

2010/2011

EXECUTIVE SUMMARY REPORT

National Survey *of Salaries and Billing Practices in Graphic Design*

CONDUCTED BY
THE ASSOCIATION
OF REGISTERED
GRAPHIC DESIGNERS
OF ONTARIO (RGD)
AND CREATIVE NICHE



RGD ONTARIO

CREATIVE
NICHEINC

CONTACT

For more information and to obtain
the complete survey results document:

VISIT www.rgdontario.com/survey

EMAIL info@rgdontario.com

CALL 1 888 274 3668

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THE ASSOCIATION OF REGISTERED
GRAPHIC DESIGNERS OF ONTARIO

No information in this survey may
be published without recognizing the
source as the RGD/Creative Niche
National Survey of Salaries & Billing
Practices in Graphic Design.

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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) coordinates and disseminates a report that provides a financial picture of the Canadian graphic design industry, including salaries and billing practices.

With the support of Creative Niche and the assistance of the Society of Graphic Designers of Canada (GDC) and the Société des designers graphiques du Québec (SDGQ), this year's survey continued its focus on the graphic design industry but also expanded to include information from web designers, web producers and brand strategists.

This Executive Summary Report is available to all members of the design, communications and business communities. A complete document detailing the results is available from RGD.

To find out more about the document, visit www.rgdontario.com/survey or email comm@rgdontario.com

ABOUT THE ORGANIZERS

The Association of Registered Graphic Designers of Ontario (RGD)

RGD is the professional body for graphic designers in Ontario. RGD grants graphic design professionals who qualify the right to the exclusive use of the designations Registered Graphic Designer and R.G.D.

The mission of RGD is to be the hub for the province's graphic design community by promoting knowledge sharing, continuous learning, research, advocacy and mentorship. We work constantly to establish and promote professional standards, best practices and expertise throughout our industry.

WWW.RGDONTARIO.COM



Creative Niche

Creative Niche is a creative staffing agency with offices in Toronto and Ottawa. It matches outstanding advertising, communications, design, marketing and interactive professionals with a growing list of Canada's leading employers.

Creative Niche also supports creative companies and organizations – small and large – with related business services to help them focus on being creative. Creative Niche plays an active role advancing the creative and marketing communities and is proud to partner with RGD.

WWW.CREATIVENICHE.CA



RGD REPRESENTS OVER 3,000 MEMBERS PROVIDING PROGRAMS & SERVICES, INCLUDING:

ADVOCACY

SUPPORT OF THE GRAPHIC DESIGN INDUSTRY AGAINST THE USE OF SPEC WORK AS PART OF BUSINESS PITCHES AND COMPETITIONS AND LOW-PRICE COMPLIANCY IN THE PROCUREMENT OF GRAPHIC DESIGN BY THE FEDERAL GOVERNMENT

PROMOTION

OF THE VALUE GRAPHIC DESIGN BRINGS TO BUSINESS IN PART THROUGH THE ANNUAL DESIGN AT WORK COMPETITION

PROFESSIONAL DEVELOPMENT

IN THE FORM OF BI-WEEKLY WEBINARS, REGIONAL EVENTS AND THE ANNUAL DESIGNTHINKERS CONFERENCE

PUBLICATIONS & RESOURCES

A COMPREHENSIVE GUIDE TO RUNNING A DESIGN BUSINESS, A HANDBOOK ON ACCESSIBLE GRAPHIC DESIGN AND THIS SURVEY

STUDENT OUTREACH

WHICH INCLUDES SCHOOL VISITS, MENTORSHIP, CAREER DEVELOPMENT EVENTS AND AN ANNUAL STUDENT AWARDS PROGRAM

ABOUT THE ORGANIZERS

Design Edge Canada

Design Edge Canada is the source for graphic design news and trends. It's an essential read for graphic designers who want to stay informed on the issues affecting their industry, the strategies growing their business and the trends shaping their craft. Design Edge profiles the industry's newsmakers, tracks job movement across the country, reviews the latest products, showcases innovative work, conducts industry surveys and reports on design themes.

WWW.DESIGNEDGECANADA.COM

DESIGNEDGE
CANADA

GRAPHIC DESIGN NEWS AND TRENDS

Identica

Identica is a team of branding and design specialists with wide-ranging cultural and professional backgrounds, working from offices in Toronto, Montreal, Quebec City, Vancouver, London and Shanghai. Identica Branding & Design is a part of Cossette, the largest marketing communications firm in Canada and among the 30 leading agencies worldwide.

WWW.IDENTICA.CA

IDENTICA

Sappi

Sappi is a leading producer of coated fine paper widely used in books, brochures, magazines, catalogues and many other print applications. The name "Sappi" is synonymous with environmental responsibility – underscored by FSC certification for all 541,000 hectares of owned, managed and leased forest plantations in Southern Africa and ISO 14001 certification for all Sappi's mills.

WWW.SAPPI.COM

sappi

Somerset

Somerset Graphics is proud to be "The Designer's Printer." With passion, determination, talent, knowledge and innovation, the company has been bringing creative ideas and concepts to life for over 27 years. Somerset has rewritten the rule book for printing with eye-popping colour and staggering detail. Now Somerset is taking it to a whole new level with "glossy paper" results on uncoated paper.

WWW.SOMERSETGRAPHICS.COM

Somerset

METHOD

Distribution

The survey was promoted by RGD and Creative Niche Inc., RGD's career development partner. It was also promoted by the GDC and SDGQ.

Respondents were emailed invitations to participate in the survey and accessed the survey online through a link in the invitation. The survey was available in both English and French.

Completion Dates

August 5 to September 20, 2010.

Return

Questionnaires were completed by 1,860 respondents from all parts of Canada.

Caveat: Use of Data

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

The Salary information in terms of high, low and median (or middle) values for each job position are provided in the full results document. The information is also broken down by several variables (Region, City, Education, Experience, Organization Size and Organization Type), some highlights of which appear here.

Caution should be applied in interpreting the results where the number of respondents is very small.

Number of Respondents by Province

BASE: 1,860

1,283

ONTARIO
69% of Respondents

202

BRITISH COLUMBIA
11%

135

QUEBEC
7%

126

ALBERTA
7%

36

MANITOBA
2%

22

NOVA SCOTIA
1%

16

SASKATCHEWAN
1%

11

NEW BRUNSWICK
1%

5

YUKON/NORTHWEST TERRITORIES
Less than 1/2 of 1%

4

NEWFOUNDLAND & LABRADOR
Less than 1/2 of 1%

4

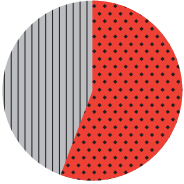
PRINCE EDWARD ISLAND
Less than 1/2 of 1%

16

NOT STATED
Less than 1/2 of 1%

ABOUT RESPONDENTS

Gender of Respondents:



56% FEMALE
44% MALE

About half of respondents

(49%)

have completed a 3 – 5 year diploma/degree in graphic design.

About one-in-ten

(15%)

respondents have a college or university diploma/degree in marketing and communications.

27%

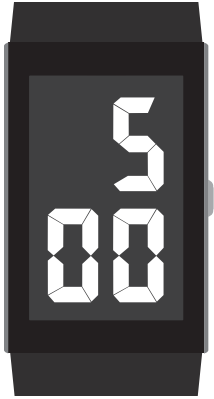
of respondents completed a college or university diploma/degree in another discipline.

Respondents' Average Industry Experience:

11 YEARS

27%

of respondents (or about one-in-four) have been working in the industry for less than 5 years.



49%

of respondents have 10 or more years of experience.



