

National Survey of Graphic Design Salaries and Billing Practices

2006

WARNING

Contains Explicit Graphic Details

RGD | **ONTARIO** **AQUENT**

Conducted by the Association of Registered Graphic Designers of Ontario (RGD Ontario)
Sponsored by Aquent – The Official Career Development Partner of RGD Ontario
Supported by the Society of Graphic Designers of Canada (GDC) and the Société des
designers graphiques du Québec (SDGQ)



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October 2005

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A Q U E N T

Aquent is a creative services firm dedicated to elevating the profession of graphic design and ensuring it receives the respect it deserves. Through our Talent Agency for design professionals – the world's largest and most experienced – we help open doors to rewarding freelance and permanent work across Canada and in 15 countries worldwide.

Our commitment to design professionals extends beyond our own company to the broader community. Through partnerships with such leading organizations as RGD Ontario, Aquent provides industry professionals with the tools to succeed. In addition to sponsoring this important Salary Survey, Aquent offers an array of support services and training opportunities to students and professionals.

Aquent was an early advocate for the value of design and appropriate pay for design professionals, so we are particularly proud to sponsor this third national Salary Survey. We appreciate the opportunity to give something back to the industry that has been so good to us.

For more information visit Aquent on-line at www.aquent.ca, or call 1 877 2 AQUENT.

For more information, contact RGD Ontario by phone at 1 888 274 3668; in Toronto 416 367 8819, by e-mail at info@rgdontario.com or visit www.rgdontario.com.

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INTRODUCTION

As part of its mandate to serve the best interests of both the graphic design industry and the public, the Association of Registered Graphic Designers of Ontario (RGD Ontario) conducts a biannual national survey on salaries, project fees and billing practices in the Canadian graphic design industry.

This survey was conducted by Research Dimensions Ltd. on behalf of RGD Ontario and its partner AQUENT, in cooperation with the Society of Graphic Designers of Canada (GDC) and the Société des designers graphiques du Québec (SDGQ).

This is the third time a survey of this nature has been conducted in Canada by this Association. Previous surveys were conducted in 2003 (results published in 2004) and 2001 (results published in 2002).

About the Organizers

About RGD Ontario

The Association of Registered Graphic Designers of Ontario (RGD Ontario) is the self-regulatory, professional body for graphic designers in the province of Ontario. RGD Ontario grants graphic design professionals who qualify the right to the exclusive use of the designations Registered Graphic Designer and R.G.D.

What is a Registered Graphic Designer (R.G.D.)?

A Registered Graphic Designer (R.G.D.) is a graphic design practitioner, manager or educator who has met the Association of Registered Graphic Designers of Ontario's qualification criteria and has been granted the right to use these professional designations. No one else may use these designations.

Benefits of Membership

RGD Ontario represents the voice of over 3,200 members and on their behalf:

- Provides the backing of a credible, legislated professional organization.
- Promotes the importance and benefits of graphic design to business, government and the public.
- Lobbies business, educational institutions and government with respect to issues affecting the business of graphic design such as application of PST and spec work.
- Advises members of developments in laws and practices related to graphic design.
- Partners with corporate sponsors to promote and advance links to organizations in related fields and foster commerce relevant to graphic design.
- Promotes professional dialogue and a forum for exchange of information and ideas.
- Provides members with opportunities for professional development and continuing education.
- Provides networking opportunities with buyers of design services, colleagues in the graphic design industry and related professionals.
- Provides members with discounts, special offers and other useful and exclusive benefits including studio, health and liability insurance.

For more information, contact RGD Ontario by phone at 1 888 274 3668; in Toronto 416 367 8819 or e-mail at info@rgdontario.com, or visit the web site at www.rgdontario.com.

The Society of Graphic Designers of Canada

The Society of Graphic Designers of Canada (GDC) is Canada's national graphic design association. A member-based organization, GDC comprises design professionals, educators, administrators, students and associates in communications, marketing, media and design-related fields.

The Society has been an advocate, voice and resource for Canada's graphic design profession since 1956. The GDC maintains a national certified body of graphic designers and promotes high standards of graphic design and ethical business practices, for the benefit of Canadian industry, commerce, public service and education.

Through the media, publications, seminars, events, conferences and exhibits, the GDC builds awareness of graphic design and its essential role in business and society.

There are currently nine GDC Chapters and over 850 members across Canada. The GDC communications network facilitates a national, ongoing exchange of ideas and information for designers and students.

GDC is a member of the International Council of Graphic Design Associations (Icograda), the worldwide non-governmental body representing the graphic design profession. This provides GDC members with the opportunity for international recognition, professional development and a global perspective on graphic design.

The GDC was founded in 1956, became a national association in 1974 and was granted a Federal Charter in 1976. In 1996 the GDC's Ontario Chapters joined together to form RGD Ontario under an Act of the Ontario Legislature. The Société des Designers Graphiques du Québec (SDGQ), representing graphic designers in the province of Quebec, is closely allied with the GDC.

La Société des designers graphiques du Québec

La Société des designers graphiques du Québec (SDGQ) a pour mission de promouvoir le design graphique et de contribuer à son avancement en favorisant le développement professionnel et économique de ses membres.

Le rôle et les responsabilités de la SDGQ sont entre autres de :

- Démystifier la profession de designer graphique et de préciser sa contribution à l'ensemble de la société québécoise.
- Faire connaître et reconnaître le design graphique et ses artisans.
- Faire évoluer la profession au profit de ses membres, de leurs clients et du grand public.
- Favoriser la formation de ses membres par la diffusion d'information au moyen de publications, de conférences, de forums d'échanges, etc.
- D'établir des partenariats et de travailler en étroite collaboration avec des organismes du milieu (IDM, GDC, Icograda, etc.).
- D'organiser ou de superviser des concours qui soulignent l'excellence du design graphique au Québec.
- Représenter ses membres auprès des institutions gouvernementales et du milieu de l'enseignement; de prendre position face aux enjeux concernant la profession.

Method

Distribution

An on-line survey in both French and English was promoted via a full-page ad in the March/April issue of Applied Arts Magazine, a postcard mailing to 10,000 graphic designers across Canada and special e-mail bulletins sent to designers from RGD Ontario, AQUENT, GDC, SDGQ as well as the Advertising & Design Club of Canada and FlashinTO. When accessing the survey on-line, special passwords were issued to those who started the survey and wanted to return later to complete it.

Return

Just over thirteen hundred questionnaires were received from all parts of Canada as follows:

	Number received	Percent of received
Alberta	89	6.8%
B.C.	136	10.4%
Manitoba	33	2.5%
New Brunswick	6	0.5%
Newfoundland and Labrador	1	0.1%
Nova Scotia	15	1.1%
Ontario	757	57.9%
PEI	1	0.1%
Quebec	241	18.4%
Saskatchewan	26	2.0%
Yukon/Northwest Territories	3	0.2%
Total	1308	100.0%

Caveat: Use of Data

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

The Salary and Total Compensation information is reported in terms of high, low, average and median (or middle) values for each job position. The information is also split out by several variables (Region, City, Gender, Education, Experience, Organization Size and Organization Type) where applicable. **Caution should be applied in interpreting the results where the number of respondents is very small.**

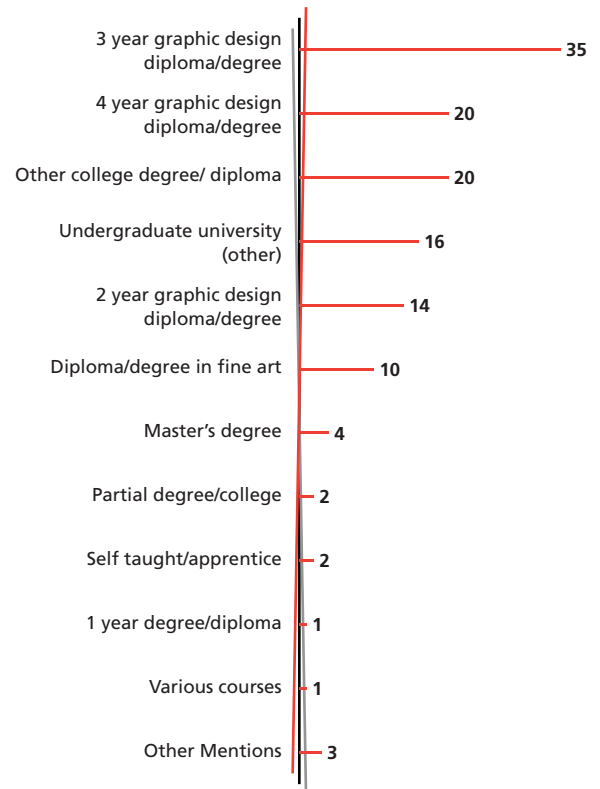
MAIN FINDINGS

About Respondents

- Over half (55%) of respondents have completed a 3 or 4 year diploma/degree in graphic design.
- Three-in-five (61%) are not a member of RGD Ontario, GDC or SDGQ. Approximately one-quarter (23%) are members of RGD Ontario.
- One-third (32%) have been working in the industry for less than 5 years. The average experience is approximately 10 years.
- An equal number of men and women participated.

