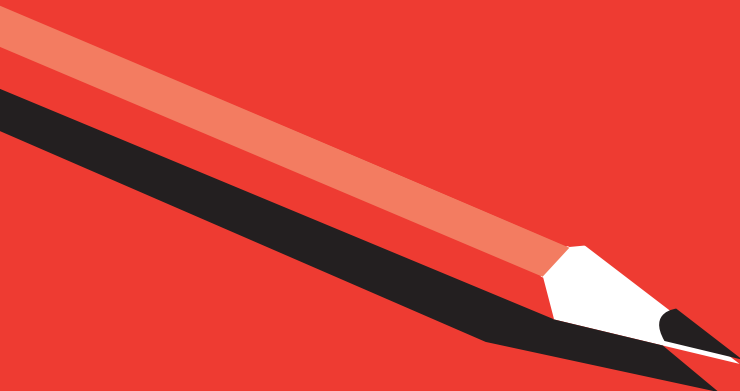


Conducted by the Association of Registered Graphic Designers of Ontario (RGD Ontario)  
Sponsored by Aquent – The Official Career Development Partner of RGD Ontario  
Supported by the Society of Graphic Designers of Canada (GDC) and the Société des designers graphiques du Québec (SDGQ)

2003  
/ 04





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For thirty years, Weyerhaeuser Cougar Opaque has delivered exceptional quality and savings in one legendary sheet to designers, printers and end-users throughout North America. With excellent opacity, a smooth surface, brilliant white colour and a NEW 96 BRIGHTNESS, Cougar offers luminous high-density ink holdout with minimal show-through. It delivers brighter, sharper images, smoother solids, superior runnability and the purest reproduction available in its class.

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## Somerset

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Somerset Graphics is an innovative, quality and service-oriented commercial printer. A pioneer in FM screening (Stochastic) in Canada, Somerset has dedicated its efforts to the perfection of this process and offers state-of-the-art DTP printing through a PDF (Prinerger) workflow system. Somerset's in-house scanning and colour studio complements its DTP processing and provides Pictro, Spectrum and composite Integris proofs for pre-press approvals. Bindery in-house assures quality control, on-time delivery and client satisfaction.

For more info, contact Jack Youngberg, President, at [jack@somersetgraphics.com](mailto:jack@somersetgraphics.com) or Doug Thomson, Sales Manager, at [doug@somersetgraphics.com](mailto:doug@somersetgraphics.com) or call toll-free 1 866 217 2442 (905 890 2553).

## A Q U E N T

### **The Official Career Development Partner of RGD Ontario**

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 second 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](http://www.aquent.ca), or call 877 2 AQUEST (877 227 8368).

October 2003

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For more information, contact RGD Ontario by phone at 1 888 274 3668; in Toronto 416 367 8819, by fax 416 367 9150, by e-mail [info@rgdontario.com](mailto:info@rgdontario.com) or visit [www.rgdontario.com](http://www.rgdontario.com).

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IBC

## ACKNOWLEDGMENTS

RGD Ontario and Aquent would like to thank all individuals who participated in the development of the 2003/2004 RGD Ontario | Aquent National Survey of Graphic Design Salaries & Billing Practices.

We would like to thank the graphic designers who participated in the survey conducted in 2001, many of whose comments were used in the development of this year's survey questionnaire.

We would like to thank those who commented on the first draft of the survey questionnaire. These included Kevin Hoch R.G.D., Jean-Pierre Lacroix R.G.D., Cathy Ledden R.G.D., Randy Milanovic MGDC, Jack Mlynek R.G.D., Rod Nash R.G.D., Paul Nishikawa MGDC, Philip Sung R.G.D., Matt Warburton FGDC and James Welsh R.G.D.

We would like to thank the initial survey testers David Carmichael R.G.D., Ruth Flower-Davies R.G.D., Tara Pain-Rowlands R.G.D. and James Wilson R.G.D.

We would also like to thank Aquent representatives Michelle Wales, Director, Canadian Operations, and Christina Jackson, Director of Brand Experience, for their personal commitment to this project, and Cynthia Clark, Vice President, Research Dimensions Inc., for her expertise.



## 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) conducted a national survey on salaries, project fees and billing practices in the Canadian graphic design industry.

The survey was conducted by Research Dimensions Inc. on behalf of RGD Ontario and its partner Aquent, in cooperation with the Society of Graphic Designers of Canada (GDC), its eight regional chapters (Alberta South, Alberta North, Atlantic, BC, Manitoba, Saskatchewan North,



Saskatchewan South and Vancouver Island) and the Société des designers graphiques du Québec (SDGQ).

This is the second time a survey of this nature has been conducted in Canada by this Association. The first survey was conducted in July 2001. It is done on a bi-annual basis.

## About RGD Ontario

The Association of Registered Graphic Designers of Ontario (RGD Ontario), created by an Act of the Ontario Legislature which received Royal Assent on April 25, 1996, 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. Persons in Ontario who are not members of the Association are not excluded from practising graphic design. It is an offence to use the designations Registered Graphic Designer or R.G.D. or to imply, suggest or hold out to be a Registered Graphic Designer if that is not the case.

For information on the *Registered Graphic Designers Qualification Examination*, contact the Examination Board for Registered Graphic Designers by e-mail at [info@rgdexamboard.com](mailto:info@rgdexamboard.com) or visit the web site at [www.rgdexamboard.com](http://www.rgdexamboard.com).

## Benefits of Membership

RGD Ontario represents the voice of over 2,800 members and on their behalf:

- Provides members with the backing of a credible, legislated professional organization in the conduct of their business.
- 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 the 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.

For more information, contact RGD Ontario by phone at 1 888 274 3668; in Toronto 416 367 8819, fax 416 367 9150, or e-mail at [info@rgdontario.com](mailto:info@rgdontario.com), or visit the web site at [www.rgdontario.com](http://www.rgdontario.com).

## About GDC

The Society of Graphic Designers of Canada (GDC) is Canada's national member-based organization founded in 1956 for graphic design professionals, educators and students. The GDC is organized into regional chapters representing British Columbia, Alberta, Saskatchewan, Manitoba and Atlantic Canada, has a member association in Ontario (RGD Ontario), and has a formal relationship with the Société des Designers Graphiques du Québec (SDGQ).

Individual GDC membership is comprised of practicing professional graphic designers, design educators, design administrators, design students, associates in related fields and corporate sponsors. Through the Society, members form a network of professional assistance that is a resource to the profession and the public.

Through various activities, the GDC builds awareness of graphic design and its important role in society. The Society fosters communication for the exchange of information and ideas pertinent to the development of the profession, and to the careers of its professional members. Professional development through access to publications, seminars and current affairs in the design world is an important member benefit. The Society acts as an advocate for graphic design through liaison with federal and provincial agencies, and by promoting graphic design in the media and with the Society's own projects such as newsletters, catalogues, juried shows for students and professionals.

The Society is also a source of information on the Canadian design community for students, government, industry and the general public. GDC members determine the evolving role that the Society plays, and provide the required voluntary effort to make things happen. Along with other organizations in over 35 countries, the GDC is a member of the International Council of Graphic Design Associations (Icograda).

## About SDGQ

La Société des designers graphiques du Québec (SDGQ) est le seul organisme qui représente officiellement les designers graphiques du Québec.

La 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.

La SDGQ, on croit que les designers graphiques doivent relever les défis suivants:

- Démythifier la profession et préciser leurs contributions à la société;
- Sortir de l'ombre, c'est-à-dire se faire connaître et reconnaître;
- Faire évoluer la profession au profit de leur membres, de leurs clients et du grand public.

Pour ce faire, on prend les engagements suivants:

- Promouvoir le design graphique;
- Contribuer à l'avancement du design graphique;
- Contribuer au développement professionnel et économique de leurs membres.

Plus d'information, contactez SDGQ téléphone 866 514 842 3960 ou e-mail [infodesign@sdgq.ca](mailto:infodesign@sdgq.ca).

For more information contact SDGQ by phone 866 514 842 3960 or e-mail at [infodesign@sdgq.ca](mailto:infodesign@sdgq.ca).

## Distribution

Approximately 11,000 questionnaires were distributed to designers across Canada, in part as an insert in the May/June edition of *Applied Arts* magazine. E-mail reminders were sent to designers for whom RGD Ontario had valid e-mail addresses. Designers had the option of completing the questionnaire and returning it by mail/fax or completing it on-line. Sources for lists included RGD Ontario's membership roster, recent RGD Ontario contacts (from conference registrations and general inquiries), Aquent's client, talent and prospect list, the membership and contact lists of the GDC and SDGQ, and the subscribers of *Applied Arts* magazine.

