\$20	\$50	\$48
	7 to 15 years	17	\$150	\$25	\$75	\$72.5
	More than 15 years	22	\$150	\$40	\$77.5	\$75



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# DESIGN BUSINESSES

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## ABOUT DESIGN BUSINESSES

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*Knowing about what everyone does within your company is important. The main goal of the firm owner should be to know everything about every aspect of the business.*

*– JENNIFER TABACK RGD  
Partner, Design de Plume*

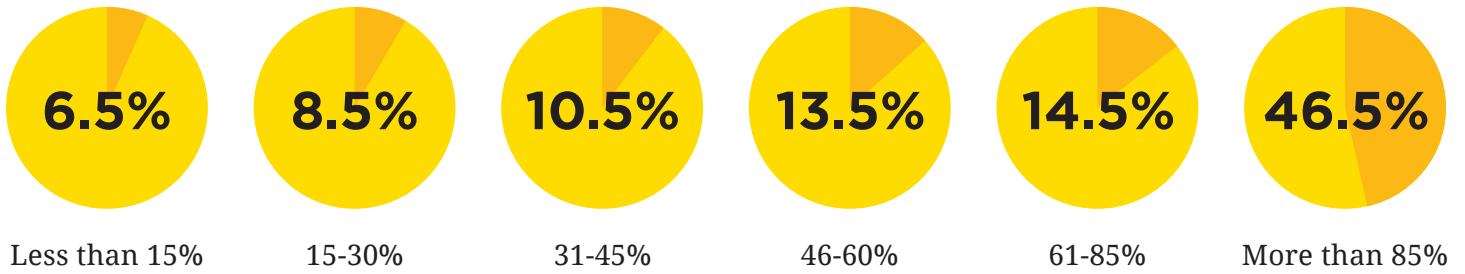
This section covers respondents who own creative businesses, which represents 20% of all respondents. Of the business owners who responded to the survey, 40% are men and 60% are women. The largest percentage (23%) are located in Metropolitan Toronto with 14% in British Columbia. 42% have more than 20 years experience in the industry.

More than 20% of these employers report plans to hire full-time staff and/or increase their use of freelancers in the next 12 months. The two areas of most concern for business owners in this sector are business development/sales and maintaining work/life balance. The factors contributing most positively to business growth are word-of-mouth (90%) and networking (48%).

## BUSINESS OWNER DEMOGRAPHICS

LOCATION OF BUSINESS OWNERS	Alberta	47	8%
	British Columbia	87	14%
	Western Quebec	48	8%
	Eastern Quebec	33	5%
	Prairies	17	3%
	Metropolitan Montreal	50	8%
	Metropolitan Toronto	142	23%
	Atlantic	23	4%
	Northern Ontario	16	3%
	Southwestern Ontario	46	7%
	Central Ontario	69	11%
	Eastern Ontario	39	6%
	Yukon	3	0%
	Northwest Territories	2	0%
<b>Total</b>	<b>622</b>		
GENDER OF BUSINESS OWNERS	Male	251	40%
	Female	371	60%
	<b>Total</b>	<b>622</b>	
YEARS OF EXPERIENCE OF BUSINESS OWNERS	1-6 years	48	8%
	7-15 years	151	24%
	16-20 years	160	26%
	More than 20 years	265	42%
	<b>Total</b>	<b>624</b>	

## PERCENTAGE OF FULL-TIME STAFF IN DESIGN/DESIGN RELATED POSITIONS



TOTAL RESPONDENTS: **206**

## ENGAGEMENT OF FREELANCERS IN THE PAST 12 MONTHS



TOTAL RESPONDENTS: **489**

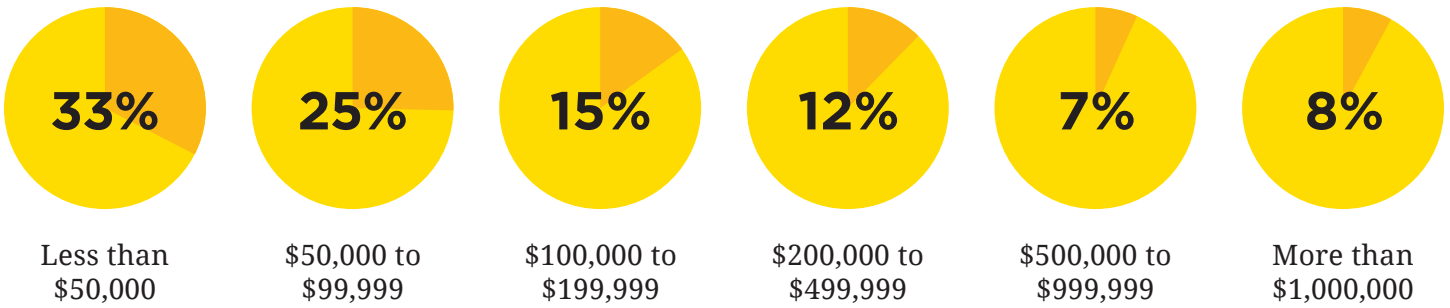
## HIRING PLANS FOR FULL-TIME STAFF IN NEXT 12 MONTHS