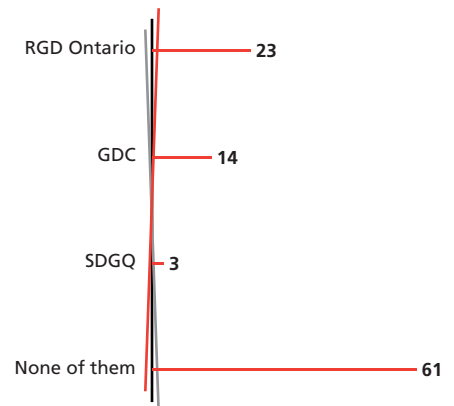
Educational Background

Base: 1,300 (percent)



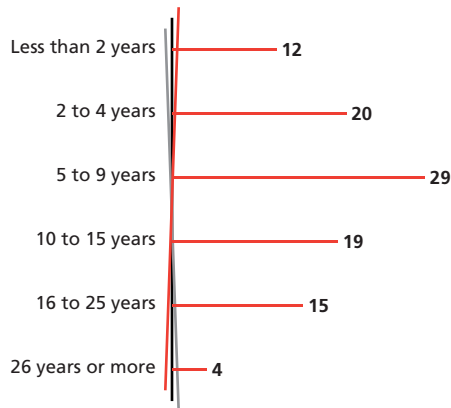
Professional Design Association Membership

Base: 1,308 (percent)



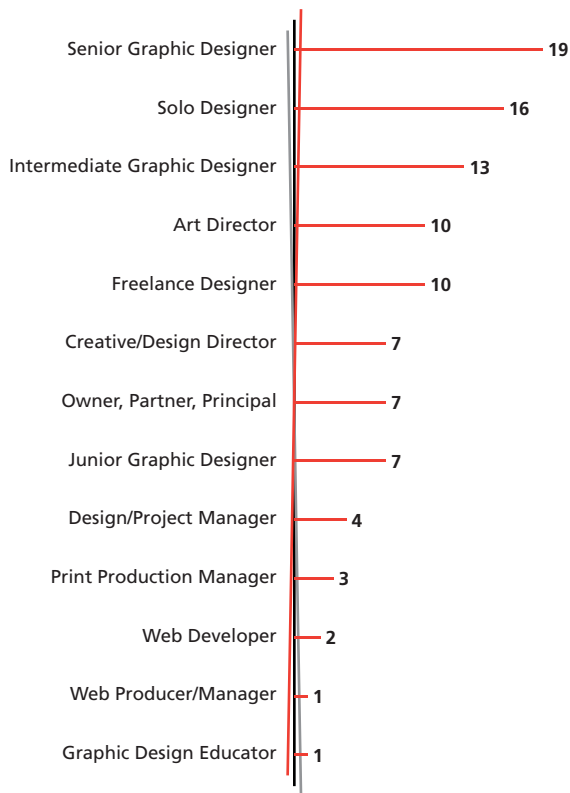
Length of Time Working in the Graphic Design Industry

Base: 1,308 — Average: 9.5 years (percent)



Job Title

Base: 1,265 (percent)



NOTE: job titles with less than 1% of respondents are not included in the above graph

Areas Involved in during the Last Year

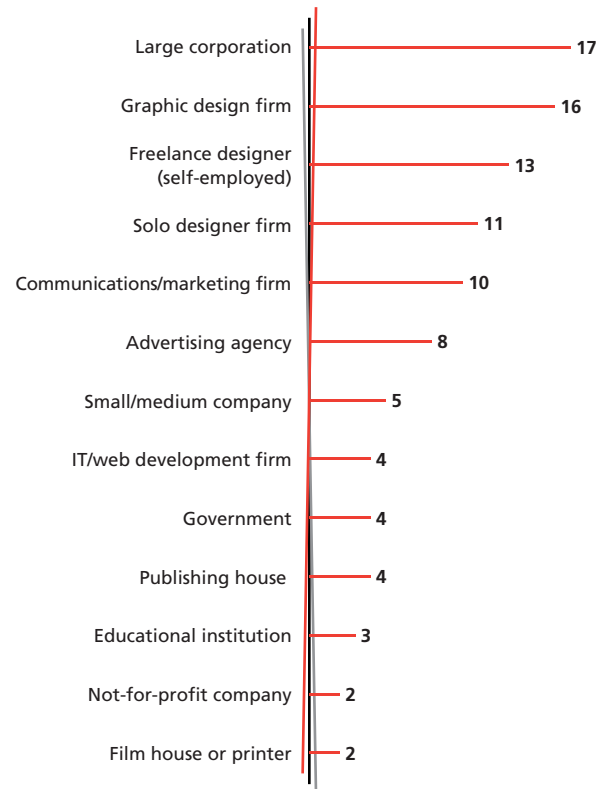
Base	"Pure Designers"		All others
	Total	1,175	
Corporate identity/branding	71%	73%	50%
Advertising design	62%	64%	49%
Print production	62%	63%	57%
Corporate collateral	62%	65%	42%
Web design	61%	62%	61%
Project management	48%	48%	54%
Information design (charts, graphs)	46%	48%	36%
Illustration	42%	43%	27%
Publication design	42%	44%	22%
Web site production	41%	40%	59%
Marketing communications	40%	41%	36%
Direct mail design	38%	40%	20%
Photography	37%	39%	23%
Exhibit/tradeshow booth design	36%	37%	24%
Signage and wayfinding	34%	36%	17%
Point of purchase displays	33%	34%	29%
Packaging design	32%	33%	21%
Proof-reading	30%	31%	27%
Copy-writing/editing	29%	29%	31%
Multimedia design	29%	29%	36%
Marketing	28%	28%	38%
Annual report design	25%	26%	19%
Brand consulting	25%	27%	17%
Book design	25%	27%	14%
Communications strategy	24%	23%	30%
Information architecture	15%	15%	19%
Teaching	13%	13%	17%
Retail/interior design	12%	12%	6%
Market research	11%	11%	17%
Type/font design	10%	10%	11%
Broadcast design	10%	11%	2%

About Respondents' Employers

- Designers participating in this year's study represent varied work environments – 17% work at large corporations, 16% in graphic design firms, 11% in solo design firms, and 13% are freelance designers.
- Almost half (44%) have been with the same company for the past 5 years.
- One-half (48%) work in an organization with less than 10 full-time employees.

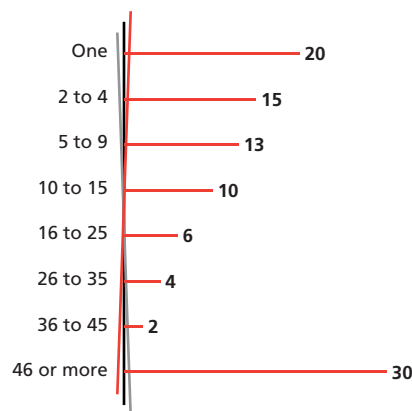
Organization Currently Employed With

Base: 1,308 (percent)



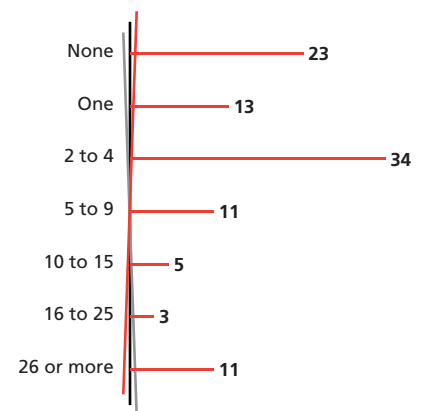
Number of Full-time Employees during 2004

Base: 1,308 — Average: 21.4 employees (percent)



Number of Part-time/Freelance Employees during 2004

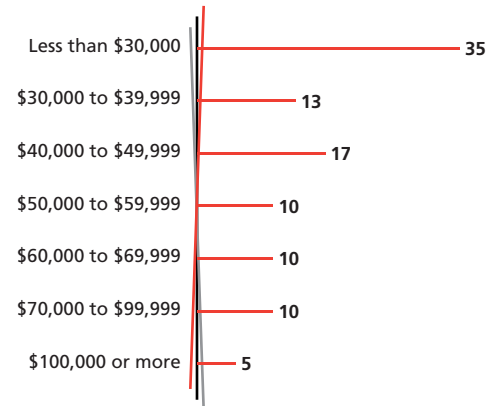
Base: 1,308 — Average: 6.4 employees (percent)



About Solo Designer Firms

- One-third (35%) of solo design firms report income less than \$30,000 in 2004. The range of income was \$100 to \$195,000. The average income was \$43,183 and the median was \$40,000.
- On average, solo designers worked 1,316 hours to earn this income.
- Among solo designers who worked 1,000 hours or more (70% of solo designer respondents), the average income was \$51,711.
- Billable rates for services offered by solo designers range from \$20 to \$150.