## Method of Completion

Just over one thousand questionnaires were received from all parts of Canada as follows:

		RECEIVED
Alberta	62	6.0%
BC	86	8.3%
Manitoba	32	3.1%
New Brunswick	6	0.6%
Newfoundland and Labrador	1	0.1%
Nova Scotia	18	1.7%
Ontario	687	66.4%
PEI	1	0.1%
Quebec	64	6.2%
Saskatchewan	22	2.1%
Yukon	1	0.1%
Not identified	55	5.3%
<b>TOTAL</b>	<b>1035</b>	<b>100.0%</b>

## Caveat: Use of Data

These data should not be viewed as nationally representative statistical samples of all graphic design professionals, as the sample list was developed from selected sources and a modest response rate was achieved, particularly in some regions and among some job titles. Caution should be employed when using these data to determine salary levels or set prices for graphic design services, and should take into account and be adapted to individual considerations and circumstances.

These data do provide a current reflection of what some in the graphic design profession are currently earning. All results have been presented but particular caution should be applied in interpreting them where the number of respondents is very small.

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.





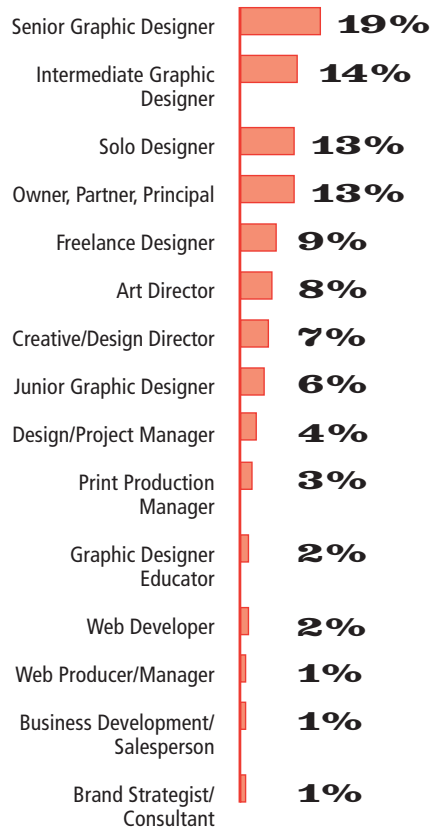
## **Main Findings**

## About the Respondents

- Over half (51 per cent) of respondents have completed a three- or four-year diploma/degree in graphic design.
- Approximately one-third (30 per cent) are members of RGD Ontario.
- Three-in-ten (28 per cent) have been working in the industry for less than five years.
- An equal number of men and women participated.

## Job Title

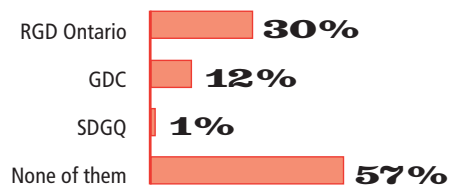
Base: 1,003



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

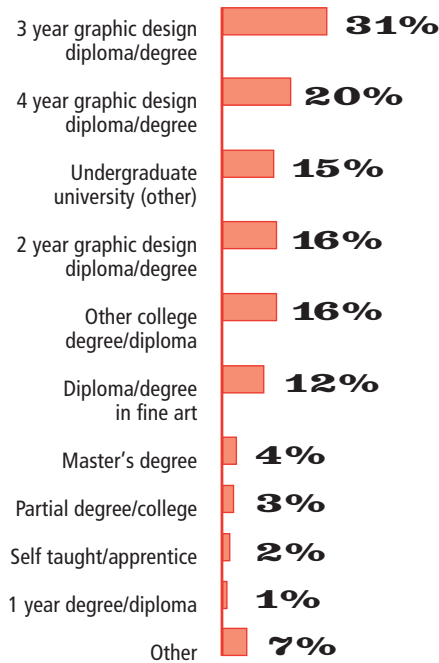
## Professional Design Association Membership

Base: 1,028



## Educational Background

Base: 1,017



## Areas Involved in During the Last Year

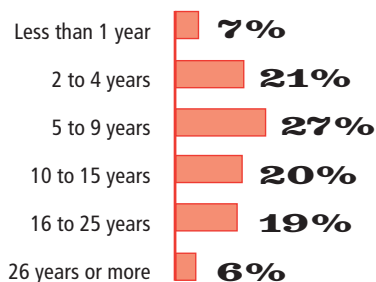
	"PURE DESIGNERS"	ALL OTHERS
Corporate identity/branding	75%	52%
Advertising design	72%	37%
Print production	65%	55%
Web design	62%	60%
Corporate collateral	61%	30%
Information design (charts, graphs)	54%	34%
Project management	50%	66%
Illustration	47%	19%
Direct mail design	46%	26%
Marketing communications	43%	34%
Publication design	43%	25%
Web site production	41%	56%
Exhibit/tradeshow booth design	42%	12%
Photography	39%	18%
Signage and wayfinding	37%	21%
Packaging design	36%	22%
Point-of-purchase displays	35%	25%
Copywriting/editing	33%	33%
Proofreading	31%	37%
Annual report design	33%	16%
Multimedia design	30%	38%
Marketing	27%	29%
Brand consulting	28%	23%
Communications strategy	26%	27%
Book design	25%	7%
Information architecture	16%	29%
Teaching	15%	11%
Retail/interior design	13%	6%
Market research	9%	16%
Type/font design	8%	8%
Broadcast design	6%	3%

Base: 928

Base: 73

## Length of Time Working in Graphic Design Industry

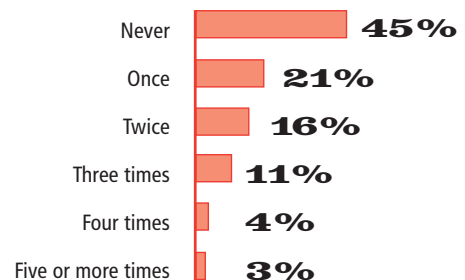
Base: 1,028



Average: 10.9 years

## Number of Times Changed Companies in the Last 5 Years

Base: 1,023



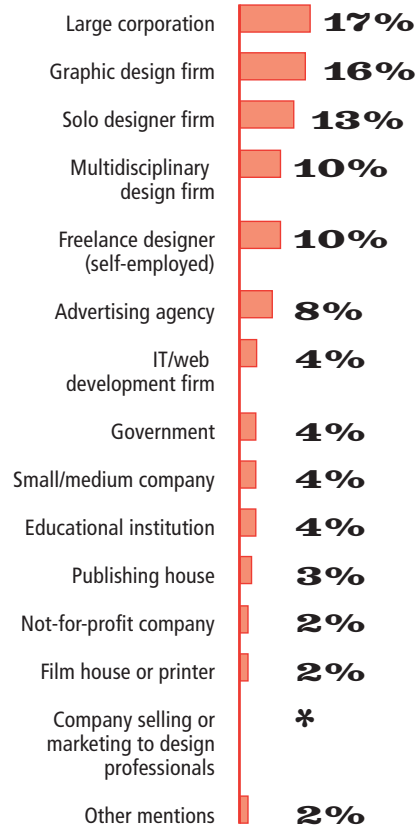
Average: 1.2 times

## About Respondents' Employers

- Designers participating in this year's study represent varied work environments; 17 per cent work at large corporations, 16 per cent in graphic design firms, 13 per cent in solo design firms, 10 per cent in multidisciplinary design firms and 10 per cent are freelance designers.
- Almost all (94 per cent) of respondents work for companies with headquarters in Canada.
- Almost half (45 per cent) have been with the same company for the past five years.
- Half (50 per cent) work in an organization with less than 10 full-time employees.

## Organization Currently Employed With

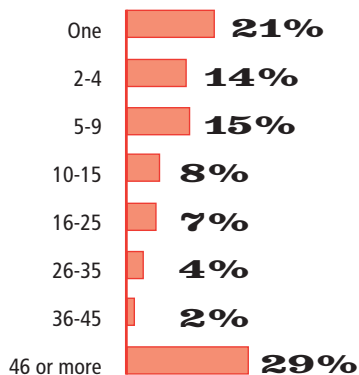
Base: 1,031



\* Less than .5%

## Number of Full-time Employees During 2002

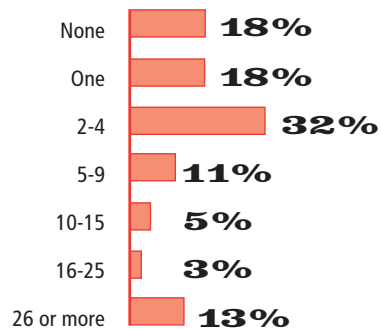
Base: 1,016



Average: 20.5

## Number of Part-time Employees During 2002

Base: 972



Average: 7.0

## About Solo Designer Firms

- One-third (36 per cent) of solo designer firms report income less than \$30,000 in 2002. The range of income was \$200 to \$285,000. The average income was \$47,236 and the median was \$36,000.
- On average, solo designers worked 1,416 hours to earn this income.
- Among solo designers who worked 1,000 hours or more, the average income was \$57,387.