(Including Permanent and Contract Employees)



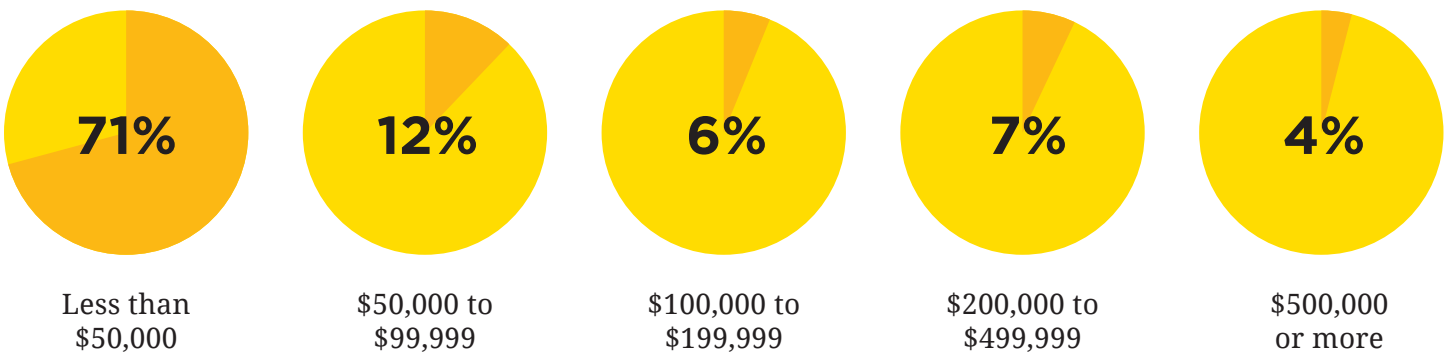
TOTAL RESPONDENTS: **493**

## TOTAL BILLINGS FOR 2015



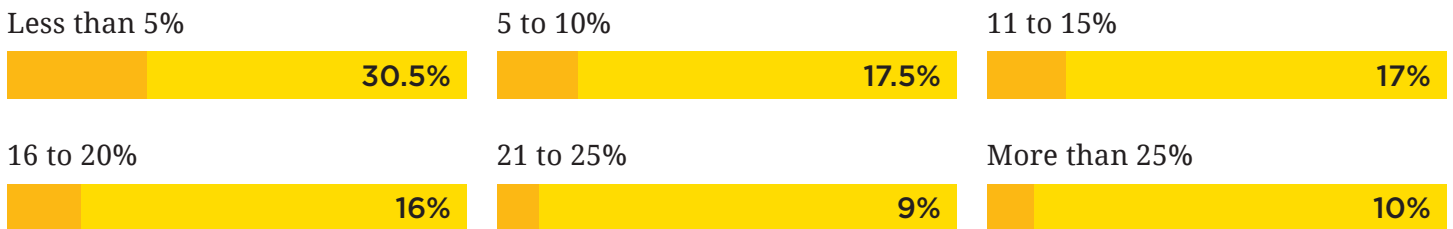
TOTAL RESPONDENTS: **486**

## TOTAL BILLABLE DISBURSEMENTS



TOTAL RESPONDENTS: **487**