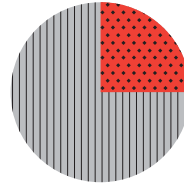
During the last year,

63-67%

of respondents' top three areas of work involved corporate identity/branding/collateral or advertising design.

SOLE PROPRIETORS AND FREELANCERS

account for one-quarter of respondents.



The bulk of respondents working at communications or design firms are either:

SENIOR DESIGNERS

(25%)

or **INTERMEDIATE DESIGNERS**

(19%)

The largest group of respondents

(35%)

are employees of a design or communications firm.

About one-in-ten respondents

(8%)

are partners, principals or owners of a design and/or communications business.

An additional three-in-ten

(29%)

are in non-design organizations, in either a management or non-management role.

53%

of respondents have worked in web and user interface design (UX).

36%

of respondents have worked in social media.

ABOUT RESPONDENTS' EMPLOYERS

Those who are not sole proprietors or full-time freelance designers represent varied work environments – 25% work in an advertising, marketing or communications agency, 19% at large corporations and 18% in graphic design firms.

About four-in-ten (39%) have been with the same company for the past 5 years.

The average number of full-time design and communications employees, in the firms respondents work for, is 12 employees. However, the largest proportion of respondents (40%) work in organizations with two to four full-time design and communications employees.

Plans for hiring staff over the next 12 months benefit web programmers / developers and motion graphics / flash developers the most. These two position-types have the highest number of potential permanent hires. Graphic and web designers follow.

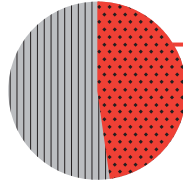
About half of respondents (54%) work in organizations that employ at least one part-time design and communications employee.

About 7 in 10 (68%) principals, sole proprietors and management respondents report that freelancers are used in their firms / organizations – mostly for specific skills (81%) and to manage workload peaks (73%).

Freelancers are sourced predominantly through networking (77%) and referrals from other staff (63%). In-house design departments are the most likely to use recruitment services (34%).

ABOUT FREELANCE WORK OUTSIDE OF MAIN EMPLOYMENT

According to our respondents, 48% of designers (who are not full-time freelancers) do freelance work in addition to their regular job. Respondents averaged 7 hours per week of freelance work. This work ranges from 1 hour or less (12%) to 20 hours or more (9%) per week.



**48% OF DESIGNERS
FREELANCE OUTSIDE
OF MAIN EMPLOYMENT**

RESPONDENTS AVERAGED 7 HOURS OF WORK PER WEEK



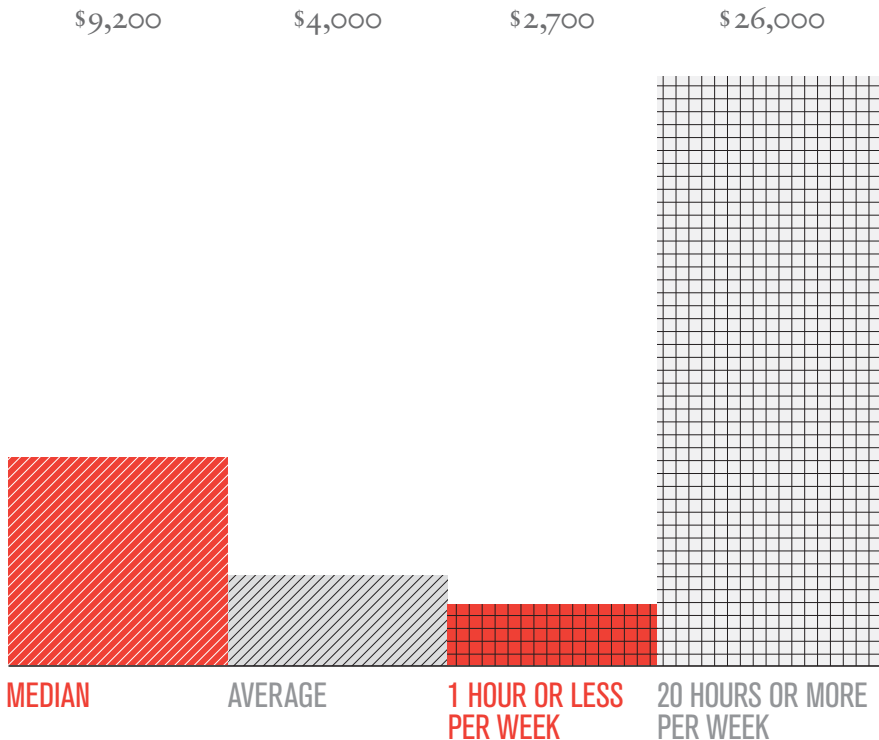
12% OF RESPONDENTS DO 1 HOUR OR LESS OF FREELANCE WORK PER WEEK 

9% OF RESPONDENTS DO 20 HOURS OR MORE OF FREELANCE WORK PER WEEK



Annual Part-time Income for Freelance Work (2009)

BASE: 736



ABOUT SUSTAINABILITY INITIATIVES

The major focus for those currently pursuing sustainable initiatives in the industry is working with local suppliers and vendors. This includes working with those vendors and suppliers to find the most environmentally friendly materials (about half of respondents).

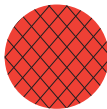
Energy conservation is also a priority – office computers are turned off when not in use for example (about half of respondents).



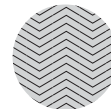
ABOUT 9-IN-10 RESPONDENTS ARE INVOLVED IN SOME ASPECT OF SUSTAINABILITY IN THEIR FIRM AND/OR ROLE.