## Solo Designer Firm Billing Rates

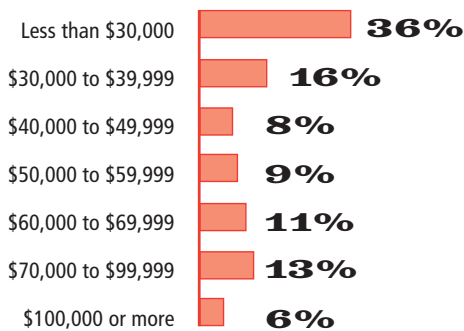
	HIGH	LOW	AVERAGE	MEDIAN	NUMBER OF RESPONDENTS
<b>Creative/Design Direction</b>	\$ 200	\$ 10	\$ 81	\$ 75	95
– Less than 5 years experience	100	10	57	60	9
– 5 to 15 years experience	140	12	76	75	40
– 16 years or more	200	20	90	80	46
<b>Art Direction</b>	\$ 200	\$ 20	\$ 78	\$ 75	79
– Less than 5 years experience	100	35	63	60	8
– 5 to 15 years experience	140	25	76	75	31
– 16 years or more	200	20	82	75	40
<b>Design/Project Management</b>	\$ 200	\$ 10	\$ 70	\$ 70	87
– Less than 5 years experience	100	10	54	50	9
– 5 to 15 years experience	140	12	68	65	37
– 16 years or more	200	20	74	75	41
<b>Graphic Design</b>	\$ 200	\$ 10	\$ 71	\$ 75	109
– Less than 5 years experience	100	10	53	50	11
– 5 to 15 years experience	120	12	67	65	50
– 16 years or more	200	20	80	75	48
<b>Brand Strategy/Consulting</b>	\$ 200	\$ 10	\$ 80	\$ 75	5
– Less than 5 years experience	100	10	50	40	6
– 5 to 15 years experience	150	12	78	75	25
– 16 years or more	200	50	90	80	24
<b>Web Design</b>	\$ 200	\$ 12	\$ 71	\$ 70	67
– Less than 5 years experience	85	25	54	66	7
– 5 to 15 years experience	150	12	66	65	36
– 16 years or more	200	45	83	75	24
<b>Print Production Management</b>	\$ 200	\$ 20	\$ 64	\$ 60	75
– Less than 5 years experience	100	30	48	40	9
– 5 to 15 years experience	100	25	60	60	27
– 16 years or more	200	20	70	65	39
<b>Copywriting</b>	\$ 200	\$ 15	\$ 68	\$ 65	41
– Less than 5 years experience	80	30	53	40	6
– 5 to 15 years experience	150	15	60	60	19
– 16 years or more	200	40	82	75	16
<b>File Preparation</b>	\$ 100	\$ 10	\$ 58	\$ 60	73
– Less than 5 years experience	100	35	51	40	8
– 5 to 15 years experience	100	10	53	55	30
– 16 years or more	100	20	63	65	35

## Solo Designer Firm Billing Rates (continued)

	HIGH	LOW	AVERAGE	MEDIAN	NUMBER OF RESPONDENTS
<b>Art Direction &amp; Supervision of Photography &amp; Illustration</b>	\$ 200	\$ 20	\$ 72	\$ 70	72
– Less than 5 years experience	100	35	60	50	8
– 5 to 15 years experience	140	30	69	65	28
– 16 years or more	200	20	77	75	36
<b>Web Programming</b>	\$ 150	\$ 25	\$ 68	\$ 60	29
– Less than 5 years experience	65	25	44	40	6
– 5 to 15 years experience	150	35	72	60	17
– 16 years or more	100	55	79	80	6
<b>Illustration</b>	\$ 150	\$ 20	\$ 77	\$ 75	51
– Less than 5 years experience	125	40	78	80	7
– 5 to 15 years experience	140	35	73	65	19
– 16 years or more	150	20	79	75	25
<b>Photography</b>	\$ 250	\$ 10	\$ 72	\$ 60	30
– Less than 5 years experience	125	40	76	60	6
– 5 to 15 years experience	250	10	69	50	16
– 16 years or more	100	60	75	70	8

## Income\* – Solo Designer Firms

Base: 110



Average: \$47, 236

\*Defined as billings less business-related expenditures

## About Firms Owned by Respondents

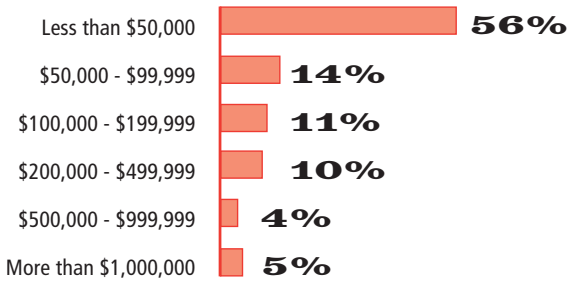
- Billing rates at design firms with two or more employees are much higher than solo designer billing rates and range from a low of \$15 per hour for a Junior Graphic Designer to a high of \$500 for an Owner, Partner or Principal.
- Over half (58 per cent) of the firms had less than \$200,000 in billings in 2002.
- Partner/principals and solo designers are reasonably optimistic about the year ahead – over half (58 per cent) expect billings will increase in 2003 while 19 per cent expect their billings will decrease.
- Half the firms (56 per cent) have billable disbursements less than \$50,000, and about half (47 per cent) use a 11 to 20 per cent rate to mark up disbursements.
- The distribution of clients among local, regional, provincial, national, USA and international is not expected to change very much from 2001 to 2003. The bulk of the work (about three-quarters) is from local clients.
- The large amount of local work could explain why seven-in-ten firms did not lose any business to American design firms in 2002. Among those that did, losses were small – on average about \$27,000.

## Billing Rates by Job Title

	HIGH	LOW	AVERAGE	MEDIAN	NUMBER OF RESPONDENTS	2001 MEDIAN	% INCREASE (DECREASE)
Owner, Partner, Principal	\$500	\$30	\$127	\$120	102	\$100	20.0
Creative/Design Director	300	72	138	125	44	120	4.2
Art Director	300	50	109	100	27	100	0.0
Design/Project Manager	200	45	104	95	34	100	(5.0)
Senior Graphic Designer	250	40	104	90	53	90	0.0
Intermediate Graphic Designer	200	40	92	90	44	80	12.5
Junior Graphic Designer	160	15	72	70	40	60	16.7
Print Production Manager	200	40	108	100	23	80	25.0
Copywriter	170	50	109	110	17	90	22.2
Web Developer	180	40	97	85	31	90	(5.6)
Web Producer/ Manager	175	60	100	85	12	100	(15.0)