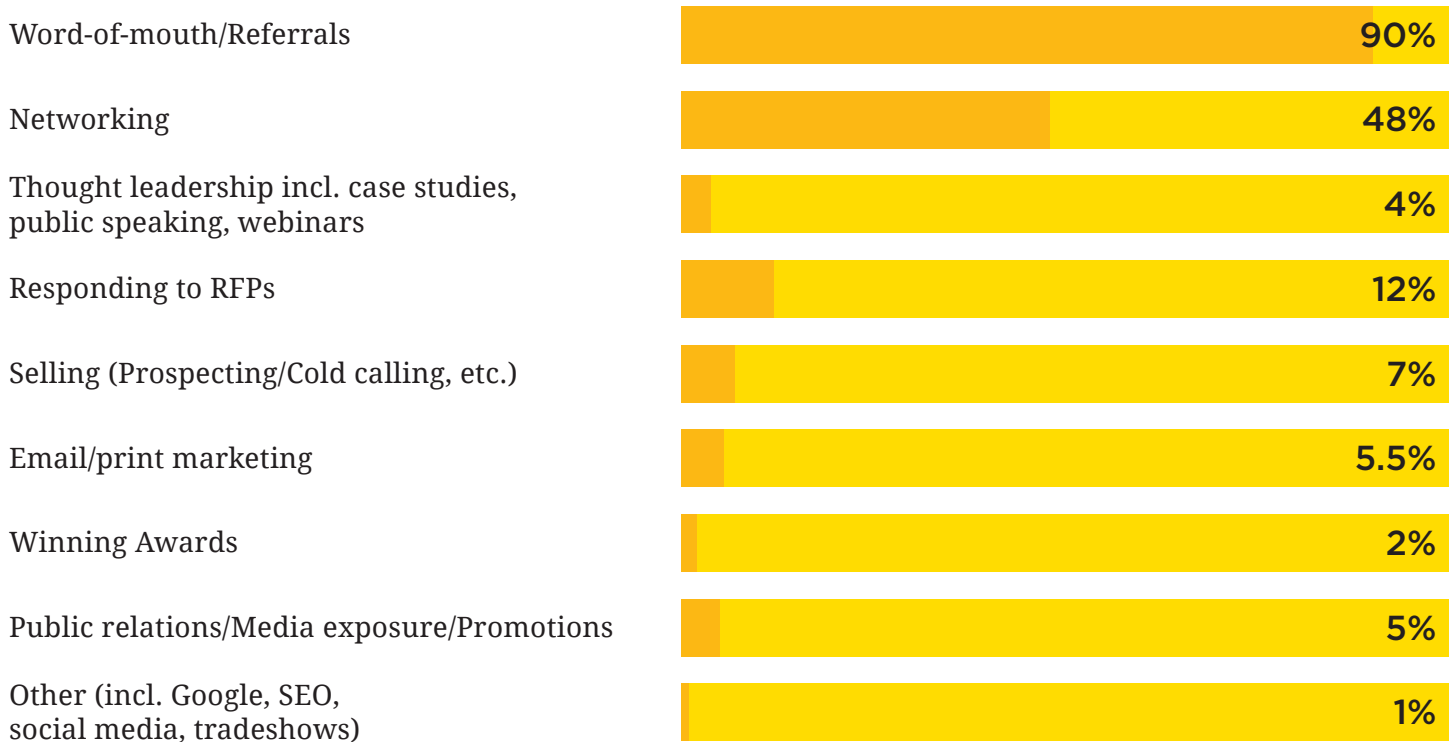
## AVERAGE MARK-UP ON BILLABLE DISBURSEMENTS



TOTAL RESPONDENTS: **484**

## FACTORS THAT CONTRIBUTE TO BUSINESS GROWTH

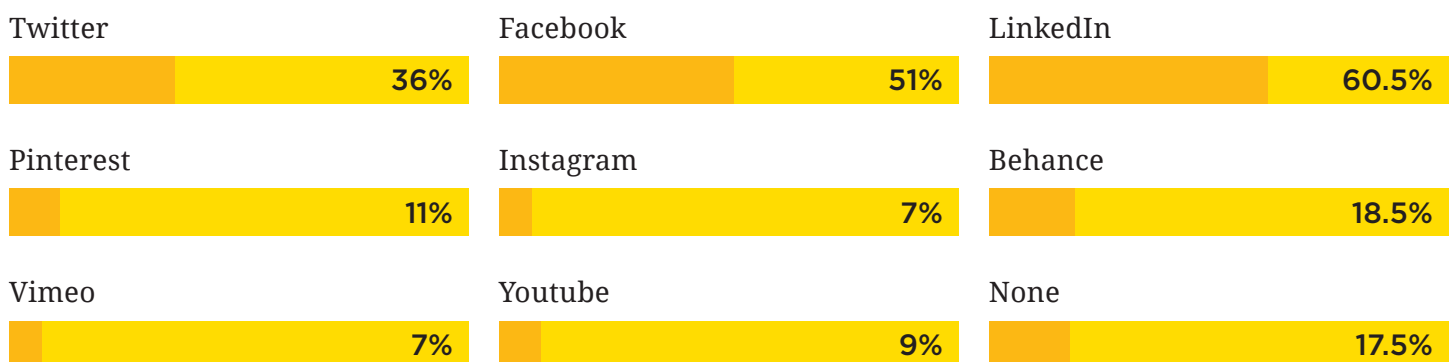
(Respondents could select more than one option)