Income*
Solo Designer Firms
Base: 145 (percent)
High \$195,000 / Low \$100 / Average \$43,183



* Defined as billings, less business-related expenditures

Solo Designer Firm Billing Rates

	High	Low	Average	Median	Number of Respondents
Creative/Design Direction	\$150	\$25	\$73	\$65	126
Less than 5 years experience	\$70	\$25	\$43	\$35	14
5 to 15 years experience	\$150	\$30	\$72	\$65	68
16 years or more	\$150	\$30	\$85	\$80	44
Art Direction	\$150	\$25	\$72	\$70	117
Less than 5 years experience	\$80	\$25	\$40	\$35	12
5 to 15 years experience	\$150	\$30	\$73	\$65	64
16 years or more	\$150	\$30	\$80	\$75	41
Design/Project Management	\$150	\$20	\$66	\$60	116
Less than 5 years experience	\$60	\$20	\$39	\$40	13
5 to 15 years experience	\$150	\$25	\$68	\$60	64
16 years or more	\$100	\$30	\$72	\$75	39
Graphic Design	\$150	\$20	\$67	\$60	135
Less than 5 years experience	\$65	\$20	\$43	\$45	13
5 to 15 years experience	\$150	\$30	\$67	\$60	74
16 years or more	\$145	\$25	\$74	\$75	48
Brand Strategy/Consulting	\$250	\$25	\$76	\$70	80
Less than 5 years experience	\$60	\$25	\$38	\$35	8
5 to 15 years experience	\$150	\$35	\$76	\$70	45
16 years or more	\$250	\$40	\$88	\$80	27
Web Design	\$150	\$20	\$65	\$60	101
Less than 5 years experience	\$70	\$25	\$47	\$45	13
5 to 15 years experience	\$150	\$30	\$65	\$60	60
16 years or more	\$150	\$20	\$74	\$60	28
Print Production Management	\$150	\$20	\$61	\$60	106
Less than 5 years experience	\$60	\$20	\$38	\$35	12
5 to 15 years experience	\$150	\$25	\$63	\$60	58
16 years or more	\$125	\$20	\$66	\$60	36
Copywriting	\$150	\$20	\$63	\$55	59
Less than 5 years experience	\$60	\$25	\$41	\$35	7
5 to 15 years experience	\$150	\$30	\$60	\$55	34
16 years or more	\$125	\$20	\$75	\$75	18
File Preparation	\$150	\$20	\$60	\$55	96
Less than 5 years experience	\$60	\$25	\$42	\$35	6
5 to 15 years experience	\$150	\$20	\$60	\$55	55
16 years or more	\$100	\$20	\$62	\$60	35
Art Direction & Supervision of Photography & Illustration	\$150	\$20	\$69	\$60	88
Less than 5 years experience	\$60	\$25	\$42	\$35	8
5 to 15 years experience	\$150	\$30	\$71	\$60	45
16 years or more	\$125	\$20	\$72	\$75	35
Web Programming	\$150	\$20	\$66	\$60	55
Less than 5 years experience	\$100	\$20	\$51	\$50	8
5 to 15 years experience	\$150	\$35	\$70	\$60	33
16 years or more	\$100	\$20	\$65	\$60	14
Illustration	\$125	\$20	\$63	\$60	60
Less than 5 years experience	\$60	\$25	\$43	\$35	7
5 to 15 years experience	\$100	\$30	\$64	\$60	29
16 years or more	\$125	\$20	\$69	\$60	24
Photography	\$150	\$10	\$61	\$55	43
Less than 5 years experience	\$50	\$25	\$34	\$35	5
5 to 15 years experience	\$150	\$10	\$68	\$60	21
16 years or more	\$125	\$20	\$61	\$50	17

About Firms Owned by Respondents

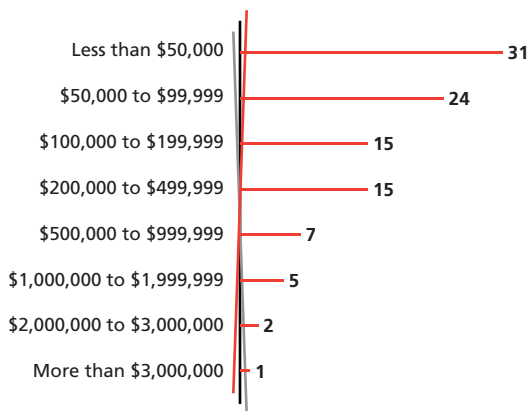
- Billing rates at design firms with two or more employees are much higher than solo designer billing rates and range from a low of around \$10 per hour for a Junior or Intermediate Graphic Designer to a high of \$350 for an Owner, Partner or Principal.
 - » the apparent decrease in rates for some job titles from 2003 may be due to a lower proportion of respondents from Ontario (where billing rates are highest) in the 2005 survey versus the 2003 survey rather than a real rate decrease.
- Over half (56%) the firms had less than \$100,000 in billings in 2004.
- Partner/principals and solo designers are reasonably optimistic about the year ahead – seven-in-ten (69%) expect billings will increase in 2006 while 10% expect billings will decrease.
- Two-thirds of firms (63%) have billable disbursements less than \$50,000, and about half (55%) will mark up their disbursements by 5% to 15%.
- The distribution of clients among local, regional, provincial, national, USA, Europe, Mexico, South America and Asia is not expected to change very much from 2003 to 2005. The bulk of the work (72%–75%) is from local clients.

Billing Rates by Job Title

	High	Low	Average	Median	# Respondents	2003 Median	2001 Median
Owner, Partner, Principal	\$350	\$20	\$107	\$100	101	\$120	\$100
Creative/Design Director	\$250	\$45	\$111	\$100	46	\$125	\$120
Art Director	\$200	\$50	\$107	\$100	26	\$100	\$100
Design/Project Manager	\$200	\$50	\$106	\$100	25	\$95	\$100
Senior Graphic Designer	\$200	\$22	\$93	\$85	53	\$90	\$90
Intermediate Graphic Designer	\$150	\$11	\$81	\$80	38	\$90	\$80
Junior Graphic Designer	\$125	\$12	\$77	\$75	37	\$70	\$60
Print Production Manager	\$185	\$50	\$91	\$85	14	\$100	\$80
Copywriter	\$160	\$35	\$89	\$80	14	\$110	\$90
Web Developer	\$190	\$40	\$102	\$100	30	\$85	\$90
Web Producer/Manager	\$150	\$45	\$93	\$85	17	\$85	\$100
Brand Strategist/Consultant	\$300	\$100	\$153	\$125	8	\$150	\$150

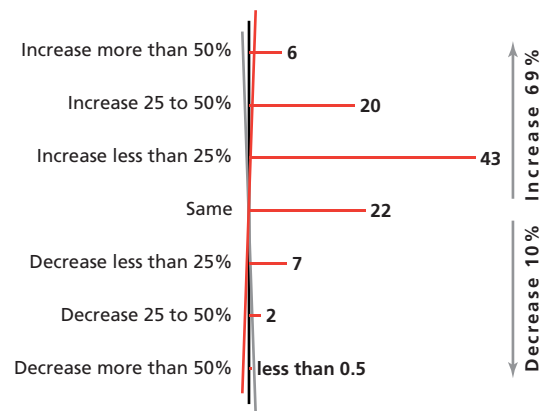
Billings – Year 2004

Base: 265 — Average: \$306,720 (percent)

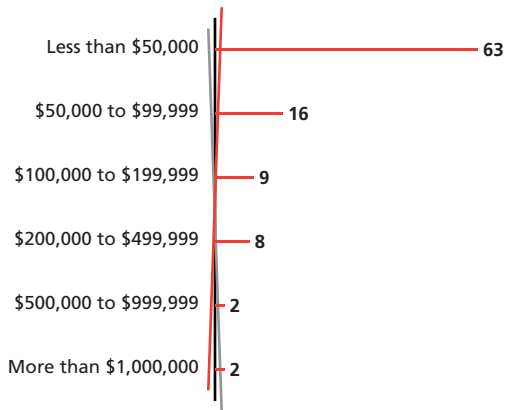


Expected Billing Changes in 2005

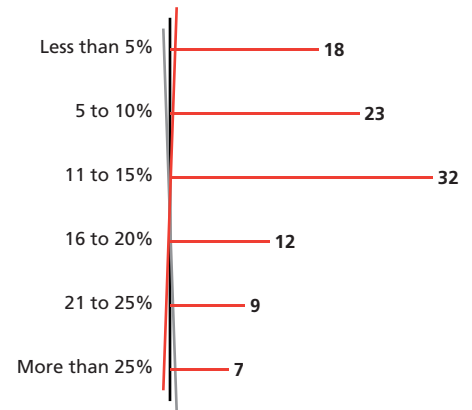
Base: 265 — Average: 15.6% Increase (percent)



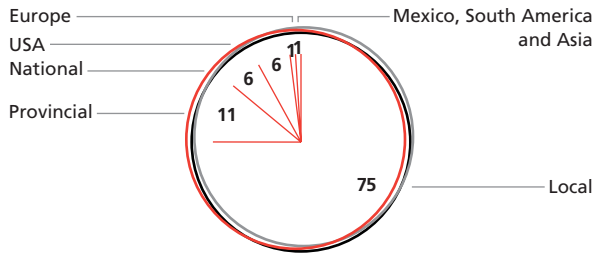
Total Billable Disbursements – 2004
 Base: 265 — Average: \$131,720 (percent)



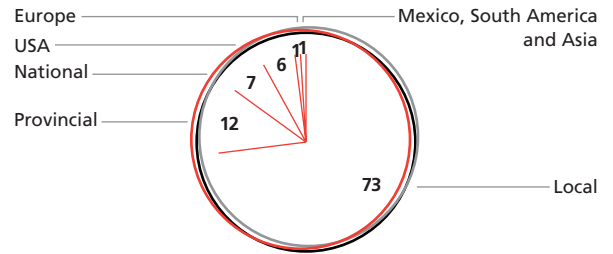
Average Mark-up on Billable Disbursements
 Base: 265 — Average: 13% (percent)