Results on Sustainability Initiatives

NOTE: N/A REFERS TO UNAVAILABLE DATA

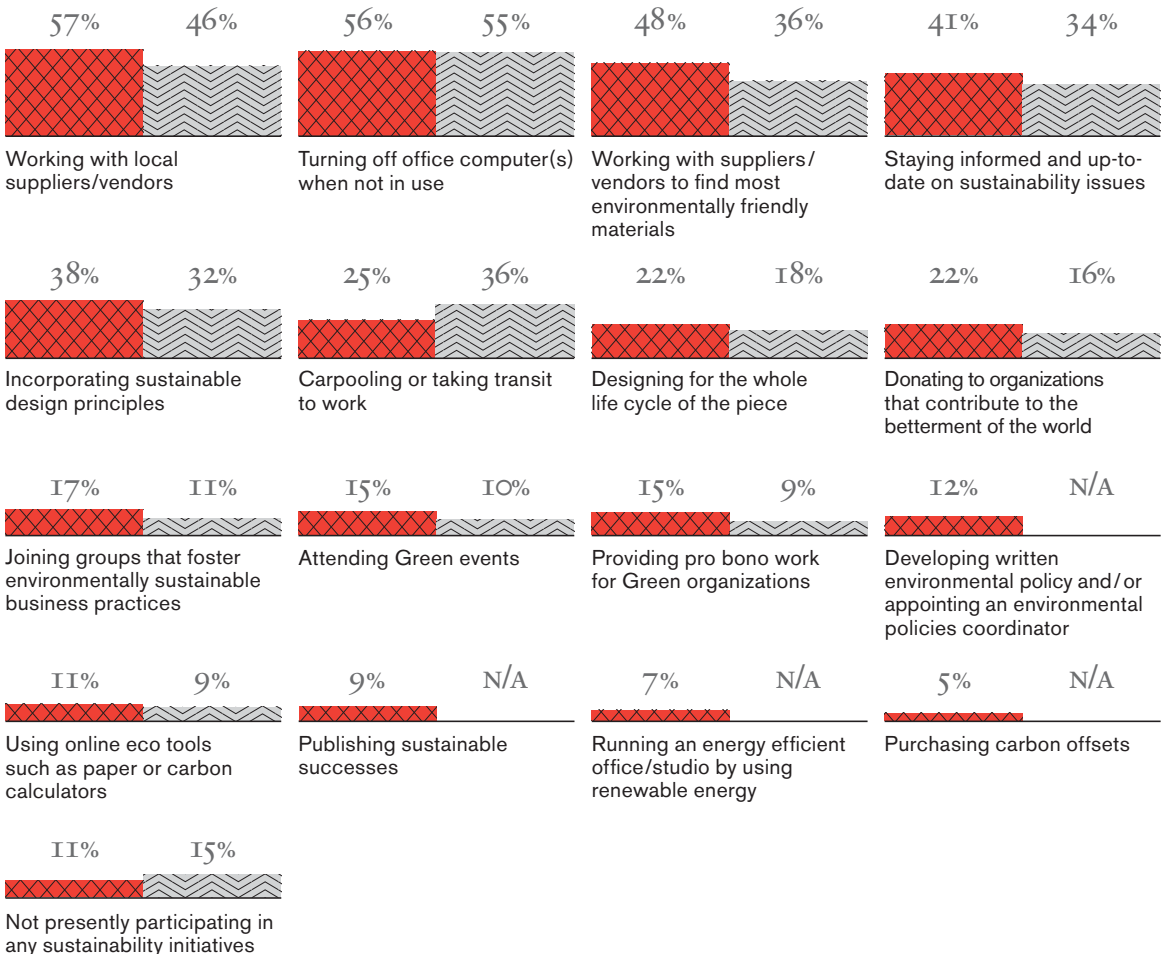


VS.



Owners, Principals, Sole Proprietors & Management – Base: 484

Freelance & Non-Management Employees – Base: 1,293



THE FINANCIAL STATUS OF OWNERS, PARTNERS, PRINCIPALS AND SOLE PROPRIETORS

2009 billings for owners/partners/principals averaged at \$902,700, with two-thirds (65%) being at \$200,000 or more. Billable disbursements averaged at \$451,000 with about one-third (31%) being at \$200,000 or more. Average markup on billable disbursements was 17% – about four-in-ten (42%) used markups lower than 16%.

Billing rates range from \$20 – \$120 at the low end up to \$150 – \$350 at the high end for various services and roles.

Sole proprietors' 2009 billings averaged at \$84,400, with close to half (47%) being at \$50,000 or less. Average markup on billable disbursements was 12%, with half (53%) using markups of 10% or lower.

Owners/partners/principals of design firms and sole proprietors shared the same degree of optimism toward the year ahead – about two-thirds expected billings would increase in 2010. The average expected increase was 8.3% (in 2010).

Business growth comes mostly from word of mouth referrals (over 90%) and networking (over 60%). Websites are seen as beneficial by principals (65%), but less so to sole proprietors (44%).

SOLE PROPRIETOR HOURLY BILLING RATES

BASED ON EXPERIENCE

	NATIONAL AVERAGE	LESS THAN 5 YEARS	5-9 YEARS	10-15 YEARS	16-25 YEARS	26 YEARS OR MORE
CREATIVE/DESIGN DIRECTION	\$82 186 RESP.	\$45 13 RESP.	\$68 29 RESP.	\$81 59 RESP.	\$91 54 RESP.	\$96 31 RESP.
GRAPHIC DESIGN	\$73 203 RESP.	\$43 16 RESP.	\$59 36 RESP.	\$69 65 RESP.	\$84 54 RESP.	\$91 32 RESP.
WEB DESIGN	\$76 155 RESP.	\$50 13 RESP.	\$61 29 RESP.	\$77 47 RESP.	\$85 41 RESP.	\$92 25 RESP.
ART DIRECTION OF PHOTOGRAPHY & ILLUSTRATION	\$82 144 RESP.	\$52 6 RESP.	\$68 22 RESP.	\$78 44 RESP.	\$90 44 RESP.	\$93 28 RESP.
DESIGN/PROJECT MANAGEMENT	\$75 167 RESP.	\$45 10 RESP.	\$63 26 RESP.	\$72 51 RESP.	\$84 51 RESP.	\$84 29 RESP.
FILE PREPARATION	\$67 163 RESP.	\$39 11 RESP.	\$60 24 RESP.	\$65 50 RESP.	\$73 50 RESP.	\$77 28 RESP.
PRINT PRODUCTION MANAGEMENT	\$69 147 RESP.	\$41 7 RESP.	\$54 22 RESP.	\$65 46 RESP.	\$76 45 RESP.	\$80 27 RESP.
BRAND STRATEGY/CONSULTING	\$83 141 RESP.	\$48 9 RESP.	\$64 24 RESP.	\$85 38 RESP.	\$94 41 RESP.	\$94 29 RESP.
CONTENT DEVELOPMENT/COPYWRITING	\$75 103 RESP.	\$52 7 RESP.	\$68 14 RESP.	\$70 32 RESP.	\$84 27 RESP.	\$82 23 RESP.
PROOFREADING OR QUALITY ASSURANCE	\$64 100 RESP.	\$41 7 RESP.	\$59 16 RESP.	\$59 29 RESP.	\$69 28 RESP.	\$74 20 RESP.
ILLUSTRATION	\$75 115 RESP.	\$45 9 RESP.	\$58 24 RESP.	\$79 33 RESP.	\$82 32 RESP.	\$93 17 RESP.
PHOTOGRAPHY	\$78 97 RESP.	\$44 7 RESP.	\$73 16 RESP.	\$75 29 RESP.	\$82 24 RESP.	\$91 21 RESP.

SOLE PROPRIETOR HOURLY BILLING RATES

BASED ON LOCATION

	NATIONAL AVERAGE	BRITISH COLUMBIA	ALBERTA	PRAIRIES	ONTARIO	ONTARIO GTA	QUEBEC	ATLANTIC
CREATIVE/DESIGN DIRECTION	\$82 186 RESP.	\$85 39 RESP.	\$80 11 RESP.	\$83 4 RESP.	\$82 105 RESP.	\$86 53 RESP.	\$79 18 RESP.	\$68 8 RESP.
GRAPHIC DESIGN	\$73 203 RESP.	\$77 40 RESP.	\$69 13 RESP.	\$76 5 RESP.	\$73 116 RESP.	\$73 58 RESP.	\$66 19 RESP.	\$67 8 RESP.
WEB DESIGN	\$76 155 RESP.	\$78 31 RESP.	\$70 10 RESP.	\$70 3 RESP.	\$77 88 RESP.	\$79 44 RESP.	\$67 15 RESP.	\$67 6 RESP.
ART DIRECTION OF PHOTOGRAPHY & ILLUSTRATION	\$82 144 RESP.	\$86 33 RESP.	\$70 9 RESP.	\$83 4 RESP.	\$83 77 RESP.	\$88 41 RESP.	\$81 13 RESP.	\$64 7 RESP.
DESIGN/PROJECT MANAGEMENT	\$75 167 RESP.	\$80 34 RESP.	\$66 11 RESP.	\$67 5 RESP.	\$73 92 RESP.	\$73 46 RESP.	\$81 15 RESP.	\$68 8 RESP.
FILE PREPARATION	\$67 163 RESP.	\$75 35 RESP.	\$70 12 RESP.	\$61 5 RESP.	\$65 91 RESP.	\$64 44 RESP.	\$57 12 RESP.	\$64 6 RESP.
PRINT PRODUCTION MANAGEMENT	\$69 147 RESP.	\$74 34 RESP.	\$68 11 RESP.	\$61 5 RESP.	\$69 78 RESP.	\$70 39 RESP.	\$53 13 RESP.	\$68 5 RESP.
BRAND STRATEGY/ CONSULTING	\$83 141 RESP.	\$86 31 RESP.	\$80 11 RESP.	\$77 3 RESP.	\$84 76 RESP.	\$86 36 RESP.	\$85 12 RESP.	\$67 7 RESP.
CONTENT DEVELOPMENT/ COPYWRITING	\$75 103 RESP.	\$85 24 RESP.	\$76 7 RESP.	\$80 2 RESP.	\$71 56 RESP.	\$71 31 RESP.	\$69 8 RESP.	\$61 5 RESP.
PROOFREADING OR QA	\$64 100 RESP.	\$71 21 RESP.	\$72 5 RESP.	\$77 3 RESP.	\$62 55 RESP.	\$60 29 RESP.	\$47 10 RESP.	\$57 5 RESP.
ILLUSTRATION	\$75 115 RESP.	\$78 30 RESP.	\$74 8 RESP.	\$70 4 RESP.	\$75 60 RESP.	\$81 29 RESP.	\$65 9 RESP.	\$68 3 RESP.
PHOTOGRAPHY	\$78 97 RESP.	\$88 25 RESP.	\$62 3 RESP.	\$118 2 RESP.	\$76 56 RESP.	\$91 25 RESP.	\$51 6 RESP.	\$63 4 RESP.