TOTAL RESPONDENTS: **622**

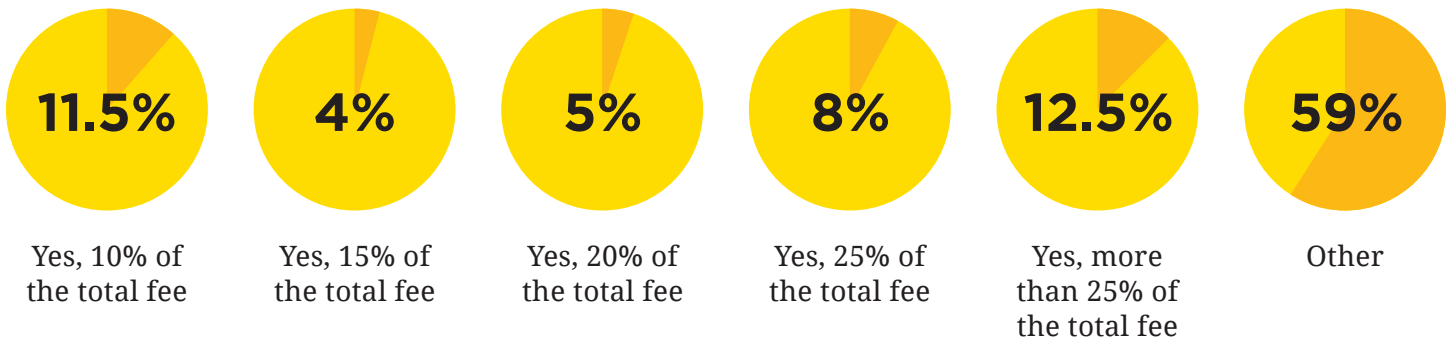
## VALUE OF SOCIAL MEDIA AS PART OF BUSINESS OPERATIONS

(Respondents could select more than one option)