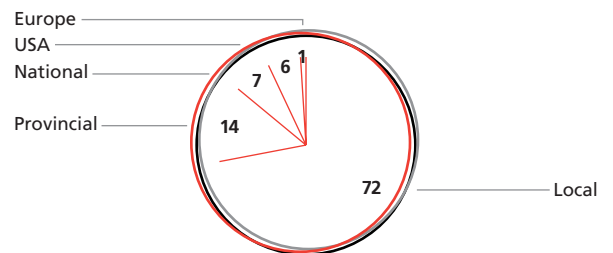
Client Allocations – 2003
 Base: 245 (percent)



Client Allocations – 2004
 Base: 260 (percent)



Projected Client Allocations – 2005
 Base: 265 (percent)



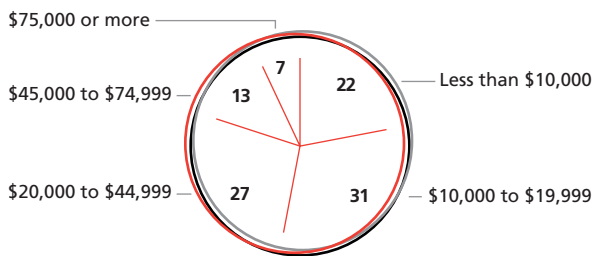
Mexico, South America and Asia: less than 0.5%

About Project Fees

To estimate project fees, respondents were asked to indicate a fee range for the projects described. They were asked not to include reimbursable and out-of-pocket expenses incurred.

Large-scale Corporate Identity Design

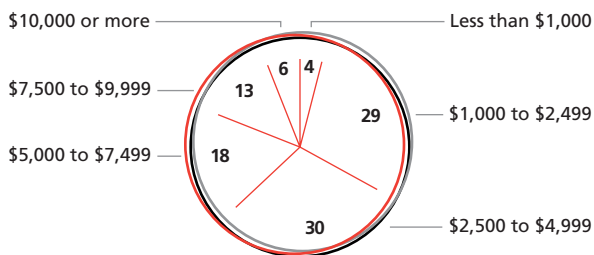
Base: 221 (percent)



Large-scale comprehensive corporate identity design project for a company with annual revenues between \$5 and \$10 million. Services to include comprehensive research, consultation and audit of company's existing identity, design of an integrated identity system including links to divisions and affiliates, presentation of 2 to 5 concepts, applications to stationery, web site and other communications formats, graphic standards manual and client consultation.

Stand-alone Corporate Identity Design

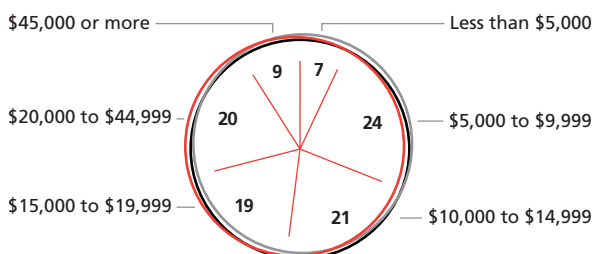
Base: 259 (percent)



Corporate logo design project for a company with annual revenues below \$1 million. Services to include research and design of primary logo identity, presentation of 2 to 3 concepts, design of stationery set (business cards, letterhead, envelopes) and client consultation regarding other applications to corporate materials.

Annual Report Design

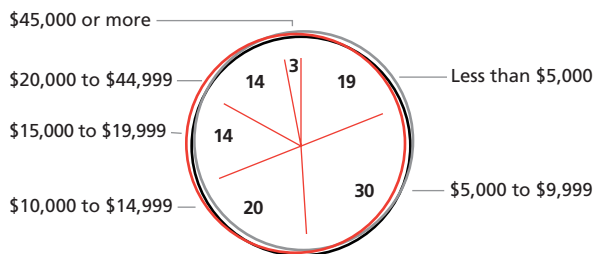
Base: 194 (percent)



Design of a annual report of 30 to 40 pages including 10 pages of financial information, photographs and text for a client with revenues under \$10 million. Services to include presentation of 2 to 3 concepts, art direction and coordination of illustration and/or photography, comprehensive layout, final art and supervision of production.

Package Design

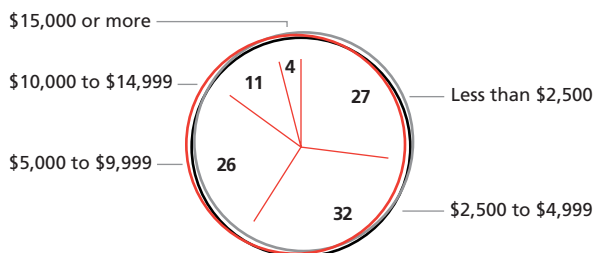
Base: 168 (percent)



Retail package design for a food/beverage product for national distribution by a client with annual revenues of \$1 to \$5 million. Services to include a design audit, 2 to 3 concepts, art direction and coordination of illustration and/or photography, comprehensive layout, final art and supervision of production.

Brochure Design

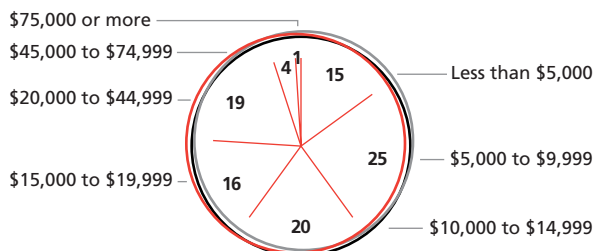
Base: 257 (percent)



Design of a 4 to 10 page corporate brochure with print run of less than 10,000 copies. Services to include 2 to 3 concepts for a 4-colour design with art direction and coordination of illustration and/or photography, comprehensive layout, final art and supervision of production.

Magazine Design

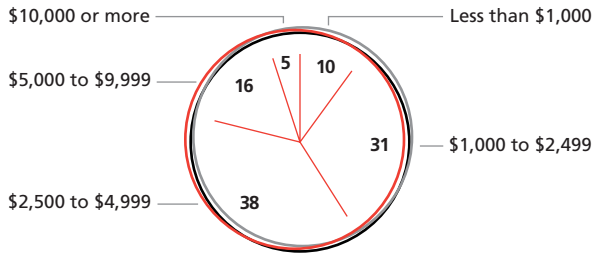
Base: 179 (percent)



Initial design of a new general interest 4-colour consumer magazine of 40 to 50 pages with circulation of under 1 million. Services to include 2 to 3 concepts showing layout of major design elements and consultations with editors/publishers to establish creative and workable design solutions for the publication.

Newsletter Design

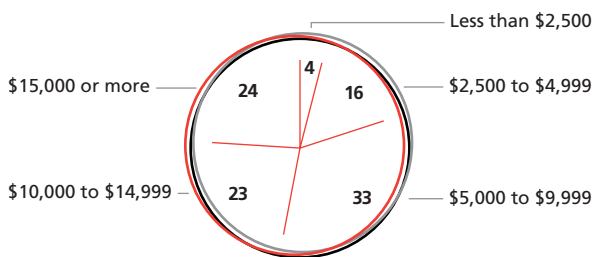
Base: 246 (percent)



Initial design of a corporate in-house newsletter of 4 to 10 pages with circulation under 2,000. Services to include 2 to 3 concepts, art direction and coordination of illustration and/or photography, comprehensive layout, final art and supervision of production on a per issue basis.

Web Site Design

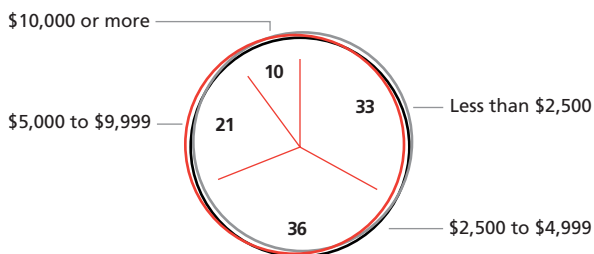
Base: 211 (percent)



Web site design of 25 to 50 pages for a client with revenues under \$2 million. Services to include presentation of 2 to 3 concepts, art direction and coordination of illustration and/or photography, comprehensive layout, final art and production.

Presentation Design

Base: 193 (percent)



Design of materials for a presentation including a main theme logo design and 20 to 25 slides. Services to include art direction and coordination of illustration and/or photography and production of the final presentation.