### Total Billable Disbursements – 2002

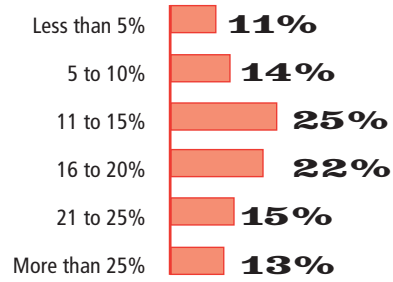
Base: 229



Average: \$202,050

### Average Mark-up on Billable Disbursements

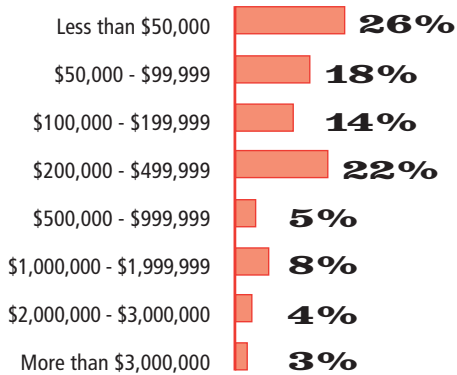
Base: 237



Average: 16%

### Billings – Year 2002

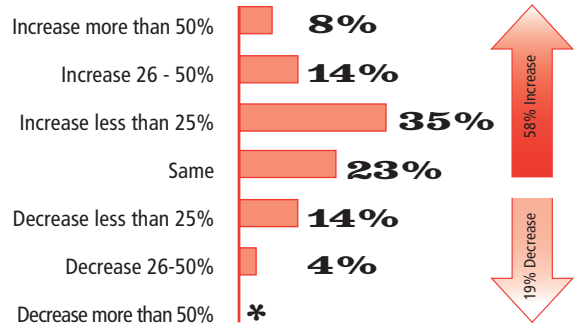
Base: 240



Average: \$480,080

### Expected Billing Changes in 2003

Base: 238



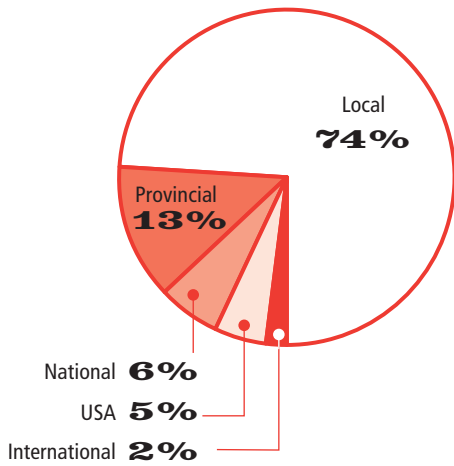
Average: 12.2% Increase

\* Less than .5%



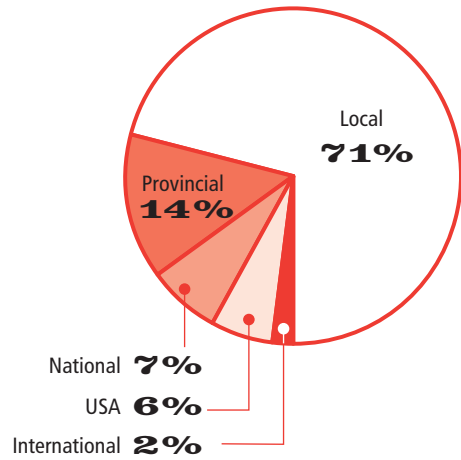
### Client Allocations – 2002

Base: 234



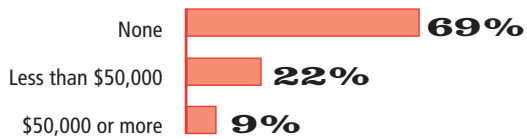
### Client Allocations – 2003

Base: 232

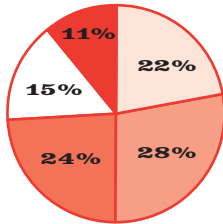


### Business Lost to American Firms in 2002

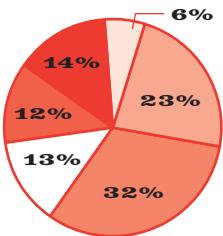
Base: 237



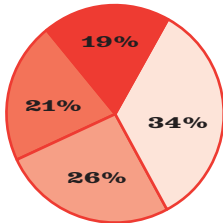
- Less than \$10,000
  - \$10,000 to \$19,999
  - \$20,000 to \$44,999
  - \$45,000 to \$74,999
  - \$75,000 +
- Base: 198



- Less than \$1,000
  - \$1,000 to \$2,499
  - \$2,500 to \$4,999
  - \$5,000 to \$7,499
  - \$7,500 to \$9,999
  - \$10,000+
- Base: 229



- Less than \$5,000
  - \$5,000 to \$9,999
  - \$10,000 to \$19,999
  - \$25,000 +
- Base: 132



## About Project Fees

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

### Large-scale Corporate Identity Design

Large-scale comprehensive corporate identity design project for a company with annual revenues between \$5 to \$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

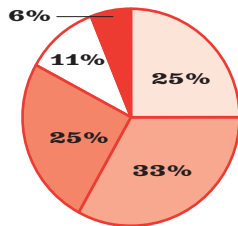
Corporate logo design project for a company with annual revenues below \$1 million. Services to include research and design of primary logo identity; presentation of 2 to 3 concepts, design of stationery set (business cards, letterhead, envelopes) and client consultation regarding other applications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

### Interior Wayfinding & Signage Design

Interior graphic signage and wayfinding for a client with annual revenues below \$5 million. Services to include research, design and creation of signage and wayfinding covering 5,000 square feet, including presentation of 2 to 3 layouts showing format, comprehensive layout, final art and supervision of execution.

- Less than \$2,500
- \$2,500 to \$4,999
- \$5,000 to \$9,999
- \$10,000 to \$14,999
- \$15,000+

Base: 227

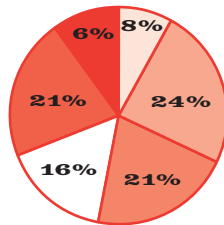


### Brochure Design

Design of a 4 to 10 page corporate brochure with print run of less than 5,000 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.

- Less than \$5,000
- \$5,000 to \$9,999
- \$10,000 to \$14,999
- \$15,000 to \$19,999
- \$20,000 to \$44,999
- \$45,000+

Base: 168

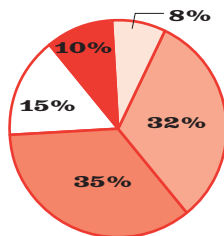


### Annual Report Design

Design of an 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.

- Less than \$1,000
- \$1,000 to \$2,499
- \$2,500 to \$4,999
- \$5,000 to \$7,499
- \$7,500 +

Base: 214

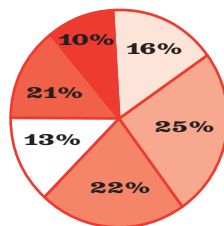


### Newsletter Design

Initial design of a corporate/in-house newsletter of 4 to 10 pages with circulation under 1,000. 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.

- Less than \$5,000
- \$5,000 to \$9,999
- \$10,000 to \$14,999
- \$15,000 to \$19,999
- \$20,000 to \$44,999
- \$45,000 to \$74,999

Base: 144

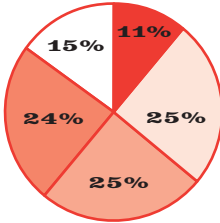


### Magazine Design

Initial design of a new general interest 4-colour consumer magazine of 40 to 50 pages with circulation to 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.

- Less than \$2,500
- \$2,500 to \$4,999
- \$5,000 to \$9,999
- \$10,000 to \$14,999
- \$15,000+

Base: 189

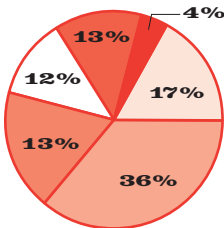


### Web Site Design

Web site design of 5 to 25 pages for a client with revenues of under \$1 million. Services to include presentation of 2 to 3 concepts; art direction and coordination of illustration and/or photography and/or limited animation elements; comprehensive layout, final art and production.

- Less than \$5,000
- \$5,000 to \$9,999
- \$10,000 to \$14,999
- \$15,000 to \$19,999
- \$20,000 to \$44,999
- \$45,000+

Base: 142

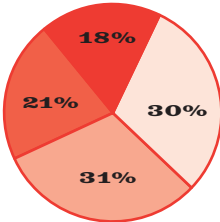


### Package Design

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.

- Less than \$2,500
- \$2,500 to \$4,999
- \$5,000 to \$7,499
- \$7,500 +

Base: 152



### Presentation Design

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



## 2002 Compensation

## 2002 Compensation

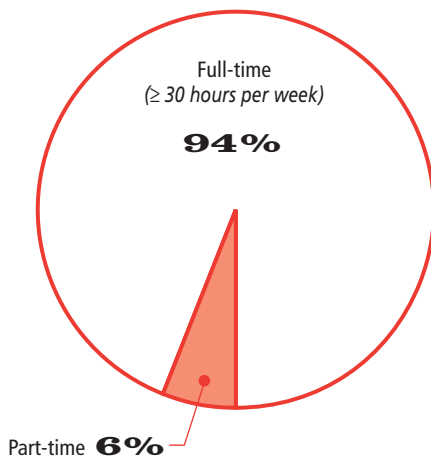
- Three-quarters (77 per cent) of designers are paid an annual salary.
- Most (94 per cent) work full-time (more than 30 hours per week).
- Most positions have seen an increase in salary since the 2001 survey. Some positions show a decrease in median salary; however, in both survey years these positions have a low number of respondents therefore the apparent decrease could be due to variations in the respondent base rather than a loss of earnings.