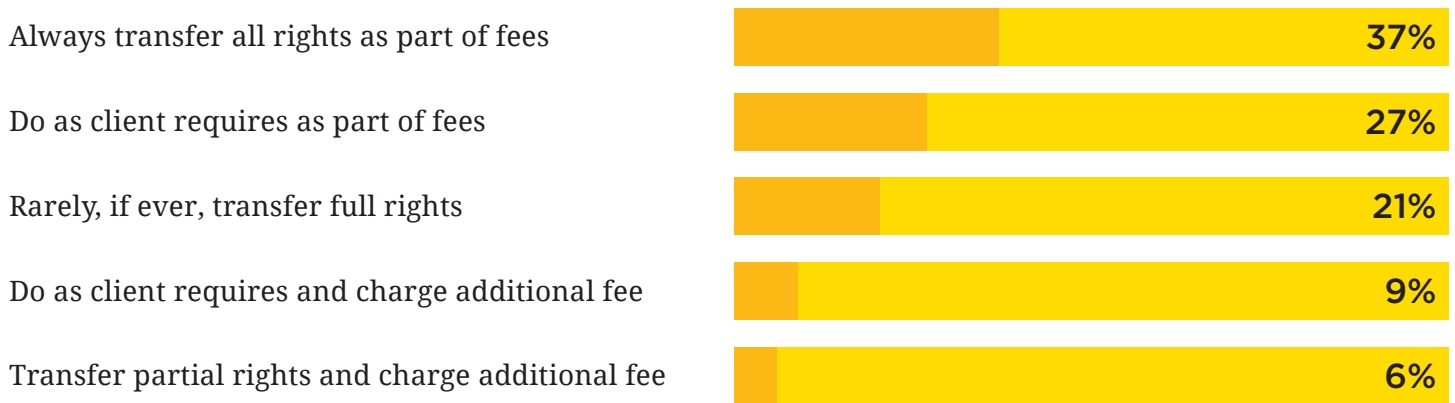
TOTAL RESPONDENTS: **623**

## POLICIES ON CANCELLATION FEES



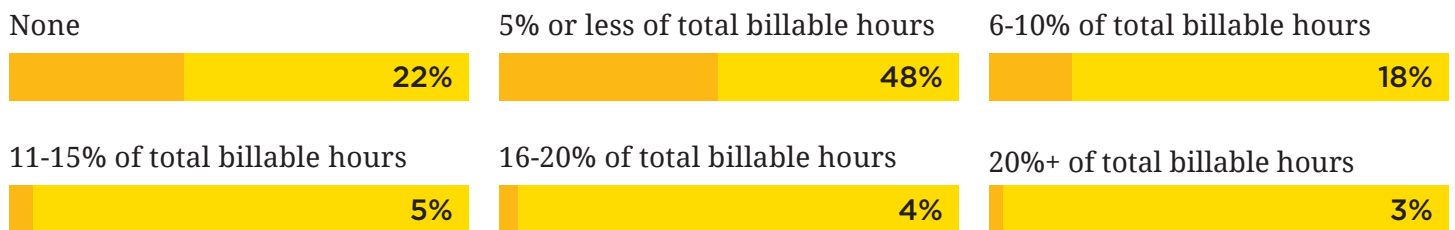
TOTAL RESPONDENTS: **385**

## POLICIES ON INTELLECTUAL PROPERTY



TOTAL RESPONDENTS: **487**

## AMOUNT OF PRO BONO WORK DONE IN 2015

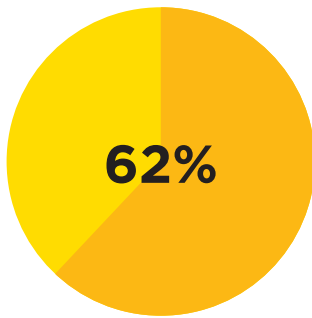


TOTAL RESPONDENTS: **623**

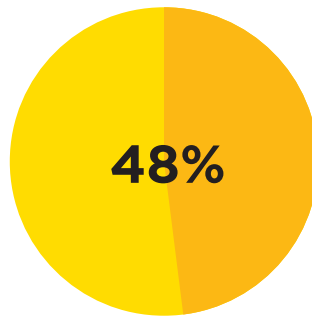


# MOST IMPORTANT SHORT-TERM AREAS OF CONCERN FOR BUSINESS OWNERS

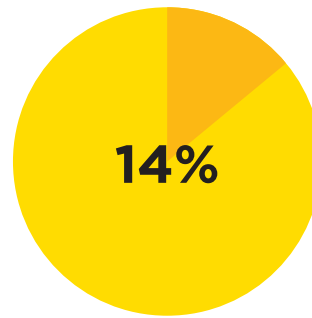
(Respondents could select more than one option)



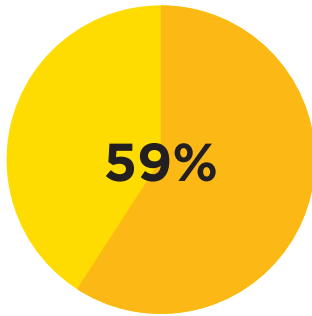
Business development and sales



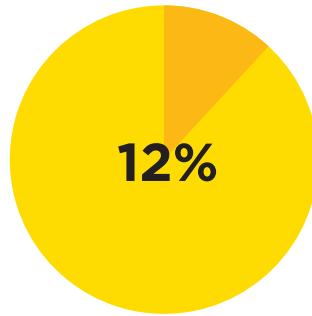
Productivity



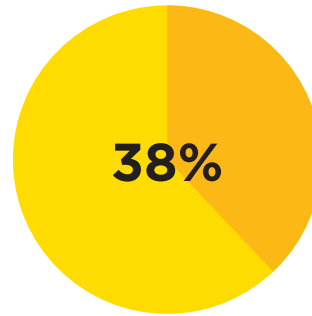
Retention and development of talent



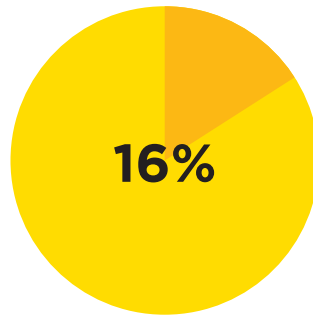
Work/life balance



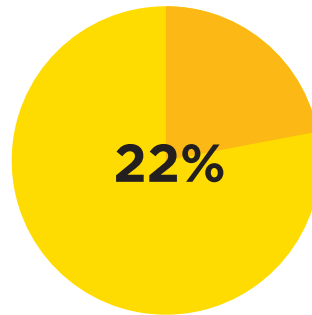
Sourcing talent



Managing growth



Competition



Customer service

TOTAL RESPONDENTS: **621**



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# **BUSINESS BILLING RATES**

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# BUSINESS BILLING RATES

		# of resp.	High	Low	Median	Average
GRAPHIC DESIGN	All	338	500	50	85	92
	0 to 4 employees	283	500	50	75	86
	5 to 10 employees	38	250	70	123	124
	11 or more employees	17	200	50	140	134
WEB DESIGN	All	262	320	50	85	97
	0 to 4 employees	211	320	50	80	89
	5 to 10 employees	35	200	80	125	126
	11 or more employees	16	200	76	150	142
BRANDING/ IDENTITY DESIGN	All	308	500	50	85	97
	0 to 4 employees	259	500	50	80	90
	5 to 10 employees	34	500	80	125	128
	11 or more employees	15	200	76	150	151
ADVERTISING/ MARKETING SERVICES	All	107	500	50	85	100
	0 to 4 employees	86	500	50	79	91
	5 to 10 employees	12	150	85	125	130
	11 or more employees	9	300	76	125	148
BRAND STRATEGY/ RESEARCH	All	143	275	50	90	104
	0 to 4 employees	114	250	50	82	91
	5 to 10 employees	21	275	85	150	147
	11 or more employees	8	200	120	185	173
CONTENT DEVELOPMENT/ WRITING	All	101	200	50	90	98
	0 to 4 employees	72	175	50	80	88
	5 to 10 employees	19	175	50	125	120
	11 or more employees	10	200	50	125	128
DATA VISUALIZATION/ INFORMATION GRAPHICS	All	88	175	50	80	90
	0 to 4 employees	75	150	50	75	82
	5 to 10 employees	8	165	80	150	136
	11 or more employees	5	175	125	150	145