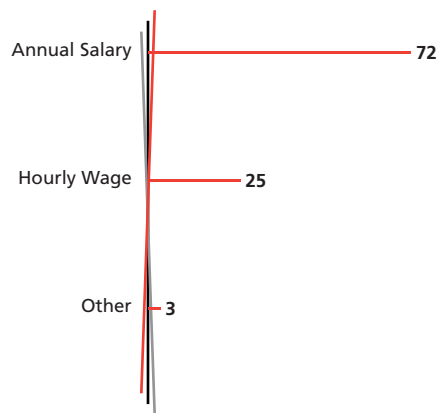
2004 COMPENSATION

Median Salary Changes

	2004 Median	2002 Median	2000 Median
Owner, Partner, Principal	\$60,000	\$70,000	\$62,000
Creative/Design Director	\$72,000	\$65,000	\$60,000
Art Director	\$48,500	\$52,000	\$50,000
Design/Project Manager	\$52,000	\$54,600	\$54,000
Senior Graphic Designer	\$45,000	\$46,000	\$46,000
Graphic Design Educator	\$67,000	\$58,000	\$63,000
Intermediate Graphic Designer	\$36,800	\$37,000	\$36,360
Junior Graphic Designer	\$30,000	\$30,000	\$27,000
Freelance Designer	\$40,040	\$45,000	n/a
Print Production Manager	\$52,000	\$55,000	\$48,000
Web Developer	\$51,000	\$45,000	\$44,000
Web Producer/Manager	\$53,000	\$64,000	\$45,000
Brand Strategist/Consultant	\$60,000	\$65,000	\$80,000

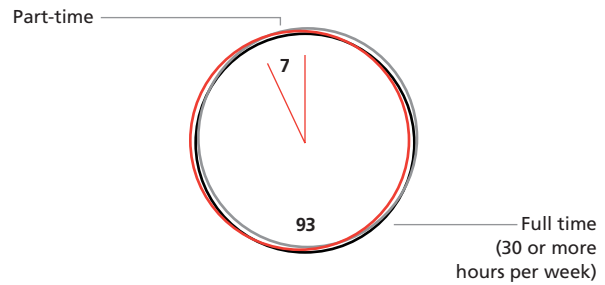
Means of Payment

Base: 1,065 (percent)



Employment Status

Base: 1,065 (percent)



About Benefits & Compensation

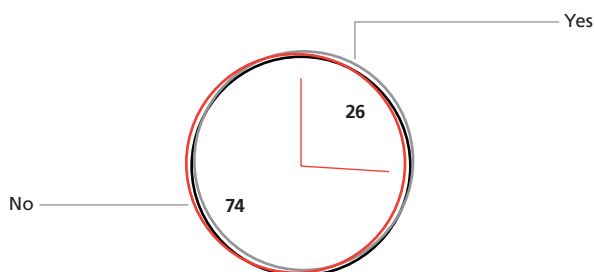
- Only one-quarter (26%) of designers are paid overtime. Approximately one-third of Senior, Intermediate, Junior and Freelance Designers receive overtime compensation.
- Compensation at straight pay, compensation at more than straight pay, and a combination of time off and payment are all equal in their prevalence as a method of compensation for overtime.
- The most frequently offered benefits are paid vacations, paid sick leave, dental insurance and family coverage medical insurance.

Benefits Provided

	Design Studio	In-house Design	IT/Web Developer	Other
Paid vacations	90%	94%	81%	86%
Paid sick leave	75%	86%	76%	69%
Dental insurance or group plan	63%	86%	54%	68%
Medical insurance – family coverage	47%	78%	43%	54%
Life insurance	44%	67%	49%	52%
Long-term disability insurance	37%	66%	43%	49%
Short-term disability insurance	34%	60%	35%	40%
Mileage reimbursement	39%	37%	30%	45%
Medical insurance – individual coverage	42%	58%	43%	45%
Paid personal time off	33%	41%	32%	31%
Education/professional development funding	28%	51%	32%	35%
Parking	32%	42%	41%	33%
Bonuses	34%	37%	35%	30%
Professional member dues	19%	24%	8%	26%
Lounge/relaxation space	20%	23%	27%	24%
Defined benefit (pension) retirement plan	6%	37%	14%	14%
Parental leave	10%	33%	22%	17%
Defined contribution retirement plan	8%	36%	11%	14%
Employee assistance or wellness program	9%	40%	8%	16%
Car phone or cell phone	19%	14%	22%	16%
Workout/exercise facilities	8%	21%	8%	12%
Profit sharing	12%	17%	19%	13%
Company car or allowance	8%	4%	3%	11%
Stock options	5%	18%	8%	7%
Other retirement plan	3%	7%	3%	3%
Child or elder care	less than 0.5%	4%	5%	1%
BASE	281	392	37	164

Overtime Compensation

Base: 1,065 (percent)



Form of Compensation and Who Receives it (by Job Title)

Base: 274 (percent)

Straight pay	29	Senior Graphic Designer	32
More than straight pay	28	Intermediate Graphic Designer	35
Time off in lieu	12	Junior Graphic Designer	34
Combination of above	31	Freelance Designer	33
		Art Director	15
		Design/Project Manager	26
		Print Production Manager	31
		Creative/Design Director	8
		Web Producer/ Manager	35
		Web Developer	24
		Owner, Partner, Principal	6

Owner, Partner, Principal

2004 Salary

	High	Low	Average	Median	Number of Respondents
National	\$250,000	\$23,000	\$74,372	\$60,000	74
Region					
BC	\$95,000	\$40,000	\$69,091	\$75,000	11
Alberta	n/a	n/a	n/a	n/a	n/a
Prairies	\$60,000	\$50,000	\$55,000	\$50,000	2
Ontario	\$250,000	\$30,000	\$90,500	\$75,000	39
Quebec	\$90,000	\$23,000	\$48,833	\$40,000	18
Atlantic	\$75,000	\$30,000	\$56,250	\$60,000	4
City					
GTA	\$250,000	\$30,000	\$94,481	\$75,000	27
Ottawa/ Hull	\$200,000	\$52,000	\$97,100	\$75,000	5
Vancouver	\$95,000	\$60,000	\$73,333	\$75,000	6
Montreal	\$80,000	\$30,000	\$45,889	\$35,000	9
Gender					
Female	\$200,000	\$23,000	\$60,333	\$55,000	21
Male	\$250,000	\$30,000	\$79,934	\$72,000	53
Organization Size					
2-4	\$100,000	\$23,000	\$55,970	\$52,000	33
5-9	\$120,000	\$34,000	\$69,646	\$68,500	24
10-15	\$200,000	\$35,000	\$86,444	\$56,000	9
16-25	\$250,000	\$175,000	\$208,333	\$200,000	3
26-45	\$140,000	\$85,000	\$112,500	\$85,000	2
46+	\$250,000	\$250,000	\$250,000	\$250,000	1
Organization Type					
Design Studio	\$250,000	\$23,000	\$78,281	\$65,000	48
In-House Design Department	\$55,000	\$35,000	\$45,000	\$35,000	2
Other	\$120,000	\$30,000	\$71,056	\$75,000	18
IT/Web Development	\$120,000	\$42,000	\$66,400	\$56,000	5
Education					
3 or 4 yr Diploma/Degree in Graphic Design	\$250,000	\$23,000	\$75,935	\$60,000	31
All Others	\$250,000	\$30,000	\$73,244	\$65,000	43
Experience					
Less than 5 years	\$42,000	\$35,000	\$38,500	\$35,000	2
5-15 years	\$120,000	\$23,000	\$60,094	\$55,000	32
16+ years	\$250,000	\$35,000	\$87,588	\$68,500	40

2004 Total Compensation

	High	Low	Average	Median	Number of Respondents
National	\$500,000	\$23,000	\$93,325	\$75,000	74
Region					
BC	\$115,000	\$50,000	\$80,482	\$75,000	11
Alberta	n/a	n/a	n/a	n/a	n/a
Prairies	\$60,000	\$50,000	\$55,000	\$50,000	2
Ontario	\$500,000	\$30,000	\$118,456	\$90,000	39
Quebec	\$104,000	\$23,000	\$58,667	\$48,000	18
Atlantic	\$85,000	\$30,000	\$58,750	\$60,000	4
City					
GTA	\$500,000	\$30,000	\$129,306	\$100,000	27
Ottawa/ Hull	\$215,000	\$57,000	\$103,100	\$78,500	5
Vancouver	\$115,000	\$60,000	\$78,383	\$75,000	6
Montreal	\$100,000	\$34,000	\$54,778	\$50,000	9
Gender					
Female	\$240,000	\$23,000	\$73,240	\$60,000	21
Male	\$500,000	\$34,000	\$101,283	\$78,500	53
Organization Size					
2-4	\$130,000	\$23,000	\$63,918	\$60,000	33
5-9	\$120,000	\$34,000	\$83,688	\$85,000	24
10-15	\$240,000	\$35,750	\$111,972	\$87,000	9
16-25	\$475,000	\$215,000	\$313,333	\$250,000	3
26-45	\$143,500	\$90,000	\$116,750	\$90,000	2
46+	\$500,000	\$500,000	\$500,000	\$500,000	1
Organization Type					
Design Studio	\$500,000	\$23,000	\$97,007	\$70,000	48
In-House Design Department	\$60,000	\$35,750	\$47,875	\$35,750	2
Other	\$200,000	\$30,000	\$94,500	\$100,000	18
IT/Web Development	\$126,000	\$42,000	\$77,600	\$76,000	5
Education					
3 or 4 yr Diploma/Degree in Graphic Design	\$500,000	\$23,000	\$95,105	\$70,000	31
All Others	\$475,000	\$30,000	\$92,042	\$75,000	43
Experience					
Less than 5 years	\$42,000	\$35,750	\$38,875	\$35,750	2
5-15 years	\$126,000	\$23,000	\$69,010	\$65,000	32
16+ years	\$500,000	\$45,000	\$115,500	\$85,000	40