AVERAGE HOURLY BILLING RATES

BY JOB TITLE

\$154

**BRAND STRATEGIST/
CONSULTANT**
(26 RESPONDENTS)

\$140

SEO/SEM SPECIALIST
(3 RESPONDENTS)

\$138

**CREATIVE/DESIGN
DIRECTOR**
(51 RESPONDENTS)

\$134

**OWNER/PARTNER/
PRINCIPAL/VP**
(118 RESPONDENTS)

\$131

**DATABASE/SYSTEMS
ADMINISTRATOR**
(5 RESPONDENTS)

\$128

**ACCOUNT MANAGER/
DIRECTOR**
(26 RESPONDENTS)

\$127

COPYWRITER
(22 RESPONDENTS)

\$126

DIGITAL STRATEGIST
(4 RESPONDENTS)

\$123

ART DIRECTOR
(34 RESPONDENTS)

\$115

DESIGN MANAGER
(17 RESPONDENTS)

\$115

**INFORMATION
ARCHITECT**
(6 RESPONDENTS)

\$115

WEB/MEDIA ANALYST
(3 RESPONDENTS)

\$113

**CONTENT STRATEGIST/
EDITOR/MANAGER**
(10 RESPONDENTS)

\$112

**COMMUNICATIONS/
MARKETING MANAGER**
(10 RESPONDENTS)

\$112

**MULTIMEDIA/
MOBILE/DEVELOPER/
PROGRAMMER**
(33 RESPONDENTS)

\$110

**VIDEO/MOTION
GRAPHICS DESIGNER**
(11 RESPONDENTS)

\$109

**COMMUNITY MANAGER/
SOCIAL MEDIA
MODERATOR**
(4 RESPONDENTS)

\$108

MEDIA BUYER/PLANNER
(3 RESPONDENTS)

\$107

**SENIOR GRAPHIC
DESIGNER**
(56 RESPONDENTS)

\$107

PRODUCTION MANAGER
(32 RESPONDENTS)

\$106

**GRAPHIC DESIGN
EDUCATOR**
(7 RESPONDENTS)

\$103

**WEB PRODUCER/
PROJECT MANAGER**
(23 RESPONDENTS)

\$102

**ACCOUNT
COORDINATOR**
(16 RESPONDENTS)

\$100

**INTERMEDIATE
GRAPHIC DESIGNER**
(51 RESPONDENTS)

\$97

**BUSINESS
DEVELOPMENT/SALES**
(12 RESPONDENTS)

\$92

**JUNIOR GRAPHIC
DESIGNER**
(37 RESPONDENTS)

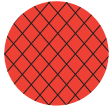
\$88

PROOFREADER/QA
(10 RESPONDENTS)

\$84

OFFICE MANAGER
(30 RESPONDENTS)

EXPECTED BILLING CHANGES IN 2010



Owners, Partners & Principals
Base: 140

VS.



Sole Proprietors
Base: 228

INCREASE OF MORE THAN 25%

 17% VS.  13%

DECREASE OF 10% - 25%

 5% VS.  8%

INCREASE OF 10% - 25%

 29% VS.  27%

DECREASE OF MORE THAN 25%

 4% VS.  4%

INCREASE OF LESS THAN 10%

 21% VS.  22%

NET INCREASE

 67% VS.  62%

SAME LEVEL OF REVENUE

 17% VS.  23%

NET DECREASE

 16% VS.  15%

DECREASE OF LESS THAN 10%

 7% VS.  3%

AVERAGE EXPECTED INCREASE

 9.8% VS.  7.4%

SOURCES OF BUSINESS GROWTH

BASE: 368

93%

WORD OF MOUTH REFERRALS

65%

NETWORKING

52%

WEBSITE

50%

TESTIMONIALS/REFERRALS

34%

SALES (PROSPECTING, COLD CALLING, ETC.)

29%

SOCIAL MEDIA (TWITTER, LINKEDIN, ETC.)

28%

RESPONDING TO RFPS

22%

EMAIL MARKETING

15%

PUBLIC RELATIONS/MEDIA EXPOSURE

14%

PUBLIC SPEAKING

12%

DIRECT MARKETING

12%

PRINT COLLATERAL

11%

AWARD COMPETITIONS

10%

ADVERTISING

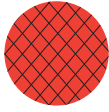
6%

CASE STUDIES/WHITE PAPERS

4%

PROMOTIONS

SOURCES OF BUSINESS GROWTH



Owners, Partners & Principals
Base: 140

VS.



Sole Proprietors
Base: 228

WORD-OF-MOUTH REFERRALS

91% VS. 94%

NETWORKING

61% VS. 68%

WEBSITE

65% VS. 44%

TESTIMONIALS / REFERRALS

56% VS. 46%

SALES (PROSPECTING, COLD CALLING, ETC.)

44% VS. 28%

SOCIAL MEDIA (TWITTER, LINKEDIN)

32% VS. 27%

RESPONDING TO RFPS

44% VS. 19%

EMAIL MARKETING

23% VS. 22%

PUBLIC RELATIONS / MEDIA EXPOSURE

25% VS. 9%

PUBLIC SPEAKING

25% VS. 8%

DIRECT MARKETING

14% VS. 10%

PRINT COLLATERAL

15% VS. 11%

AWARD COMPETITIONS

22% VS. 5%

ADVERTISING

11% VS. 9%

CASE STUDIES / WHITE PAPERS

11% VS. 3%

PROMOTIONS

9% VS. 2%

SALARY RESULTS

OWNER / PARTNER / PRINCIPAL / VP

NATIONAL AVERAGE (114 RESPONDENTS)

\$85,087

\$74,075

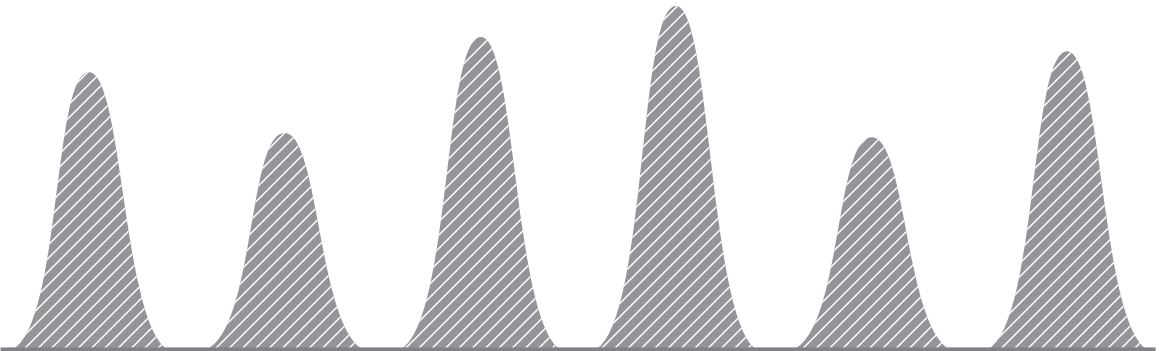
\$58,000

\$83,400

\$91,611

\$56,875

\$79,600



B.C.
20 RESPONDENTS

ALBERTA
3 RESP.