		# of resp.	High	Low	Median	Average
<b>ILLUSTRATION</b>	All	122	185	50	80	87
	0 to 4 employees	107	160	50	75	82
	5 to 10 employees	12	165	80	122.5	120
	11 or more employees	3	185	125	140	150
<b>MOBILE DESIGN/ DEVELOPMENT</b>	All	78	250	50	95	102
	0 to 4 employees	59	250	50	85	90
	5 to 10 employees	13	175	80	125	130
	11 or more employees	6	185	100	150	143
<b>MOTION GRAPHICS</b>	All	62	500	50	100	116
	0 to 4 employees	47	500	50	80	105
	5 to 10 employees	10	250	85	150	148
	11 or more employees	5	175	100	150	147
<b>PROJECT MANAGEMENT</b>	All	139	200	50	90	96
	0 to 4 employees	113	180	50	85	89
	5 to 10 employees	16	175	85	125	122
	11 or more employees	10	200	85	125	133
<b>SOCIAL MEDIA STRATEGY</b>	All	80	200	50	83	89
	0 to 4 employees	66	200	50	80	85
	5 to 10 employees	10	150	75	100	107
	11 or more employees	4	150	50	108	104
<b>WEB DEVELOPMENT</b>	All	129	200	50	90	99
	0 to 4 employees	92	200	50	80	88
	5 to 10 employees	26	200	70	123	120
	11 or more employees	11	185	84	150	138
<b>PHOTOGRAPHY</b>	All	58	175	50	85	91
<b>VIDEO PRODUCTION</b>	All	36	200	50	98	96
<b>PROOFREADING/QA</b>	All	39	200	50	75	78



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# **FUTURE OF THE INDUSTRY**

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## GENERAL OBSERVATIONS

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*The soft skills of designers have never been more in need and it's up to us as professionals to cast off our connection to the technical focus of the past and see how we can create meaningful, effective communications that work across a wide range of platforms.*

*– JOHN FURNEAUX RGD  
Principal, Projektor Brand Image*

Survey respondents are incredibly optimistic about the future of their profession. More than 36% are very optimistic and an additional 44% are somewhat optimistic while less than 4% are either somewhat or very pessimistic.

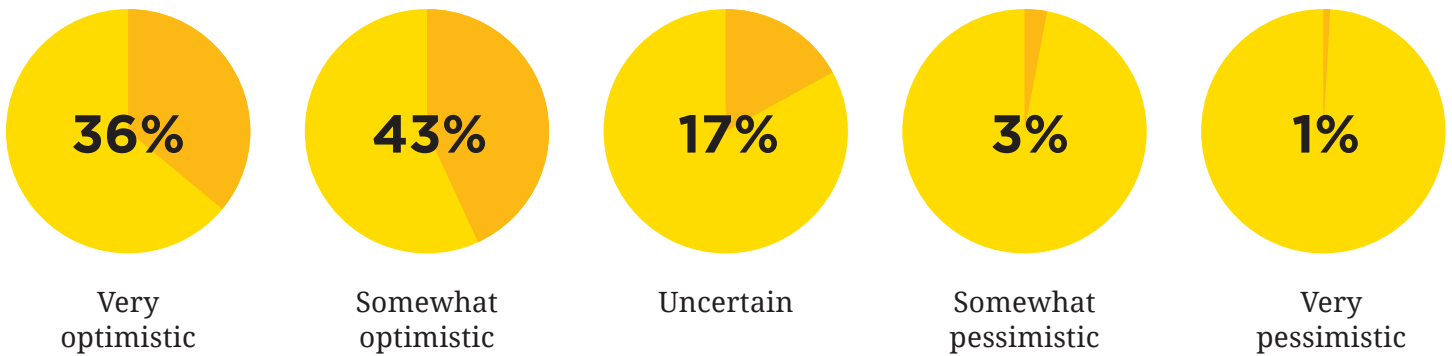
Of the respondents who are very optimistic, 52% have zero to six years of experience in their

current position, more than 50% of whom are located in Ontario.

The greatest threat to the design industry, according to respondents, is lack of awareness about the value of design, with the secondary, much lesser concern being shrinking budgets.