## Median Salary Changes

	2001 MEDIAN	2003 MEDIAN	% INCREASE (DECREASE)
Owner, Partner, Principal	\$62,000	\$70,000	12.9
Creative/Design Director	\$60,000	\$65,000	8.3
Art Director	\$50,000	\$52,000	4.0
Design/Project Manager	\$54,000	\$54,600	1.1
Senior Graphic Designer	\$46,000	\$46,000	0.0
Graphic Design Educator	\$63,000	\$58,000	(7.9)
Intermediate Graphic Designer	\$36,360	\$37,000	1.8
Junior Graphic Designer	\$27,000	\$29,500	9.3
Print Production Manager	\$48,000	\$55,000	14.6
Web Developer	\$44,000	\$45,000	2.3
Web Producer/Manager	\$45,000	\$64,000	42.2
Brand Strategist Consultant	\$80,000	\$65,000	(18.8)
Business Development Salesperson	\$62,000	\$55,200	(11.0)
Office Manager	\$50,000	\$38,000	(24.0)

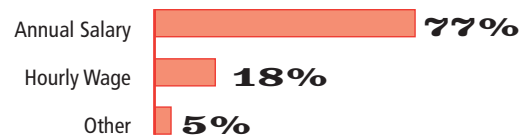
## Employment Status

Base: 855



## Means of Payment

Base: 856



## About Benefits & Compensation

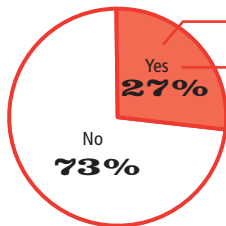
- Only one-quarter (27 per cent) of designers are paid overtime. Among those who were paid overtime, 34 per cent are Senior Graphic Designers and 22% are Intermediate Graphic Designers.
- Approximately one-third (30 per cent) receive overtime compensation at more than straight pay and the same number receive a combination of monetary compensation and time off in lieu.
- 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 DEVELOPMENT	OTHER
Paid vacations	88%	93%	82%	93%
Paid sick leave	76%	89%	76%	77%
Dental insurance or group plan	60%	86%	53%	66%
Medical insurance – family coverage	49%	80%	50%	75%
Life insurance	47%	67%	50%	59%
Long-term disability insurance	46%	68%	45%	57%
Short-term disability insurance	36%	61%	42%	48%
Mileage reimbursement	46%	49%	42%	41%
Medical insurance – individual coverage	39%	53%	50%	30%
Paid personal time off	42%	49%	40%	55%
Education/professional development funding	34%	55%	29%	52%
Parking	43%	39%	32%	34%
Bonuses	44%	39%	47%	16%
Professional member dues	26%	26%	21%	34%
Lounge/relaxation space	23%	28%	32%	16%
Defined benefit (pension) retirement plan	5%	44%	16%	32%
Parental leave	13%	31%	37%	25%
Defined contribution retirement plan	6%	39%	21%	30%
Employee assistance or wellness program	5%	40%	21%	27%
Car phone or cell phone	23%	13%	29%	11%
Workout/exercise facilities	7%	24%	13%	27%
Profit sharing	15%	14%	16%	7%
Company car or allowance	19%	7%	11%	7%
Stock options	5%	18%	26%	5%
Other retirement plan	1%	8%	5%	5%
Child or elder care	1%	3%	3%	7%
<b>BASE</b>	<b>337</b>	<b>315</b>	<b>38</b>	<b>44</b>

## Paid Overtime?

Base: 844



Straight pay	19%
More than straight pay	30%
Time off in lieu	21%
Combination of above	30%

Base: 227

Senior Graphic Designer	34%	Creative/Design Director	4%
Intermediate Graphic Designer	22%	Design/Project Manager	5%
Art Director	8%	Print Production Manager	1%
Freelance Designer	8%	Web Developer	2%
Junior Graphic Designer	8%	Graphic Design Educator	2%
Owner, Partner, Principal	4%		

Base: 230

## Owner, Partner, Principal

### 2002 Salary

	HIGH	LOW	AVERAGE	MEDIAN	NUMBER OF RESPONDENTS
National	\$250,000	\$25,000	\$83,561	\$70,000	104
<b>REGION</b>					
BC	\$80,000	\$27,000	\$54,300	\$51,000	10
Alberta	\$100,000	\$42,000	\$64,500	\$60,000	6
Prairies	\$38,000	\$35,000	\$36,333	\$36,000	3
Ontario	\$250,000	\$25,000	\$91,220	\$73,000	74
Quebec	\$85,000	\$60,000	\$70,500	\$66,000	6
Atlantic	\$45,000	\$45,000	\$45,000	\$45,000	1
<b>CITY</b>					
GTA	\$250,000	\$25,000	\$108,317	\$90,000	42
Ottawa/Hull	\$200,000	\$28,000	\$68,615	\$63,000	13
Vancouver	\$80,000	\$27,000	\$57,167	\$51,000	6
Montreal	\$85,000	\$60,000	\$74,250	\$75,000	34
<b>GENDER</b>					
Female	\$210,000	\$28,000	\$74,167	\$60,000	24
Male	\$250,000	\$25,000	\$87,055	\$70,000	78
<b>ORGANIZATION SIZE</b>					
2-4	\$175,000	\$27,000	\$63,333	\$60,000	45
5-9	\$250,000	\$25,000	\$76,056	\$65,000	36
10-15	\$250,000	\$60,000	\$131,182	\$120,000	11
16-25	\$200,000	\$60,000	\$121,329	\$85,000	7
26-45	\$250,000	\$120,000	\$165,000	\$125,000	3
46+	\$250,000	\$250,000	\$250,000	\$250,000	1
<b>ORGANIZATION TYPE</b>					
Design Studio	\$250,000	\$25,000	\$86,435	\$70,000	92
In-House Design Department	\$80,000	\$75,000	\$77,500	\$75,000	2
Other	n/a	n/a	n/a	n/a	n/a
IT/Web Development	\$120,000	\$42,000	\$59,167	\$50,000	6
<b>EDUCATION</b>					
3 or 4 yr Diploma/Degree in Graphic Design	\$250,000	\$25,000	\$92,864	\$75,000	59
All Others	\$200,000	\$30,000	\$72,370	\$60,000	44
<b>EXPERIENCE</b>					
Less than 5 years	\$100,000	\$28,000	\$55,000	\$42,000	4
5-15 years	\$250,000	\$27,000	\$74,418	\$60,000	51
16+ years	\$250,000	\$25,000	\$95,408	\$75,000	49

### 2002 Total Compensation

	HIGH	LOW	AVERAGE	MEDIAN	NUMBER OF RESPONDENTS
National	\$500,000	\$27,000	\$102,407	\$80,000	104
<b>REGION</b>					
BC	\$80,000	\$27,000	\$59,500	\$55,000	10
Alberta	\$105,000	\$47,000	\$74,000	\$72,000	6
Prairies	\$56,000	\$37,500	\$48,333	\$51,500	3
Ontario	\$500,000	\$28,250	\$112,599	\$80,000	74
Quebec	\$124,000	\$68,000	\$92,667	\$77,000	6
Atlantic	\$65,000	\$65,000	\$65,000	\$65,000	1
<b>CITY</b>					
GTA	\$500,000	\$48,000	\$140,074	\$120,000	42
Ottawa/Hull	\$200,000	\$28,250	\$73,865	\$70,000	13
Vancouver	\$80,000	\$27,000	\$59,667	\$55,000	6
Montreal	\$115,000	\$72,000	\$91,000	\$77,000	4
<b>GENDER</b>					
Female	\$260,000	\$28,250	\$83,262	\$68,000	24
Male	\$500,000	\$27,000	\$109,360	\$80,000	78
<b>ORGANIZATION SIZE</b>					
2-4	\$175,000	\$27,000	\$68,667	\$65,000	45
5-9	\$260,000	\$28,250	\$99,647	\$77,000	36
10-15	\$350,000	\$68,000	\$168,727	\$150,000	11
16-25	\$209,750	\$75,000	\$138,150	\$124,000	7
26-45	\$300,000	\$135,000	\$195,000	\$150,000	3
46+	\$500,000	\$500,000	\$500,000	\$500,000	1
<b>ORGANIZATION TYPE</b>					
Design Studio	\$500,000	\$27,000	\$106,990	\$80,000	92
In-House Design Department	\$84,000	\$80,000	\$82,000	\$80,000	2
Other	n/a	n/a	n/a	n/a	n/a
IT/Web Development	\$135,000	\$47,000	\$65,000	\$50,000	6
<b>EDUCATION</b>					
3 or 4 yr Diploma/Degree in Graphic Design	\$500,000	\$28,250	\$117,072	\$85,000	59
All Others	\$209,750	\$35,000	\$84,457	\$75,000	44
<b>EXPERIENCE</b>					
Less than 5 years	\$110,000	\$28,250	\$58,813	\$47,000	4
5-15 years	\$350,000	\$27,000	\$89,256	\$70,000	51
16+ years	\$500,000	\$45,000	\$119,654	\$83,000	49