PRAIRIES
5 RESP.

ONTARIO
71 RESP.

QUEBEC
8 RESP.

ATLANTIC
5 RESP.

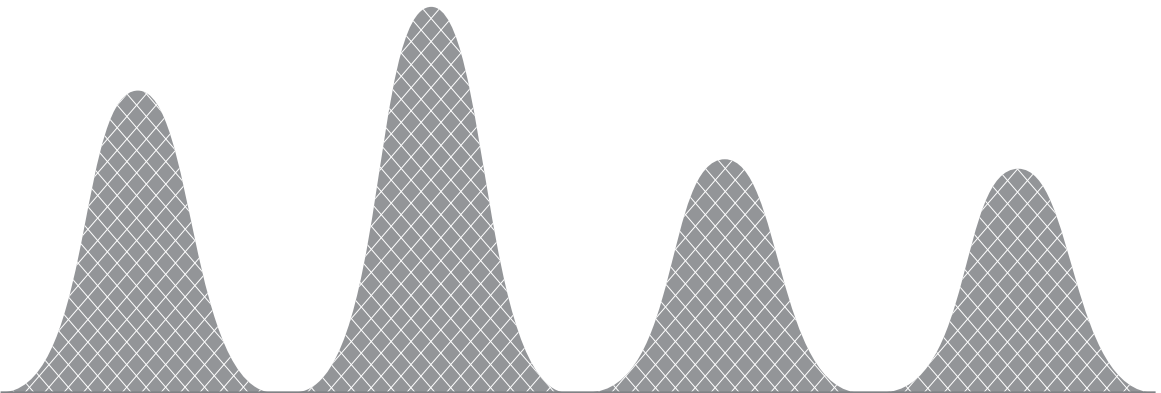
REGIONAL AVERAGES

\$79,967

\$102,412

\$61,800

\$59,286



VANCOUVER
15 RESP.

GTA
42 RESP.

OTTAWA/HULL
5 RESP.

MONTREAL
7 RESP.

CITY AVERAGES

\$68,579

1 – 4 PERSON
ORGANIZATION
(57 RESP.)

\$101,783

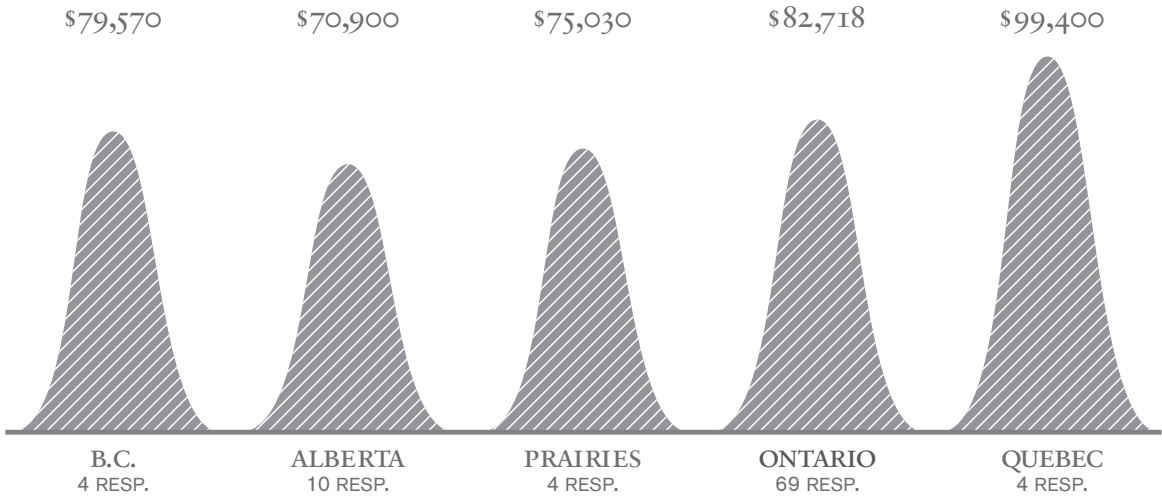
ADVERTISING,
MARKETING OR
COMMUNICATIONS
ORGANIZATION
(30 RESP.)

\$105,159

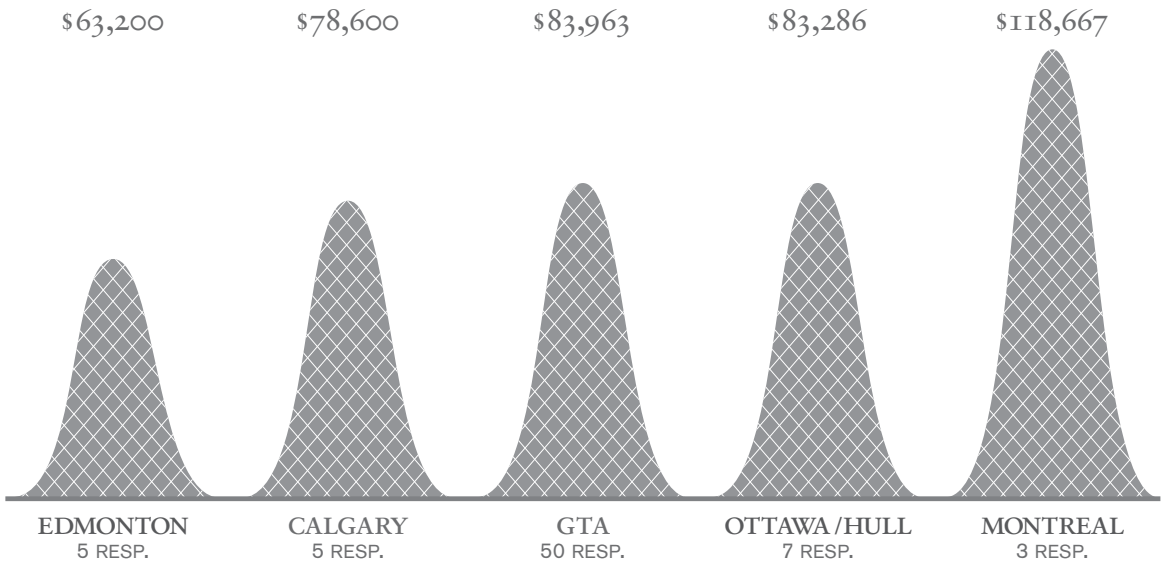
16+ YEARS
EXPERIENCE
(63 RESP.)