# LEVELS OF OPTIMISM FOR THE FUTURE OF THE PROFESSION

## NATIONALLY



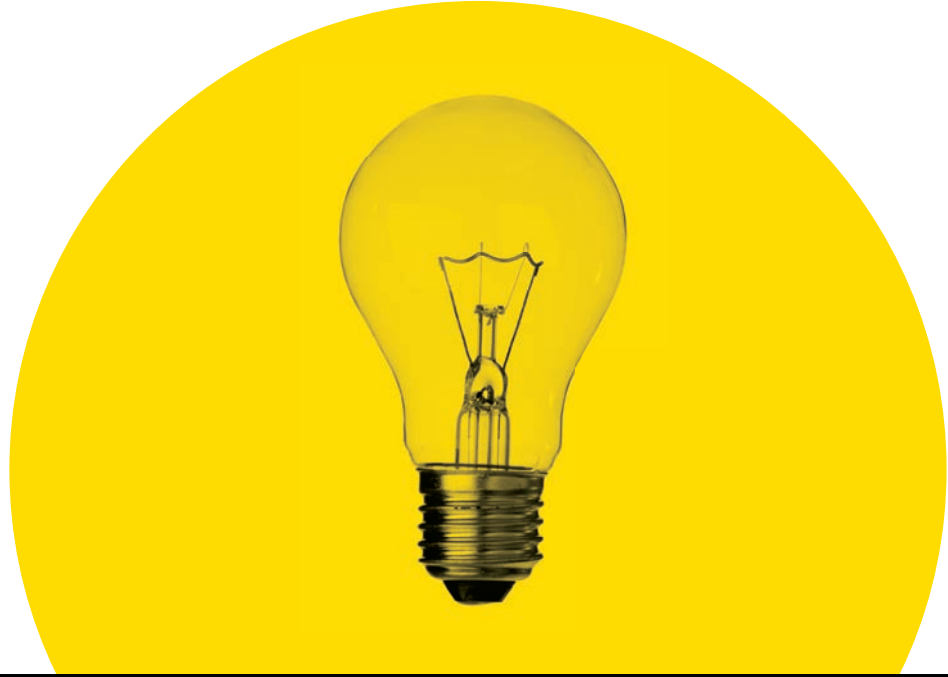
TOTAL RESPONDENTS: **2,887**

## REGIONALLY

	BC	AB	SK/MB	ON	QC	ATL
Optimistic	79%	81%	80%	80%	68%	81%
Uncertain	16%	15.5%	18.5%	15%	27%	15%
Pessimistic	4.5%	3%	3.5%	4%	4%	3.5%
# of respondents	313	226	97	1,677	430	108

## BY EXPERIENCE

	Less than 1 year	1-3 years	4-6 years	7-10 years	11-15 years	16-20 years	More than 20 years
Optimistic	87%	85%	78.5%	77%	80%	70%	75%
Uncertain	12%	13.5%	18%	18.5%	16%	24%	18%
Pessimistic	1%	1%	3%	4%	5%	6%	7%
# of respondents	91	445	492	371	291	214	202



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# **JOB DESCRIPTIONS**

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# JOB DESCRIPTIONS

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*To survive in the creative industry, you need to anticipate future trends and technologies. “Vision” and “capacity to evolve” are the most critical attributes for design leaders.*

*– AUDREE LAPIERRE*

*Creative Director/Co-Founder, FFunction*

## **ART DIRECTOR**

The art director establishes the conceptual and stylistic direction for all design staff and orchestrates their work, as well as the work of production artists, photographers, illustrators, prepress technicians, printers and anyone else who is involved in the development of a project. The art director generally selects vendors and, if there isn't a creative director on staff, has final creative authority.

## **BRAND MANAGER**

A brand manager is tasked with planning, developing and directing marketing efforts to increase the value and performance of a specific brand, service or product. A brand manager ensures the creation of consistent,

powerful brand messages and experiences relevant to a client's target audience(s) and focuses on developing a brand's profit and loss performance, image and positioning compared to competitors.

## **COMMUNICATIONS OR MARKETING MANAGER**

A communications or marketing manager develops and manages the marketing and/or communications strategy, planning and execution for a company, product or service, integrating activities with product or service managers and guiding the research and analysis of market data. A marketing manager may also be responsible for advertising, promotions, events, communications and social media, as well as integration with public relations.

**COPYWRITER/EDITOR**

A copywriter writes, edits and proofs promotional or publicity copy for print or electronic publications. At higher levels, copywriters are often responsible for strategic and conceptual development of messages and stories.

**CREATIVE/DESIGN DIRECTOR**

A creative director or design director is the creative head of a design firm, advertising agency or in-house design department. In all of these areas, key responsibilities can include the development of graphic design, advertising, communication and industrial design.

**CREATIVE/DESIGN SERVICES MANAGER**

A creative manager or design manager manages the creative staff, evaluates its work, ensures that projects meet the requirements of the design brief and are completed on time and within budget. A design manager may work in a corporation and manage the hiring of design firms and the use of their design services.

**GRAPHIC DESIGNER**

A graphic designer is responsible for the design of graphic applications such as collateral material, environmental graphics, books and magazines, corporate identity and branding, film titling and websites, from concept to completion.

**GRAPHIC DESIGN EDUCATOR**

Graphic design educators transmit their skills and knowledge to students in post-secondary design programs. They implement effective educational strategies through course and curriculum development, assessment methods, course management and act as a liaison with industry.