## Creative/Design Director

### 2002 Salary

	HIGH	LOW	AVERAGE	MEDIAN	NUMBER OF RESPONDENTS
National	\$220,000	\$20,800	\$67,747	\$65,000	70
<b>REGION</b>					
BC	\$72,000	\$70,000	\$71,000	\$70,000	2
Alberta	\$75,500	\$24,000	\$51,125	\$40,000	4
Prairies	\$51,000	\$50,000	\$50,500	\$50,000	2
Ontario	\$220,000	\$20,800	\$70,694	\$65,000	53
Quebec	\$84,000	\$30,000	\$62,400	\$69,000	5
Atlantic	\$65,000	\$65,000	\$65,000	\$65,000	1
<b>CITY</b>					
GTA	\$220,000	\$20,800	\$77,623	\$73,000	39
Ottawa/Hull	\$90,000	\$47,000	\$63,000	\$55,000	4
Vancouver	\$72,000	\$70,000	\$71,000	\$70,000	2
Montreal	\$84,000	\$30,000	\$62,400	\$69,000	5
<b>GENDER</b>					
Female	\$220,000	\$20,800	\$62,350	\$60,000	28
Male	\$130,000	\$24,000	\$72,088	\$70,000	40
<b>ORGANIZATION SIZE</b>					
2-4	\$58,000	\$20,800	\$43,760	\$42,000	5
5-9	\$73,000	\$30,000	\$53,857	\$53,000	7
10-15	\$95,000	\$36,000	\$60,611	\$62,000	9
16-25	\$104,000	\$39,000	\$66,875	\$55,000	8
26-45	\$130,000	\$65,000	\$98,375	\$100,000	8
46+	\$220,000	\$30,000	\$70,810	\$68,000	29
<b>ORGANIZATION TYPE</b>					
Design Studio	\$220,000	\$24,000	\$74,833	\$62,000	24
In-House Design Department	\$85,000	\$30,000	\$60,750	\$60,000	26
Other	\$110,000	\$20,800	\$67,200	\$65,000	9
IT/Web Development	\$120,000	\$38,500	\$68,083	\$65,000	6
<b>EDUCATION</b>					
3 or 4 yr Diploma/Degree in Graphic Design	\$130,000	\$30,000	\$64,429	\$65,000	28
All Others	\$220,000	\$20,800	\$70,833	\$65,000	40
<b>EXPERIENCE</b>					
Less than 5 years	\$70,000	\$20,800	\$37,413	\$36,000	8
5-15 years	\$120,000	\$30,000	\$65,776	\$60,000	38
16+ years	\$220,000	\$51,000	\$80,979	\$70,000	24

### 2002 Total Compensation

	HIGH	LOW	AVERAGE	MEDIAN	NUMBER OF RESPONDENTS
National	\$240,000	\$20,800	\$71,839	\$67,500	70
<b>REGION</b>					
BC	\$72,000	\$70,000	\$71,000	\$70,000	2
Alberta	\$83,500	\$26,000	\$53,625	\$40,000	4
Prairies	\$60,000	\$50,000	\$55,000	\$50,000	2
Ontario	\$240,000	\$20,800	\$74,947	\$70,000	53
Quebec	\$104,000	\$31,000	\$67,300	\$71,500	5
Atlantic	\$81,000	\$81,000	\$81,000	\$81,000	1
<b>CITY</b>					
GTA	\$240,000	\$20,800	\$82,764	\$75,000	39
Ottawa/Hull	\$90,000	\$47,000	\$64,250	\$55,000	4
Vancouver	\$72,000	\$70,000	\$71,000	\$70,000	2
Montreal	\$104,000	\$31,000	\$67,300	\$71,500	5
<b>GENDER</b>					
Female	\$240,000	\$20,800	\$66,239	\$65,000	28
Male	\$150,000	\$26,000	\$76,500	\$71,500	40
<b>ORGANIZATION SIZE</b>					
2-4	\$58,500	\$20,800	\$43,960	\$42,000	5
5-9	\$73,000	\$30,000	\$58,057	\$60,000	7
10-15	\$95,000	\$36,500	\$62,833	\$70,000	9
16-25	\$104,000	\$43,000	\$70,438	\$62,000	8
26-45	\$150,000	\$65,000	\$105,625	\$103,000	8
46+	\$240,000	\$31,000	\$75,362	\$70,000	29
<b>ORGANIZATION TYPE</b>					
Design Studio	\$240,000	\$26,000	\$80,704	\$70,000	24
In-House Design Department	\$100,000	\$31,000	\$63,654	\$65,000	26
Other	\$110,000	\$20,800	\$70,089	\$65,000	9
IT/Web Development	\$135,000	\$40,000	\$72,833	\$65,000	6
<b>EDUCATION</b>					
3 or 4 yr Diploma/Degree in Graphic Design	\$150,000	\$31,000	\$67,996	\$67,500	28
All Others	\$240,000	\$20,800	\$75,495	\$68,000	40
<b>EXPERIENCE</b>					
Less than 5 years	\$70,000	\$20,800	\$38,538	\$36,500	8
5-15 years	\$140,000	\$30,000	\$70,379	\$65,000	38
16+ years	\$240,000	\$54,000	\$85,250	\$72,500	24

## Art Director

### 2002 Salary

	HIGH	LOW	AVERAGE	MEDIAN	NUMBER OF RESPONDENTS
National	\$105,000	\$21,000	\$51,998	\$52,000	79
<b>REGION</b>					
BC	\$55,000	\$48,000	\$51,750	\$50,000	4
Alberta	\$60,000	\$29,500	\$46,700	\$45,000	9
Prairies	\$57,000	\$30,000	\$37,650	\$31,600	4
Ontario	\$105,000	\$21,000	\$54,962	\$53,400	54
Quebec	\$60,000	\$37,500	\$48,500	\$40,000	6
Atlantic	\$26,000	\$26,000	\$26,000	\$26,000	1
<b>CITY</b>					
GTA	\$105,000	\$21,000	\$59,984	\$60,000	36
Ottawa/Hull	\$60,000	\$49,500	\$53,875	\$50,000	4
Vancouver	\$55,000	\$48,000	\$51,750	\$50,000	4
Montreal	\$60,000	\$37,500	\$46,200	\$40,000	5
<b>GENDER</b>					
Female	\$105,000	\$21,000	\$49,814	\$49,500	34
Male	\$80,000	\$26,000	\$54,400	\$55,000	43
<b>ORGANIZATION SIZE</b>					
2-4	\$55,000	\$26,000	\$41,867	\$40,000	9
5-9	\$59,000	\$29,500	\$46,269	\$50,000	13
10-15	\$105,000	\$40,000	\$57,205	\$45,000	8
16-25	\$73,000	\$25,000	\$49,815	\$50,000	13
26-45	\$62,000	\$56,000	\$58,333	\$57,000	3
46+	\$80,000	\$21,000	\$57,514	\$58,000	31
<b>ORGANIZATION TYPE</b>					
Design Studio	\$105,000	\$25,000	\$49,369	\$49,500	36
In-House Design Department	\$80,000	\$21,000	\$54,306	\$55,000	35
Other	\$50,000	\$45,000	\$48,210	\$47,840	4
IT/Web Development	\$62,000	\$55,000	\$58,500	\$55,000	2
<b>EDUCATION</b>					
3 or 4 yr Diploma/Degree in Graphic Design	\$80,000	\$25,000	\$51,822	\$52,000	37
All Others	\$105,000	\$21,000	\$51,463	\$50,000	39
<b>EXPERIENCE</b>					
Less than 5 years	\$55,000	\$25,000	\$39,644	\$40,000	9
5-15 years	\$80,000	\$21,000	\$51,368	\$50,000	46
16+ years	\$105,000	\$40,000	\$57,839	\$55,000	24