CREATIVE / DESIGN DIRECTOR

NATIONAL AVERAGE (93 RESPONDENTS) \$81,103



REGIONAL AVERAGES



CITY AVERAGES



ART DIRECTOR

NATIONAL AVERAGE (105 RESPONDENTS)

\$64,049

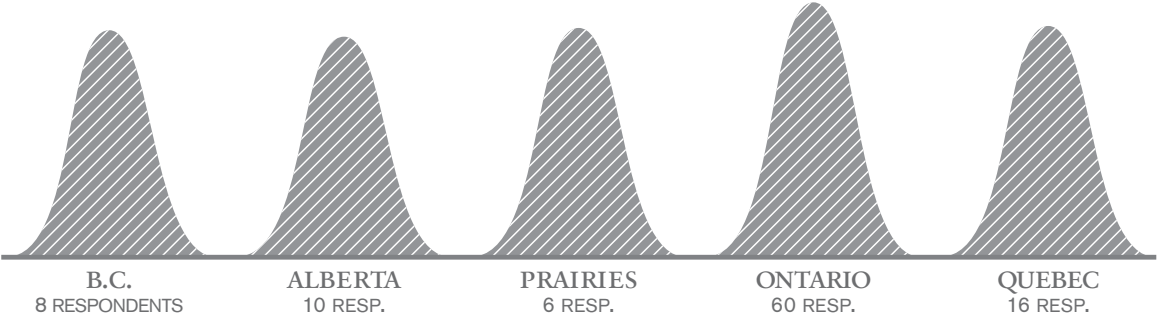
\$60,063

\$58,350

\$60,667

\$67,436

\$61,188



REGIONAL AVERAGES

\$69,300

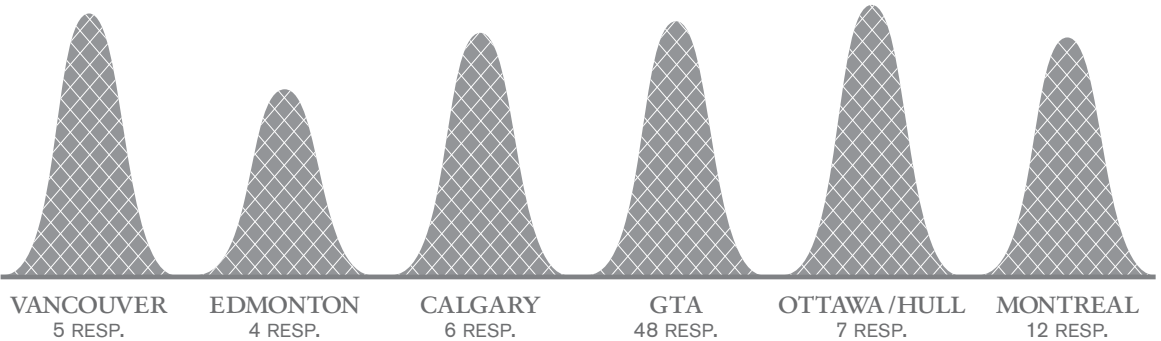
\$49,250

\$64,417

\$67,253

\$71,571

\$62,958



CITY AVERAGES

\$62,147

1-4 PERSON ORGANIZATION
(17 RESP.)

\$68,694

DESIGN STUDIO
(18 RESP.)

\$55,946

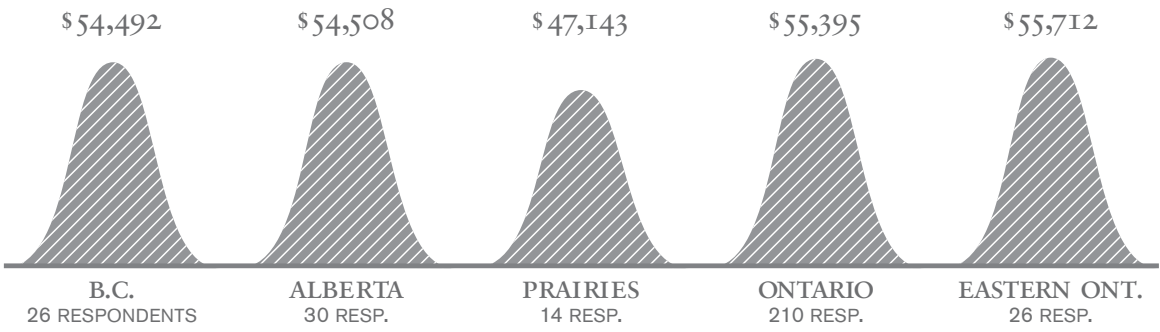
5-9 YEARS EXPERIENCE
(37 RESP.)

\$74,488

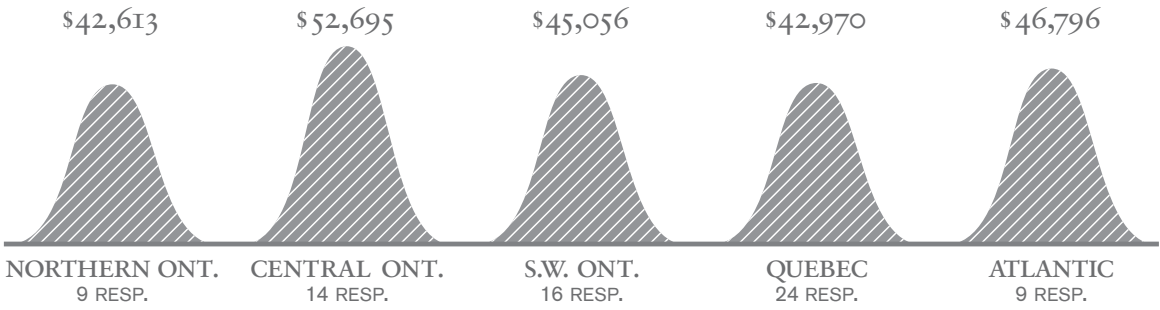
10-15 YEARS EXPERIENCE
(30 RESP.)

SENIOR GRAPHIC DESIGNER

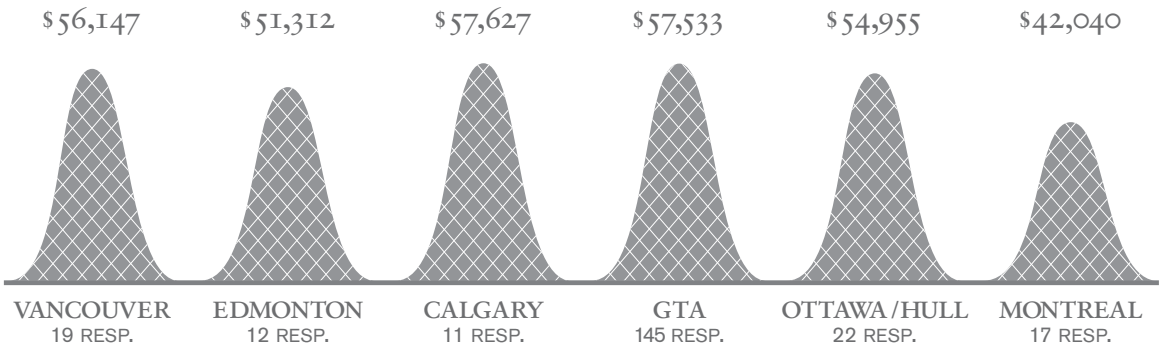
NATIONAL AVERAGE (315 RESPONDENTS) \$53,665