Creative/Design Director

2004 Salary

	High	Low	Average	Median	Number of Respondents
National	\$127,000	\$26,880	\$68,982	\$72,000	78
Region					
BC	\$115,000	\$35,000	\$67,000	\$65,000	10
Alberta	\$65,000	\$33,000	\$51,100	\$55,300	3
Prairies	\$100,000	\$35,000	\$56,000	\$49,000	7
Ontario	\$127,000	\$26,880	\$72,933	\$75,000	54
Quebec	\$80,000	\$34,944	\$56,736	\$40,000	4
Atlantic	n/a	n/a	n/a	n/a	n/a
City					
GTA	\$127,000	\$40,000	\$78,225	\$75,000	40
Ottawa/ Hull	\$115,000	\$37,200	\$63,640	\$60,000	5
Vancouver	\$84,000	\$35,000	\$63,875	\$65,000	8
Montreal	\$80,000	\$40,000	\$64,000	\$72,000	3
Gender					
Female	\$100,000	\$33,000	\$66,623	\$68,000	24
Male	\$127,000	\$26,880	\$70,031	\$72,800	54
Organization Size					
2-4	\$85,000	\$33,000	\$51,700	\$40,000	10
5-9	\$98,000	\$26,880	\$54,775	\$50,000	13
10-15	\$100,000	\$43,000	\$68,345	\$72,000	11
16-25	\$100,000	\$34,944	\$68,989	\$75,000	5
26-45	\$100,000	\$65,000	\$79,967	\$75,000	6
46+	\$127,000	\$40,000	\$79,065	\$75,000	31
Organization Type					
Design Studio	\$100,000	\$26,880	\$64,493	\$61,000	24
In-House Design Department	\$127,000	\$40,000	\$75,327	\$75,000	33
Other	\$100,000	\$33,000	\$67,956	\$72,000	16
IT/Web Development	\$75,000	\$37,200	\$51,940	\$50,000	5
Education					
3 or 4 yr Diploma/Degree in Graphic Design	\$127,000	\$26,880	\$70,708	\$75,000	39
All Others	\$127,000	\$35,000	\$67,256	\$72,000	39
Experience					
Less than 5 years	\$75,000	\$26,880	\$47,876	\$40,000	5
5-15 years	\$100,000	\$33,000	\$66,070	\$72,000	42
16+ years	\$127,000	\$40,000	\$76,332	\$75,000	31

Art Director

2004 Salary

	High	Low	Average	Median	Number of Respondents
National	\$99,840	\$23,660	\$51,951	\$48,500	111
Region					
BC	\$58,000	\$35,000	\$44,167	\$42,000	6
Alberta	\$72,000	\$34,580	\$50,895	\$42,000	4
Prairies	\$67,000	\$30,000	\$46,450	\$40,000	10
Ontario	\$99,840	\$26,000	\$56,135	\$53,000	63
Quebec	\$88,000	\$23,660	\$45,923	\$43,000	26
Atlantic	\$65,000	\$38,000	\$51,500	\$38,000	2
City					
GTA	\$99,840	\$26,000	\$57,731	\$55,000	45
Ottawa/ Hull	\$90,000	\$45,000	\$62,440	\$55,000	5
Vancouver	\$58,000	\$35,000	\$45,000	\$45,000	5
Montreal	\$88,000	\$23,660	\$47,705	\$45,000	23
Gender					
Female	\$94,000	\$26,000	\$51,361	\$46,000	38
Male	\$99,840	\$23,660	\$52,258	\$50,000	73
Organization Size					
2-4	\$90,000	\$23,660	\$41,124	\$34,580	10
5-9	\$70,000	\$30,000	\$50,951	\$46,000	12
10-15	\$68,000	\$27,300	\$47,253	\$45,000	17
16-25	\$73,000	\$26,000	\$55,150	\$55,000	15
26-45	\$67,000	\$28,000	\$45,078	\$45,000	9
46+	\$99,840	\$32,950	\$57,709	\$52,000	45
Organization Type					
Design Studio	\$94,000	\$26,000	\$54,775	\$49,200	49
In-House Design Department	\$88,000	\$28,000	\$49,946	\$48,000	31
Other	\$99,840	\$23,660	\$51,833	\$50,000	24
IT/Web Development	\$60,000	\$27,300	\$43,383	\$35,000	6
Education					
3 or 4 yr Diploma/Degree in Graphic Design	\$88,000	\$23,660	\$50,842	\$49,200	61
All Others	\$99,840	\$28,800	\$53,780	\$48,000	49
Experience					
Less than 5 years	\$52,000	\$23,660	\$35,741	\$34,580	24
5-15 years	\$94,000	\$30,000	\$55,383	\$53,000	74
16+ years	\$99,840	\$38,400	\$62,342	\$59,000	13

Design/Project Manager

2004 Salary

	High	Low	Average	Median	Number of Respondents
National	\$97,000	\$22,800	\$54,852	\$52,000	41
Region					
BC	\$53,000	\$34,320	\$43,480	\$34,600	4
Alberta	\$79,900	\$44,172	\$56,357	\$45,000	3
Prairies	\$24,000	\$22,800	\$23,400	\$22,800	2
Ontario	\$97,000	\$33,000	\$60,095	\$59,000	28
Quebec	\$70,000	\$25,500	\$44,125	\$39,000	4
Atlantic	n/a	n/a	n/a	n/a	n/a
City					
GTA	\$97,000	\$35,550	\$60,917	\$59,000	21
Ottawa/ Hull	\$80,000	\$54,000	\$67,100	\$65,000	4
Vancouver	\$52,000	\$34,600	\$43,300	\$34,600	2
Montreal	\$70,000	\$25,500	\$45,833	\$42,000	3
Gender					
Female	\$97,000	\$22,800	\$52,404	\$51,000	25
Male	\$95,000	\$24,000	\$58,678	\$65,000	16
Organization Size					
2-4	\$79,900	\$79,900	\$79,900	\$79,900	1
5-9	\$69,400	\$22,800	\$40,838	\$33,000	8
10-15	\$35,550	\$35,550	\$35,550	\$35,550	1
16-25	\$80,000	\$44,172	\$61,029	\$49,000	6
26-45	\$95,000	\$34,600	\$58,100	\$52,000	6
46+	\$97,000	\$34,320	\$57,475	\$55,000	19
Organization Type					
Design Studio	\$75,000	\$37,500	\$56,186	\$49,000	7
In-House Design Department	\$97,000	\$22,800	\$56,882	\$54,000	27
Other	\$53,000	\$25,500	\$36,964	\$34,320	5
IT/Web Development	\$70,000	\$65,000	\$67,500	\$65,000	2
Education					
3 or 4 yr Diploma/Degree in Graphic Design	\$97,000	\$24,000	\$60,472	\$65,000	17
All Others	\$95,000	\$22,800	\$50,872	\$48,000	24
Experience					
Less than 5 years	\$65,000	\$22,800	\$42,450	\$44,000	12
5-15 years	\$75,000	\$33,000	\$51,608	\$46,000	16
16+ years	\$97,000	\$34,320	\$70,294	\$70,000	13

Senior Graphic Designer

2004 Salary

	High	Low	Average	Median	Number of Respondents
National	\$80,000	\$20,000	\$45,581	\$45,000	218
Region					
BC	\$80,000	\$35,000	\$52,559	\$52,000	22
Alberta	\$59,800	\$25,400	\$40,375	\$39,850	22
Prairies	\$64,000	\$25,000	\$41,821	\$36,000	14
Ontario	\$78,900	\$21,475	\$49,319	\$50,000	116
Quebec	\$72,000	\$20,000	\$34,942	\$33,280	41
Atlantic	\$56,000	\$47,000	\$51,000	\$50,000	3
City					
GTA	\$78,900	\$21,475	\$51,423	\$52,000	73
Ottawa/ Hull	\$67,900	\$31,000	\$48,680	\$49,000	15
Vancouver	\$80,000	\$42,200	\$55,150	\$52,500	16
Montreal	\$72,000	\$20,000	\$37,618	\$37,500	22
Gender					
Female	\$78,900	\$20,000	\$44,384	\$43,700	129
Male	\$80,000	\$20,000	\$47,317	\$47,000	89
Organization Size					
2-4	\$65,000	\$21,450	\$41,141	\$40,000	23
5-9	\$65,000	\$23,000	\$41,596	\$40,000	34
10-15	\$65,000	\$20,000	\$40,554	\$38,900	26
16-25	\$65,000	\$20,500	\$45,947	\$47,000	15
26-45	\$70,000	\$27,300	\$50,415	\$50,000	20
46+	\$80,000	\$20,000	\$48,412	\$48,000	98
Organization Type					
Design Studio	\$70,000	\$20,500	\$46,724	\$43,160	45
In-House Design Department	\$80,000	\$20,000	\$45,436	\$45,000	128
Other	\$64,000	\$23,000	\$44,386	\$45,000	36
IT/Web Development	\$62,000	\$40,000	\$47,563	\$44,000	8
Education					
3 or 4 yr Diploma/Degree in Graphic Design	\$72,000	\$20,000	\$45,156	\$45,000	124
All Others	\$80,000	\$20,000	\$45,909	\$45,000	93
Experience					
Less than 5 years	\$65,000	\$20,000	\$36,186	\$35,000	45
5-15 years	\$80,000	\$20,500	\$47,455	\$47,000	143
16+ years	\$66,000	\$26,000	\$50,742	\$50,000	30