### 2002 Total Compensation

	HIGH	LOW	AVERAGE	MEDIAN	NUMBER OF RESPONDENTS
National	\$118,500	\$21,000	\$53,819	\$53,400	79
<b>REGION</b>					
BC	\$56,000	\$50,000	\$52,750	\$50,300	4
Alberta	\$63,000	\$34,500	\$48,389	\$45,700	9
Prairies	\$58,000	\$30,000	\$37,925	\$31,700	4
Ontario	\$118,500	\$21,000	\$57,157	\$55,000	54
Quebec	\$65,000	\$37,500	\$49,333	\$40,000	6
Atlantic	\$26,000	\$26,000	\$26,000	\$26,000	1
<b>CITY</b>					
GTA	\$118,500	\$21,000	\$62,660	\$60,000	36
Ottawa/Hull	\$65,000	\$49,500	\$55,125	\$50,000	4
Vancouver	\$56,000	\$50,000	\$52,750	\$50,300	4
Montreal	\$60,000	\$37,500	\$46,200	\$40,000	5
<b>GENDER</b>					
Female	\$118,500	\$21,000	\$52,148	\$49,500	34
Male	\$86,000	\$26,000	\$55,899	\$55,000	43
<b>ORGANIZATION SIZE</b>					
2-4	\$55,000	\$26,000	\$41,867	\$40,000	9
5-9	\$59,750	\$34,500	\$47,577	\$50,000	13
10-15	\$118,500	\$40,000	\$59,793	\$45,700	8
16-25	\$100,000	\$25,000	\$53,015	\$52,500	13
26-45	\$62,000	\$56,000	\$58,667	\$58,000	3
46+	\$86,000	\$21,000	\$59,517	\$60,000	31
<b>ORGANIZATION TYPE</b>					
Design Studio	\$118,500	\$25,000	\$51,331	\$50,000	36
In-House Design Department	\$86,000	\$21,000	\$55,898	\$56,000	35
Other	\$60,000	\$45,000	\$51,335	\$48,340	4
IT/Web Development	\$67,000	\$55,000	\$61,000	\$55,000	2
<b>EDUCATION</b>					
3 or 4 yr Diploma/Degree in Graphic Design	\$100,000	\$25,000	\$53,241	\$52,500	37
All Others	\$118,500	\$21,000	\$53,660	\$52,500	39
<b>EXPERIENCE</b>					
Less than 5 years	\$58,000	\$25,000	\$40,978	\$40,000	9
5-15 years	\$86,000	\$21,000	\$52,541	\$52,000	46
16+ years	\$118,500	\$40,000	\$61,083	\$56,000	24

## Design/Project Manager

### 2002 Salary

	HIGH	LOW	AVERAGE	MEDIAN	NUMBER OF RESPONDENTS
National	\$90,000	\$32,000	\$55,862	\$54,600	38
<b>REGION</b>					
BC	\$65,000	\$36,000	\$49,429	\$49,000	7
Alberta	\$35,000	\$35,000	\$35,000	\$35,000	1
Prairies	n/a	n/a	n/a	n/a	n/a
Ontario	\$90,000	\$32,000	\$57,220	\$56,000	28
Quebec	\$54,600	\$54,600	\$54,600	\$54,600	1
Atlantic	n/a	n/a	n/a	n/a	n/a
<b>CITY</b>					
GTA	\$90,000	\$33,000	\$58,061	\$58,000	19
Ottawa/Hull	\$72,000	\$45,000	\$59,000	\$56,000	6
Vancouver	\$65,000	\$36,000	\$49,500	\$45,000	6
Montreal	n/a	n/a	n/a	n/a	n/a
<b>GENDER</b>					
Female	\$90,000	\$32,000	\$49,798	\$50,000	21
Male	\$90,000	\$35,000	\$62,000	\$62,000	16
<b>ORGANIZATION SIZE</b>					
2-4	\$72,000	\$35,000	\$51,000	\$51,000	5
5-9	\$80,000	\$33,000	\$55,229	\$54,600	7
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	\$90,000	\$32,000	\$54,800	\$49,000	5
46+	\$90,000	\$33,500	\$58,534	\$58,000	19
<b>ORGANIZATION TYPE</b>					
Design Studio	\$70,000	\$33,000	\$48,042	\$45,000	12
In-House Design Department	\$90,000	\$32,000	\$60,733	\$60,000	20
Other	\$56,000	\$35,000	\$45,500	\$35,000	2
IT/Web Development	\$90,000	\$54,600	\$72,300	\$54,600	2
<b>EDUCATION</b>					
3 or 4 yr Diploma/Degree in Graphic Design	\$72,000	\$32,000	\$50,167	\$49,000	15
All Others	\$90,000	\$35,000	\$59,466	\$55,000	22
<b>EXPERIENCE</b>					
Less than 5 years	\$54,600	\$32,000	\$41,310	\$38,000	10
5-15 years	\$90,000	\$35,000	\$58,478	\$56,000	16
16+ years	\$90,000	\$36,000	\$64,500	\$61,000	12

### 2002 Total Compensation

	HIGH	LOW	AVERAGE	MEDIAN	NUMBER OF RESPONDENTS
National	\$105,000	\$32,000	\$58,420	\$54,600	38
<b>REGION</b>					
BC	\$70,000	\$36,000	\$51,571	\$51,000	7
Alberta	\$35,000	\$35,000	\$35,000	\$35,000	1
Prairies	n/a	n/a	n/a	n/a	n/a
Ontario	\$105,000	\$32,000	\$60,155	\$56,000	28
Quebec	\$54,600	\$54,600	\$54,600	\$54,600	1
Atlantic	n/a	n/a	n/a	n/a	n/a
<b>CITY</b>					
GTA	\$105,000	\$33,000	\$61,934	\$60,000	19
Ottawa/Hull	\$73,800	\$45,800	\$60,433	\$56,000	6
Vancouver	\$70,000	\$36,000	\$51,500	\$45,000	6
Montreal	n/a	n/a	n/a	n/a	n/a
<b>GENDER</b>					
Female	\$100,000	\$32,000	\$51,464	\$50,000	21
Male	\$105,000	\$35,000	\$65,888	\$69,000	16
<b>ORGANIZATION SIZE</b>					
2-4	\$73,800	\$35,000	\$51,360	\$51,000	5
5-9	\$88,000	\$33,000	\$58,514	\$54,600	7
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	\$105,000	\$32,000	\$58,400	\$49,000	5
46+	\$100,000	\$38,000	\$61,345	\$60,600	19
<b>ORGANIZATION TYPE</b>					
Design Studio	\$75,000	\$33,000	\$50,042	\$49,000	12
In-House Design Department	\$105,000	\$32,000	\$63,843	\$63,000	20
Other	\$56,000	\$35,000	\$45,500	\$35,000	2
IT/Web Development	\$100,000	\$54,600	\$77,300	\$54,600	2
<b>EDUCATION</b>					
3 or 4 yr Diploma/Degree in Graphic Design	\$75,000	\$32,000	\$51,727	\$52,000	15
All Others	\$105,000	\$35,000	\$62,502	\$55,000	22
<b>EXPERIENCE</b>					
Less than 5 years	\$54,600	\$32,000	\$43,010	\$39,500	10
5-15 years	\$100,000	\$35,000	\$61,028	\$56,000	16
16+ years	\$105,000	\$36,000	\$67,783	\$63,000	12

## Senior Graphic Designer

### 2002 Salary

	HIGH	LOW	AVERAGE	MEDIAN	NUMBER OF RESPONDENTS
National	\$96,000	\$20,966	\$47,399	\$46,000	183
<b>REGION</b>					
BC	\$57,380	\$30,000	\$41,548	\$40,000	8
Alberta	\$45,000	\$35,800	\$39,978	\$40,000	9
Prairies	\$55,000	\$20,966	\$37,593	\$39,000	15
Ontario	\$96,000	\$27,000	\$49,768	\$48,000	129
Quebec	\$53,000	\$33,000	\$42,985	\$42,000	10
Atlantic	\$60,000	\$24,000	\$43,500	\$45,000	6
<b>CITY</b>					
GTA	\$96,000	\$27,000	\$52,574	\$50,000	92
Ottawa/Hull	\$65,000	\$35,000	\$48,171	\$47,000	17
Vancouver	\$57,380	\$30,000	\$41,548	\$40,000	8
Montreal	\$53,000	\$33,000	\$42,428	\$42,000	9
<b>GENDER</b>					
Female	\$80,000	\$20,966	\$46,981	\$45,200	96
Male	\$96,000	\$24,000	\$47,819	\$46,500	84
<b>ORGANIZATION SIZE</b>					
2-4	\$60,000	\$20,966	\$45,022	\$45,000	15
5-9	\$64,000	\$24,000	\$41,144	\$40,000	28
10-15	\$80,000	\$27,000	\$47,678	\$44,000	22
16-25	\$70,000	\$32,000	\$49,591	\$50,000	11
26-45	\$65,000	\$33,000	\$51,847	\$58,000	9
46+	\$96,000	\$30,000	\$49,090	\$47,500	95
<b>ORGANIZATION TYPE</b>					
Design Studio	\$80,000	\$24,000	\$47,665	\$46,000	66
In-House Design Department	\$75,000	\$20,966	\$47,356	\$47,000	95
Other	\$96,000	\$30,000	\$46,450	\$40,000	10
IT/Web Development	\$80,000	\$36,000	\$48,571	\$48,000	7
<b>EDUCATION</b>					
3 or 4 yr Diploma/Degree in Graphic Design	\$96,000	\$24,000	\$48,498	\$47,000	107
All Others	\$75,000	\$20,966	\$45,851	\$45,000	76
<b>EXPERIENCE</b>					
Less than 5 years	\$65,000	\$24,000	\$41,583	\$40,600	30
5-15 years	\$96,000	\$20,966	\$47,475	\$46,000	117
16+ years	\$75,000	\$30,000	\$51,998	\$52,000	36