REGIONAL AVERAGES



REGIONAL AVERAGES



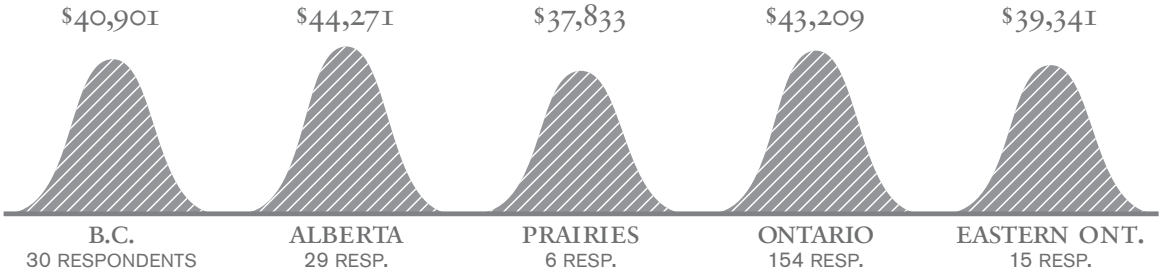
CITY AVERAGES



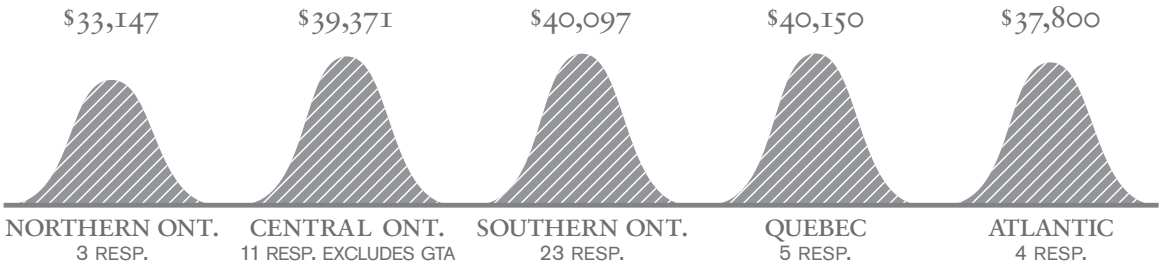
INTERMEDIATE GRAPHIC DESIGNER

NATIONAL AVERAGE (230 RESPONDENTS)

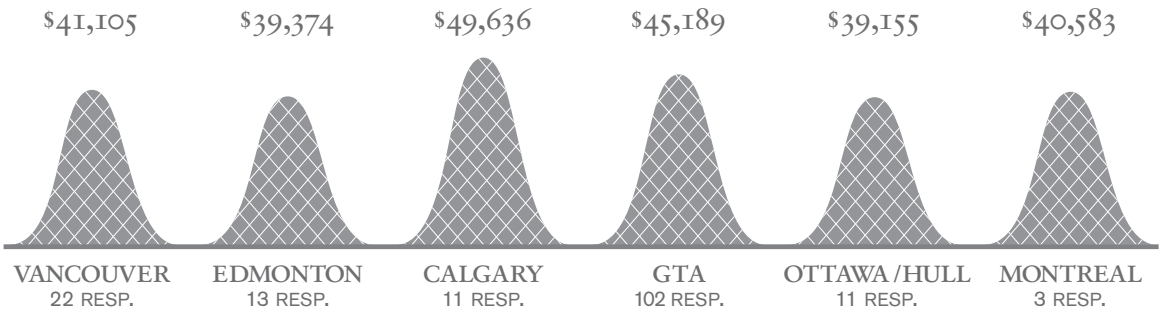
\$42,756



REGIONAL AVERAGES



REGIONAL AVERAGES



CITY AVERAGES



JUNIOR GRAPHIC DESIGNER

NATIONAL AVERAGE (86 RESPONDENTS)

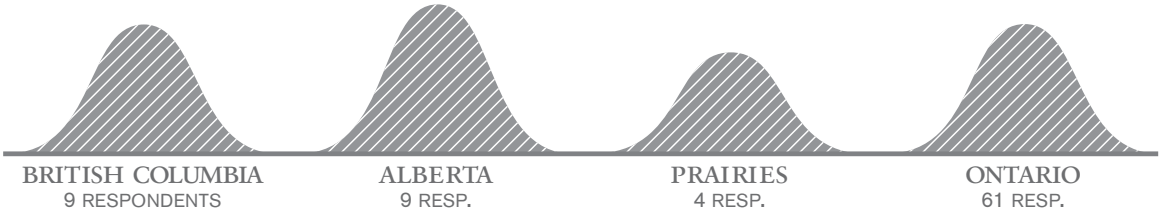
\$34,375

\$34,222

\$39,540

\$26,840

\$34,329



REGIONAL AVERAGES

\$36,000

\$28,500

\$32,917

\$30,917



REGIONAL AVERAGES

\$33,500

\$44,320

\$38,100

\$35,456

\$36,000



CITY AVERAGES

\$36,311

IN-HOUSE DESIGN
DEPARTMENT
(27 RESP.)

MORE SALARY RESULTS

NATIONAL AVERAGES

\$84,367

**BRAND STRATEGIST/
CONSULTANT**
(15 RESPONDENTS)

\$74,031

DESIGN EDUCATOR
(11 RESPONDENTS)

\$63,879

DESIGN MANAGER
(26 RESPONDENTS)

\$62,520

**WEB PRODUCER/
PROJECT MANAGER**
(25 RESPONDENTS)

\$59,767

**CONTENT STRATEGIST/
EDITOR/MANAGER**
(9 RESPONDENTS)

\$57,089

PRODUCTION MANAGER
(28 RESPONDENTS)

\$56,364

**COMMUNICATIONS/
MARKETING MANAGER**
(39 RESPONDENTS)

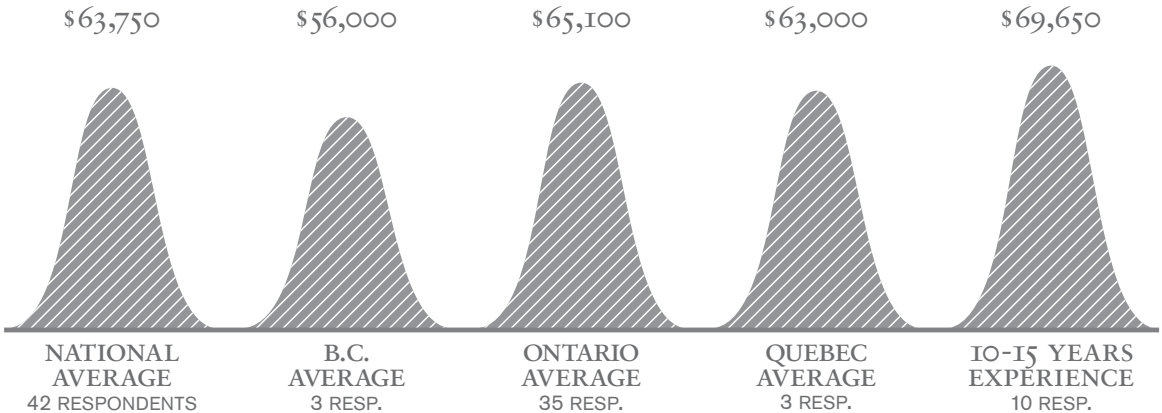
\$47,559

**MOBILE DEVELOPER/
MULTIMEDIA/PROGRAMMER**
(14 RESPONDENTS)

\$40,283

ACCOUNT COORDINATOR
(15 RESPONDENTS)

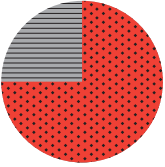
NOTE: For detailed results, email comm@rgdontario.com



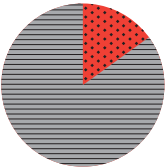
ACCOUNT MANAGER/DIRECTOR

ABOUT OVERTIME & BENEFITS

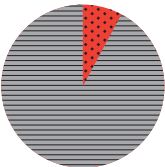
The most frequently offered benefits across organization types are paid vacations and paid sick leave. Dental insurance, medical insurance (family or individual) and life insurance are a less consistent offering. Design studios report the fewest benefits provided.