**OWNER, PARTNER, PRINCIPAL**

An owner, partner, principal or VP holds an equity position and/or has major business responsibility for a firm with employees.

**PRODUCTION MANAGER**

A production manager is responsible for managing the process (bids, scheduling production and delivery) of producing design projects, from concept through production, including photography, separations, press work as well as digital production

**SENIOR GRAPHIC DESIGNER**

The senior graphic designer is responsible for the design of solutions from concept to completion. In some firms, a senior designer directs the work of one or more junior designers, who generate comps and create layouts and final art. In some cases, senior designers do not manage staff, but are designated “senior” because of their authority in design decision-making.

**USER EXPERIENCE/  
USER INTERFACE DESIGNER**

A user experience or user interface designer is responsible for designing websites and applications that support user-centred design principles. They understand best practices in interface development to support how users behave. Working in tandem with UX/UI developers, the designer requires insight into information architecture, interaction and interface design, and the design process.



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**ORGANIZERS &  
SPONSORS**

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# ORGANIZERS

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## RGD

Through RGD, Canadian designers exchange ideas, educate and inspire, set professional standards and build a strong, supportive community dedicated to advocating for the value of design. RGD was created by government legislation to grant designers, design educators and design managers who qualify the right to use the designation 'RGD'. Representing over 3,400 Members, RGD advocates on behalf of the profession, communicating the contribution of graphic designers to commerce, culture and society.

[www.rgd.ca](http://www.rgd.ca)

## CREATIVE NICHE INC

Creative Niche is a temporary staffing, permanent recruitment and executive search firm focused in advertising, communications, design, digital, marketing, public relations, social media, data and innovation throughout North America. Founded in 2002, Creative Niche connects top talent with agencies, design firms and brands ranging from start-ups to Fortune 500s. Creative Niche is headquartered in Toronto with offices in Ottawa and New York City.

[www.creativeniche.com](http://www.creativeniche.com)



GDC® is Canada's national certification body for graphic and communication design and, since 1956, has established standards for design professionals, educators, and leaders. Through our certification program, GDC licenses the unique CGD™ certification mark to members whose services meet rigorous, standardized criteria. The CGD certification mark is recognized across Canada as the mark of professional services and ethical business conduct.

[www.gdc.net](http://www.gdc.net)

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## SPONSORS

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Adobe is the global leader in digital marketing and digital media solutions. Adobe's tools and services allow their customers to create groundbreaking digital content, deploy it across media and devices, measure and optimize it over time, and achieve greater business success. Adobe helps their customers make, manage, measure, and monetize content across every channel and screen.

[www.adobe.com](http://www.adobe.com)

## Applied Arts

Applied Arts is Canada's leading visual communications magazine for designers, advertising execs, photographers, illustrators and marketers. Since 1986, it has delivered gorgeous imagery, strong opinion, timely information and essential industry insight to a readership of 46,000 creative professionals. The magazine covers and celebrates the communication arts community, and each issue includes winners from the annual Applied Arts Awards programs. Applied Arts hosts a number of annual events that support the creative industry, including the Creative Futures Expo, which educates high school students about career possibilities in visual communications.

[www.appliedartsmag.com](http://www.appliedartsmag.com)



Domtar is committed to the responsible use of paper. They're also committed to communicating paper's place and value to the businesses and people that use their products every day. Domtar designs, manufactures, markets and distributes a wide variety of fiber-based products including communication papers, specialty and packaging papers and personal care products. Domtar continues to be fuelled by new ideas, collaboration and technology to ensure sustainability for generations to come.

[www.domtarblueline.com](http://www.domtarblueline.com)



Whether you're working at a design studio, ad agency or in-house, fresh out of school or seasoned veteran, you can trust Flash Reproductions to manage any printing job from offset to letterpress to digital. If you're not sure of the best way to print a job, no worries - they'll sort it out with you while respecting both your timeline and budget. They do it all with an eye for detail and an obsession with quality, because their goal is simple: to make you a superstar in front of your client.

[www.flashreproductions.com](http://www.flashreproductions.com)

## *the* **PIXEL SHOP**

The Pixel Shop is a team of interactive strategists, designers and developers based in Toronto. Their passion is conceiving, designing and building one-of-a-kind online experiences for their clients. Everything they do is part of an integrated approach to the digital channel that spans strategy to deployment, whether it's a mobile app, an enterprise-level content management system or a marketing campaign, they craft it with love and attention to detail second to none.

[www.thepixelshop.ca](http://www.thepixelshop.ca)

## **Purpose/Built**

Purpose/Built is an integrated, full-service strategic brand and digital design agency. They unlock value for clients through custom-built solutions based on in-depth research and a thorough understanding of their clients' business strategy. Their diverse team of technical, creative and strategy experts is based in Toronto, with offices in New York and Kuala Lumpur.

[www.purpose-built.com](http://www.purpose-built.com)