Graphic Design Educator

2004 Salary

	High	Low	Average	Median	Number of Respondents
National	\$118,000	\$50,000	\$74,500	\$67,000	10
Region					
BC	\$73,000	\$73,000	\$73,000	\$73,000	2
Alberta	\$65,000	\$65,000	\$65,000	\$65,000	1
Prairies	n/a	n/a	n/a	n/a	n/a
Ontario	\$118,000	\$67,000	\$93,750	\$80,000	4
Quebec	\$54,000	\$50,000	\$52,000	\$50,000	2
Atlantic	\$55,000	\$55,000	\$55,000	\$55,000	1
City					
GTA	\$118,000	\$67,000	\$93,750	\$80,000	4
Ottawa/ Hull	n/a	n/a	n/a	n/a	n/a
Vancouver	n/a	n/a	n/a	n/a	n/a
Montreal	\$54,000	\$54,000	\$54,000	\$54,000	1
Gender					
Female	\$110,000	\$50,000	\$72,286	\$73,000	7
Male	\$118,000	\$54,000	\$79,667	\$67,000	3
Organization Size					
2-4	n/a	n/a	n/a	n/a	n/a
5-9	\$65,000	\$65,000	\$65,000	\$65,000	1
10-15	n/a	n/a	n/a	n/a	n/a
16-25	n/a	n/a	n/a	n/a	n/a
26-45	\$54,000	\$54,000	\$54,000	\$54,000	1
46+	\$118,000	\$50,000	\$79,000	\$73,000	7
Education					
3 or 4 yr Diploma/Degree in Graphic Design	\$118,000	\$50,000	\$71,000	\$65,000	8
All Others	\$110,000	\$67,000	\$88,500	\$67,000	2
Experience					
Less than 5 years	n/a	n/a	n/a	n/a	n/a
5-15 years	\$54,000	\$50,000	\$52,000	\$50,000	2
16+ years	\$118,000	\$55,000	\$80,125	\$73,000	8

Intermediate Graphic Designer

2004 Salary

	High	Low	Average	Median	Number of Respondents
National	\$58,000	\$21,000	\$37,293	\$36,800	142
Region					
BC	\$55,750	\$30,000	\$37,972	\$36,000	15
Alberta	\$58,000	\$21,500	\$36,395	\$32,000	11
Prairies	\$46,000	\$28,000	\$32,444	\$29,000	5
Ontario	\$56,784	\$21,000	\$38,295	\$38,000	92
Quebec	\$42,000	\$21,000	\$31,885	\$32,000	15
Atlantic	\$41,500	\$28,000	\$37,000	\$41,500	3
City					
GTA	\$56,784	\$21,000	\$39,681	\$40,000	70
Ottawa/ Hull	\$42,000	\$31,800	\$36,471	\$36,500	7
Vancouver	\$55,750	\$30,000	\$38,506	\$38,000	13
Montreal	\$42,000	\$27,000	\$33,813	\$33,000	8
Gender					
Female	\$56,784	\$21,000	\$37,201	\$36,800	78
Male	\$58,000	\$22,000	\$37,405	\$36,000	64
Organization Size					
2-4	\$45,000	\$21,000	\$32,586	\$32,500	20
5-9	\$46,000	\$21,000	\$31,672	\$33,500	23
10-15	\$51,000	\$30,000	\$37,421	\$36,000	17
16-25	\$52,000	\$27,000	\$39,210	\$41,000	10
26-45	\$51,000	\$27,300	\$39,978	\$42,000	9
46+	\$58,000	\$21,500	\$40,135	\$40,000	62
Organization Type					
Design Studio	\$52,000	\$21,000	\$35,403	\$35,000	53
In-House Design Department	\$56,784	\$21,500	\$38,893	\$39,000	65
Other	\$58,000	\$21,000	\$37,174	\$36,800	22
IT/Web Development	\$41,500	\$31,800	\$36,650	\$31,800	2
Education					
3 or 4 yr Diploma/Degree in Graphic Design	\$56,784	\$21,000	\$36,823	\$36,000	97
All Others	\$58,000	\$21,000	\$38,470	\$38,000	44
Experience					
Less than 5 years	\$56,784	\$21,000	\$35,189	\$35,000	96
5-15 years	\$58,000	\$23,040	\$41,455	\$42,000	45
16+ years	\$52,000	\$52,000	\$52,000	\$52,000	1

Junior Graphic Designer

2004 Salary

	High	Low	Average	Median	Number of Respondents
National	\$46,800	\$21,000	\$30,149	\$30,000	74
Region					
BC	\$44,000	\$25,000	\$32,750	\$29,000	4
Alberta	\$38,500	\$21,000	\$30,034	\$29,000	14
Prairies	\$33,000	\$22,000	\$25,275	\$22,152	6
Ontario	\$46,800	\$21,000	\$30,563	\$30,000	46
Quebec	\$42,000	\$23,000	\$30,000	\$25,000	3
Atlantic	\$32,000	\$32,000	\$32,000	\$32,000	1
City					
GTA	\$46,800	\$21,000	\$30,954	\$30,000	30
Ottawa/ Hull	\$36,000	\$26,000	\$30,873	\$30,000	6
Vancouver	\$44,000	\$25,000	\$32,667	\$29,000	3
Montreal	\$25,000	\$25,000	\$25,000	\$25,000	1
Gender					
Female	\$46,800	\$21,000	\$30,171	\$29,500	49
Male	\$42,000	\$21,000	\$30,104	\$30,576	25
Organization Size					
2-4	\$32,000	\$22,000	\$27,836	\$29,000	11
5-9	\$38,000	\$21,000	\$29,139	\$30,000	19
10-15	\$42,000	\$21,000	\$30,983	\$30,940	8
16-25	\$46,800	\$25,000	\$31,038	\$29,000	8
26-45	\$42,000	\$25,000	\$32,714	\$32,000	7
46+	\$44,000	\$22,000	\$30,762	\$29,500	21
Organization Type					
Design Studio	\$38,000	\$21,000	\$29,526	\$30,000	29
In-House Design Department	\$46,800	\$21,000	\$30,282	\$29,000	32
Other	\$44,000	\$23,000	\$32,087	\$30,576	9
IT/Web Development	\$32,000	\$25,920	\$29,307	\$30,000	3
Education					
3 or 4 yr Diploma/Degree in Graphic Design	\$42,000	\$21,000	\$30,274	\$30,000	60
All Others	\$46,800	\$22,000	\$29,612	\$27,000	14
Experience					
Less than 5 years	\$46,800	\$21,000	\$30,171	\$30,000	71
5-15 years	\$32,000	\$25,920	\$29,620	\$30,940	3
16+ years	n/a	n/a	n/a	n/a	n/a

Freelance Designer

2004 Salary

	High	Low	Average	Median	Number of Respondents
National	\$98,000	\$20,000	\$43,170	\$40,040	71
Region					
BC	\$75,000	\$36,000	\$48,131	\$45,000	12
Alberta	\$30,000	\$30,000	\$30,000	\$30,000	1
Prairies	\$52,000	\$48,000	\$50,000	\$48,000	2
Ontario	\$98,000	\$20,000	\$45,295	\$45,000	44
Quebec	\$45,500	\$20,000	\$30,500	\$28,000	11
Atlantic	\$29,000	\$29,000	\$29,000	\$29,000	1
City					
GTA	\$70,000	\$20,000	\$45,142	\$46,000	33
Ottawa/ Hull	\$65,000	\$28,125	\$40,531	\$29,000	4
Vancouver	\$75,000	\$36,000	\$47,405	\$45,000	10
Montreal	\$37,000	\$20,000	\$29,714	\$28,000	7
Gender					
Female	\$65,000	\$25,000	\$39,830	\$40,000	29
Male	\$98,000	\$20,000	\$45,476	\$45,500	42
Education					
3 or 4 yr Diploma/Degree in Graphic Design	\$65,000	\$20,000	\$37,511	\$36,000	34
All Others	\$98,000	\$20,000	\$48,602	\$48,000	36
Experience					
Less than 5 years	\$52,000	\$21,000	\$34,042	\$31,000	20
5-15 years	\$98,000	\$20,000	\$46,805	\$45,000	44
16+ years	\$65,000	\$21,600	\$46,393	\$48,500	7

Print Production Manager

2004 Salary

	High	Low	Average	Median	Number of Respondents
National	\$96,000	\$25,000	\$53,812	\$52,000	31
Region					
BC	\$47,000	\$35,000	\$41,000	\$35,000	2
Alberta	\$30,000	\$30,000	\$30,000	\$30,000	1
Prairies	n/a	n/a	n/a	n/a	n/a
Ontario	\$96,000	\$25,000	\$56,767	\$55,000	25
Quebec	\$51,000	\$38,000	\$45,667	\$48,000	3
Atlantic	n/a	n/a	n/a	n/a	n/a
City					
GTA	\$96,000	\$25,000	\$58,562	\$55,000	22
Ottawa/ Hull	\$53,309	\$50,000	\$51,655	\$50,000	2
Vancouver	\$47,000	\$35,000	\$41,000	\$35,000	2
Montreal	\$51,000	\$38,000	\$45,667	\$48,000	3
Gender					
Female	\$83,000	\$27,500	\$53,853	\$52,000	17
Male	\$96,000	\$25,000	\$53,763	\$48,000	14
Organization Size					
2-4	n/a	n/a	n/a	n/a	n/a
5-9	\$47,000	\$25,000	\$36,667	\$38,000	3
10-15	n/a	n/a	n/a	n/a	n/a
16-25	\$30,000	\$27,500	\$28,750	\$27,500	2
26-45	\$70,000	\$35,000	\$51,052	\$50,000	6
46+	\$96,000	\$37,570	\$61,283	\$55,000	19
Organization Type					
Design Studio	\$83,000	\$50,000	\$62,222	\$63,000	9
In-House Design Department	\$80,000	\$25,000	\$45,907	\$47,000	15
Other	\$96,000	\$37,570	\$59,939	\$55,000	7
IT/Web Development	n/a	n/a	n/a	n/a	n/a
Education					
3 or 4 yr Diploma/Degree in Graphic Design	\$95,000	\$27,500	\$58,101	\$53,309	8
All Others	\$96,000	\$25,000	\$52,971	\$50,000	22
Experience					
Less than 5 years	\$53,309	\$25,000	\$36,276	\$37,570	5
5-15 years	\$70,000	\$30,000	\$53,211	\$52,000	18
16+ years	\$96,000	\$30,000	\$66,125	\$60,000	8