75%
THE MAJORITY OF RESPONDENTS ARE PAID AN ANNUAL SALARY ONLY



15%
OF RESPONDENTS ARE PAID AN HOURLY RATE



8%
OF RESPONDENTS ARE PAID A SALARY PLUS A COMMISSION



22%
OF RESPONDENTS ARE PAID OVERTIME

DESIGN STUDIO	IN-HOUSE DESIGN	ADVERTISING, MARKETING & COMMUNICATIONS	INTERACTIVE VIDEO	OTHER
BASE: 243	BASE: 454	BASE: 329	BASE: 104	BASE: 132
PAID VACATIONS				
76%	93%	88%	86%	86%
PAID SICK LEAVE				
63%	83%	75%	72%	77%
PAID PERSONAL TIME OFF				
33%	44%	43%	34%	40%
DENTAL INSURANCE OR GROUP PLAN				
46%	85%	68%	65%	76%
MEDICAL INSURANCE – FAMILY COVERAGE				
39%	73%	55%	50%	63%
MEDICAL INSURANCE – INDIVIDUAL COVERAGE				
31%	56%	45%	43%	45%
LIFE INSURANCE				
26%	67%	50%	37%	56%
LONG-TERM DISABILITY INSURANCE				
30%	66%	47%	34%	56%
SHORT-TERM DISABILITY INSURANCE				
19%	60%	39%	30%	46%
BONUSES				
34%	34%	35%	32%	14%
PROFIT SHARING				
15%	12%	10%	7%	6%
STOCK OPTIONS				
3%	14%	6%	4%	4%
PROFESSIONAL MEMBER DUES				
22%	22%	16%	10%	12%
EDUCATION / PROFESSIONAL DEVELOPMENT FUNDING				
21%	48%	24%	27%	49%
CELL PHONE / SMART PHONE				
19%	17%	27%	19%	12%
LOUNGE / RELAXATION SPACE				
14%	22%	18%	21%	20%
WORKOUT / EXERCISE FACILITIES				
9%	26%	14%	12%	27%
EMPLOYEE ASSISTANCE OR WELLNESS PROGRAM				
7%	45%	16%	7%	39%
MILEAGE REIMBURSEMENT				
37%	43%	40%	23%	30%
PARKING				
26%	33%	33%	27%	23%
COMPANY CAR OR ALLOWANCE				
5%	4%	9%	10%	1%
DEFINED CONTRIBUTION RETIREMENT PLAN				
3%	32%	13%	7%	26%
DEFINED BENEFIT (PENSION) RETIREMENT PLAN				
1%	40%	6%	3%	41%
OTHER RETIREMENT PLAN				
1%	7%	2%	2%	4%
PARENTAL LEAVE				
15%	36%	13%	14%	31%
CHILD OR ELDERCARE				
1%	4%	2%	–	3%

JOB DESCRIPTIONS

Owner, Partner, Principal, VP

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

Brand Strategist/Consultant

Brand strategists/consultants 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.

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, 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.

Design Manager

A 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.

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.

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.

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 websites, 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.

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. Production managers are strong project managers, managing multiple jobs simultaneously.

Copywriter

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.

Content Strategist/ Editor/Manager

A content strategist/editor/manager works to ensure the creation of content that supports meaningful, interactive, online experiences. Responsibilities cover every aspect of content, including design, development, analysis, presentation, measurement, evaluation, production, management and governance. Work may include gathering information to enhance the value of the site, working with marketing and graphic designers to ensure consistency and gathering user feedback for website improvement and enhancements.

Proofreader/QA

A proofreader and QA (Quality Assurance) professional ensures correct spelling, usage and grammar across all forms of expression, and may function in more than one language. Proofreaders may also be required to check files and production specifications. A technical QA analyst provides research, analysis, design, execution, maintenance and/or support of testing solutions that are appropriate to the application, solution and project as assigned.

Mobile/Multimedia Developer *or* Programmer

A 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. A mobile developer uses common scripting tools such as Flash ActionScript, as well as supporting technologies like Flex, Flash Remoting and integration with media servers.

Video *or* Motion Graphics Designer

Creates animated or live video content for a variety of media, including the web, smart phones and portable devices, games, television and other formats, including features. Projects can also include title and post-production work. Requires the ability to design a dynamic presentation or interaction and integration with numerous technologies.

Database/Systems Administrator

A database or systems administrator works with web server systems and web databases, develops web queries to databases and programs web applications.

Web Producer/ Project Manager

A web producer/project manager organizes web development teams and ensures adherence to budget, schedule, content and design of website development. Responsibilities may include coordinating all production elements, including content, design and development, as well as IT services and Internet hosting services. The individual may also act as primary production contact for account or project team members, or provide direct client service.

Information Architect

Information architects contribute to the planning and design process of communications such as websites, by organizing information, designing information strategies and developing taxonomy and search systems. IAs must have an understanding of user design and interaction and of organizational and structural concepts, to translate business objectives into tangible solutions.

JOB DESCRIPTIONS

Digital Strategist

A digital strategist is responsible for analyzing and recommending new media implementation strategies to meet marketing goals, such as lead generation. Digital strategists help create marketing and communication plans which can bridge web, email, mobile, gaming, search and other digital media. Solutions are based on audience insight and brand, in the context of the overall marketing strategy.

Web/Media Analyst

A web or media analyst is responsible for defining and documenting the reporting and analysis requirements of business stakeholders across specific media, in order to optimize websites and marketing programs (e.g. email marketing, SEM, banner ads, etc.). Collecting and analyzing user data, the analyst is also responsible for identifying trends and insights about the media property. The analyst then assists in translating the marketing analytics into actionable business information.

Community Manager *or* Social Media Moderator

A community manager or social media moderator is responsible for the social media position of a brand, from passive monitoring to direct customer interaction. Strategy, planning, communication and analysis are the primary areas of activity. A community manager is embedded in social media communities and is an expert with the various tools and interfaces. They must have exceptional communication, writing and judgement skills, and are responsible for driving consumer engagement within the various online social networks.

Media Buyer/Planner

A media buyer or planner is a media expert who purchases and/or plans the most effective media usage for a marketing objective, including on and offline strategies. Buyers negotiate media space and time, monitor placements and manage contracts with media vendors. Planners study demographic data and consumer profiles to identify desired target audiences for intended reach and analyze media data to optimize performance.

SEO/SEM Specialist

A search engine optimization specialist is responsible for maximizing the volume or quality of traffic to a website from search engines via organic or “algorithmic” search results by improving page rank within search engines. SEOs may target different kinds of search, including image search, local search, video search and industry-specific vertical search engines. A search engine marketing specialist promotes websites by increasing their visibility in search engine result pages through the use of paid placement, search engine optimization and advertising.

Account Coordinator

An account coordinator provides support to the broader account service team. Duties range from administration to tracking projects, research and reconciliations. An account executive provides day-to-day customer service and support, including marketing program execution under the supervision of an account manager.

Account Manager/Director

An account manager/director is responsible for achieving the client's strategic brand objectives and supporting the development of marketing plans through the planning, coordination and implementation of marketing programs on behalf of client-side customers. Account managers ensure campaigns are implemented on time and within budget. An account supervisor provides expertise on program strategy and oversees program execution. Account directors often have new business development responsibilities as well.

Business Development/Sales

A person focused on new business development is responsible for developing client relationships, generating and following through on sales leads and closing new opportunities.

Office Manager

The office manager for a design firm takes care of office administration and clerical functions, such as supply inventory, bookkeeping, human resources, etc.

Communications/ Marketing Manager

Marketing managers develop and manage 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.

CONTACT

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