Web Developer

2004 Salary

	High	Low	Average	Median	Number of Respondents
National	\$80,000	\$29,500	\$49,732	\$51,000	19
Region					
BC	\$65,000	\$45,000	\$55,000	\$45,000	2
Alberta	n/a	n/a	n/a	n/a	n/a
Prairies	n/a	n/a	n/a	n/a	n/a
Ontario	\$80,000	\$30,000	\$51,394	\$53,000	15
Quebec	\$29,500	\$29,500	\$29,500	\$29,500	1
Atlantic	\$34,495	\$34,495	\$34,495	\$34,495	1
City					
GTA	\$67,000	\$32,000	\$53,429	\$55,000	7
Ottawa/ Hull	\$80,000	\$41,000	\$50,978	\$41,000	4
Vancouver	\$65,000	\$65,000	\$65,000	\$65,000	1
Montreal	\$29,500	\$29,500	\$29,500	\$29,500	1
Gender					
Female	\$55,000	\$29,500	\$40,701	\$41,000	7
Male	\$80,000	\$32,000	\$55,000	\$54,000	12
Organization Size					
2-4	\$80,000	\$34,495	\$57,248	\$34,495	2
5-9	\$55,000	\$41,000	\$48,667	\$50,000	3
10-15	\$60,000	\$60,000	\$60,000	\$60,000	2
16-25	\$65,000	\$54,000	\$59,500	\$54,000	2
26-45	n/a	n/a	n/a	n/a	n/a
46+	\$67,000	\$29,500	\$44,490	\$41,912	9
Organization Type					
Design Studio	\$65,000	\$32,000	\$49,000	\$50,000	3
In-House Design Department	\$67,000	\$29,500	\$45,601	\$41,912	9
Other	\$60,000	\$34,495	\$50,624	\$53,000	4
IT/Web Development	\$80,000	\$45,000	\$61,667	\$60,000	3
Education					
3 or 4 yr Diploma/Degree in Graphic Design	\$41,912	\$41,000	\$41,456	\$41,000	2
All Others	\$80,000	\$29,500	\$50,706	\$53,000	17
Experience					
Less than 5 years	\$80,000	\$29,500	\$44,879	\$41,000	9
5-15 years	\$67,000	\$41,000	\$55,111	\$54,000	9
16+ years	\$45,000	\$45,000	\$45,000	\$45,000	1

Web Producer/Manager

2004 Salary

	High	Low	Average	Median	Number of Respondents
National	\$82,000	\$32,000	\$54,753	\$53,000	15
Region					
BC	\$43,000	\$42,000	\$42,500	\$42,000	2
Alberta	\$54,000	\$51,300	\$52,650	\$51,300	2
Prairies	n/a	n/a	n/a	n/a	n/a
Ontario	\$82,000	\$49,000	\$63,500	\$56,000	8
Quebec	\$53,000	\$32,000	\$41,000	\$38,000	3
Atlantic	n/a	n/a	n/a	n/a	n/a
City					
GTA	\$82,000	\$49,000	\$64,571	\$70,000	7
Ottawa/ Hull	\$56,000	\$56,000	\$56,000	\$56,000	1
Vancouver	\$42,000	\$42,000	\$42,000	\$42,000	1
Montreal	\$53,000	\$38,000	\$45,500	\$38,000	2
Gender					
Female	\$82,000	\$43,000	\$60,757	\$56,000	7
Male	\$73,000	\$32,000	\$49,500	\$49,000	8
Organization Size					
2-4	n/a	n/a	n/a	n/a	n/a
5-9	\$54,000	\$42,000	\$48,000	\$42,000	2
10-15	\$32,000	\$32,000	\$32,000	\$32,000	1
16-25	\$70,000	\$70,000	\$70,000	\$70,000	1
26-45	n/a	n/a	n/a	n/a	n/a
46+	\$82,000	\$38,000	\$56,664	\$53,000	11
Organization Type					
Design Studio	\$73,000	\$53,000	\$65,333	\$70,000	3
In-House Design Department	\$82,000	\$52,000	\$63,200	\$56,000	5
Other	\$51,300	\$43,000	\$47,767	\$49,000	3
IT/Web Development	\$54,000	\$32,000	\$41,500	\$38,000	4
Education					
3 or 4 yr Diploma/Degree in Graphic Design	\$52,000	\$51,300	\$51,650	\$51,300	2
All Others	\$82,000	\$32,000	\$55,231	\$54,000	13
Experience					
Less than 5 years	\$70,000	\$70,000	\$70,000	\$70,000	1
5-15 years	\$82,000	\$32,000	\$51,664	\$51,300	11
16+ years	\$73,000	\$54,000	\$61,000	\$56,000	3

Brand Strategist/Consultant

2004 Salary

	High	Low	Average	Median	Number of Respondents
National	\$95,000	\$30,000	\$63,600	\$60,000	5
Region					
BC	\$43,000	\$43,000	\$43,000	\$43,000	1
Alberta	n/a	n/a	n/a	n/a	n/a
Prairies	\$90,000	\$90,000	\$90,000	\$90,000	1
Ontario	\$95,000	\$30,000	\$61,667	\$60,000	3
Quebec	n/a	n/a	n/a	n/a	n/a
Atlantic	n/a	n/a	n/a	n/a	n/a
City					
GTA	\$95,000	\$30,000	\$61,667	\$60,000	3
Ottawa/ Hull	n/a	n/a	n/a	n/a	n/a
Vancouver	n/a	n/a	n/a	n/a	n/a
Montreal	n/a	n/a	n/a	n/a	n/a
Gender					
Female	\$95,000	\$43,000	\$72,000	\$60,000	4
Male	\$30,000	\$30,000	\$30,000	\$30,000	1
Organization Size					
2-4	n/a	n/a	n/a	n/a	n/a
5-9	\$30,000	\$30,000	\$30,000	\$30,000	1
10-15	\$60,000	\$60,000	\$60,000	\$60,000	1
16-25	n/a	n/a	n/a	n/a	n/a
26-45	n/a	n/a	n/a	n/a	n/a
46+	\$95,000	\$43,000	\$76,000	\$90,000	3
Organization Type					
Design Studio	n/a	n/a	n/a	n/a	n/a
In-House Design Department	\$90,000	\$43,000	\$66,500	\$43,000	2
Other	\$95,000	\$30,000	\$61,667	\$60,000	3
IT/Web Development	n/a	n/a	n/a	n/a	n/a
Education					
3 or 4 yr Diploma/Degree in Graphic Design	\$43,000	\$43,000	\$43,000	\$43,000	1
All Others	\$95,000	\$30,000	\$68,750	\$60,000	4
Experience					
Less than 5 years	\$30,000	\$30,000	\$30,000	\$30,000	1
5-15 years	\$43,000	\$43,000	\$43,000	\$43,000	1
16+ years	\$95,000	\$60,000	\$81,667	\$90,000	3

Position Descriptions

Solo Designer

A solo designer is a self-employed design professional with no employees who works directly for client companies.

Owner, Partner, Principal

An owner, partner or principal holds equity position and has major business responsibility for a firm having employees.

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.

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, 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.

Design/Project Manager

A design/project manager manages the creative staff, evaluates their 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.

Senior Graphic Designer

The senior 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. (See also Intermediate Graphic Designer.)

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 liaison with industry.

Intermediate Graphic Designer

An intermediate 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 web sites, from concept to completion.

Junior Graphic Designer

A junior graphic designer is a designer (see Intermediate Graphic Designer) who has been out of school for less than two years.

Freelance Designer

A freelance designer is a self-employed design professional who contracts his or her services to design firms and corporate design departments.

Print Production Manager

A print production manager is responsible for managing the process (bids, scheduling, production and delivery) of producing design projects, from concept through production, including photography, separations, four-color press work, as well as digital production. Print production managers are strong project managers, managing multiple jobs simultaneously.

Web Developer

A web developer uses HTML/JavaScript, Flash and, on occasion, dynamic scripting languages such as ASP/PHP/Cold Fusion and other tools, to develop static and dynamic web pages.

Web Producer/Manager

A web producer organizes web development teams and ensures adherence to budget, schedule, content and design of web site development.

Brand Strategist/Consultant

Brand strategists combine business strategy with brand management expertise to ensure the creation of consistent, powerful brand experiences relevant to a client's target audience(s). Responsibilities include developing positioning recommendations, defining brand personality and managing market research.

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