### 2002 Total Compensation

	HIGH	LOW	AVERAGE	MEDIAN	NUMBER OF RESPONDENTS
National	\$104,000	\$22,557	\$49,058	\$47,000	183
<b>REGION</b>					
BC	\$66,985	\$33,000	\$43,561	\$40,000	8
Alberta	\$45,000	\$35,800	\$40,122	\$40,500	9
Prairies	\$55,000	\$22,557	\$38,399	\$40,000	15
Ontario	\$96,000	\$27,400	\$51,244	\$48,500	129
Quebec	\$58,000	\$33,000	\$43,485	\$42,000	10
Atlantic	\$104,000	\$24,000	\$53,250	\$47,000	6
<b>CITY</b>					
GTA	\$96,000	\$27,400	\$54,200	\$52,500	92
Ottawa/Hull	\$66,200	\$35,500	\$48,594	\$47,900	17
Vancouver	\$66,985	\$33,000	\$43,561	\$40,000	8
Montreal	\$58,000	\$33,000	\$42,983	\$42,000	9
<b>GENDER</b>					
Female	\$104,000	\$22,557	\$48,526	\$46,000	96
Male	\$96,000	\$24,000	\$49,597	\$47,400	84
<b>ORGANIZATION SIZE</b>					
2-4	\$63,000	\$22,557	\$46,134	\$45,357	15
5-9	\$64,000	\$24,000	\$41,911	\$41,000	28
10-15	\$85,000	\$33,000	\$49,804	\$46,000	22
16-25	\$70,500	\$32,200	\$50,573	\$50,000	11
26-45	\$65,000	\$34,500	\$52,224	\$58,000	9
46+	\$104,000	\$30,000	\$51,211	\$48,000	95
<b>ORGANIZATION TYPE</b>					
Design Studio	\$85,000	\$24,000	\$49,053	\$46,350	66
In-House Design Department	\$104,000	\$22,557	\$49,435	\$47,500	95
Other	\$96,000	\$30,000	\$46,695	\$40,500	10
IT/Web Development	\$80,000	\$36,000	\$49,857	\$48,000	7
<b>EDUCATION</b>					
3 or 4 yr Diploma/Degree in Graphic Design	\$96,000	\$24,000	\$50,320	\$47,000	107
All Others	\$104,000	\$22,557	\$47,281	\$47,000	76
<b>EXPERIENCE</b>					
Less than 5 years	\$80,000	\$24,000	\$43,172	\$42,000	30
5-15 years	\$96,000	\$22,557	\$48,946	\$47,500	117
16+ years	\$104,000	\$30,000	\$54,329	\$53,000	36

## Graphic Design Educator

### 2002 Salary

	HIGH	LOW	AVERAGE	MEDIAN	NUMBER OF RESPONDENTS
National	\$88,000	\$44,000	\$61,902	\$58,000	13
<b>REGION</b>					
BC	\$48,121	\$48,121	\$48,121	\$48,121	1
Alberta	\$44,000	\$44,000	\$44,000	\$44,000	1
Prairies	n/a	n/a	n/a	n/a	n/a
Ontario	\$75,000	\$52,000	\$63,950	\$59,000	8
Quebec	\$55,000	\$55,000	\$55,000	\$55,000	1
Atlantic	\$88,000	\$88,000	\$88,000	\$88,000	1
<b>CITY</b>					
GTA	\$75,000	\$55,000	\$66,520	\$72,100	5
Ottawa/Hull	n/a	n/a	n/a	n/a	n/a
Vancouver	\$48,121	\$48,121	\$48,121	\$48,121	1
Montreal	\$55,000	\$55,000	\$55,000	\$55,000	1
<b>GENDER</b>					
Female	\$75,000	\$58,000	\$68,367	\$72,100	3
Male	\$88,000	\$44,000	\$59,962	\$55,000	10
<b>ORGANIZATION SIZE</b>					
2-4	\$52,000	\$52,000	\$52,000	\$52,000	1
5-9	\$72,500	\$59,000	\$65,750	\$59,000	2
10-15	\$44,000	\$44,000	\$44,000	\$44,000	1
16-25	\$75,000	\$55,000	\$66,000	\$68,000	3
26-45	n/a	n/a	n/a	n/a	n/a
46+	\$88,000	\$48,121	\$63,204	\$58,000	6
<b>EDUCATION</b>					
3 or 4 yr Diploma/Degree in Graphic Design	\$88,000	\$44,000	\$60,571	\$58,000	7
All Others	\$75,000	\$48,121	\$63,454	\$58,000	6
<b>EXPERIENCE</b>					
Less than 5 years	\$44,000	\$44,000	\$44,000	\$44,000	1
5-15 years	\$58,000	\$52,000	\$55,000	\$55,000	3
16+ years	\$88,000	\$48,121	\$66,191	\$68,000	9

### 2002 Total Compensation

	HIGH	LOW	AVERAGE	MEDIAN	NUMBER OF RESPONDENTS
National	\$89,500	\$44,000	\$62,252	\$59,000	13
<b>REGION</b>					
BC	\$48,121	\$48,121	\$48,121	\$48,121	1
Alberta	\$44,000	\$44,000	\$44,000	\$44,000	1
Prairies	n/a	n/a	n/a	n/a	n/a
Ontario	\$75,000	\$52,000	\$64,331	\$59,500	8
Quebec	\$55,000	\$55,000	\$55,000	\$55,000	1
Atlantic	\$89,500	\$89,500	\$89,500	\$89,500	1
<b>CITY</b>					
GTA	\$75,000	\$55,000	\$67,030	\$72,100	5
Ottawa/Hull	n/a	n/a	n/a	n/a	n/a
Vancouver	\$48,121	\$48,121	\$48,121	\$48,121	1
Montreal	\$55,000	\$55,000	\$55,000	\$55,000	1
<b>GENDER</b>					
Female	\$75,000	\$59,500	\$68,867	\$72,100	3
Male	\$89,500	\$44,000	\$60,267	\$55,000	10
<b>ORGANIZATION SIZE</b>					
2-4	\$52,000	\$52,000	\$52,000	\$52,000	1
5-9	\$73,550	\$59,000	\$66,275	\$59,000	2
10-15	\$44,000	\$44,000	\$44,000	\$44,000	1
16-25	\$75,000	\$55,000	\$66,167	\$68,500	3
26-45	n/a	n/a	n/a	n/a	n/a
46+	\$89,500	\$48,121	\$63,704	\$58,000	6
<b>EDUCATION</b>					
3 or 4 yr Diploma/Degree in Graphic Design	\$89,500	\$44,000	\$61,071	\$59,000	7
All Others	\$75,000	\$48,121	\$63,629	\$58,000	6
<b>EXPERIENCE</b>					
Less than 5 years	\$44,000	\$44,000	\$44,000	\$44,000	1
5-15 years	\$59,500	\$52,000	\$55,500	\$55,000	3
16+ years	\$89,500	\$48,121	\$66,530	\$68,500	9

## Intermediate Graphic Designer

### 2002 Salary

	HIGH	LOW	AVERAGE	MEDIAN	NUMBER OF RESPONDENTS
National	\$60,000	\$20,000	\$36,987	\$37,000	126
<b>REGION</b>					
BC	\$50,000	\$24,960	\$36,995	\$36,000	8
Alberta	\$56,000	\$20,000	\$36,890	\$34,786	11
Prairies	\$45,000	\$22,000	\$35,022	\$35,000	8
Ontario	\$60,000	\$21,120	\$37,519	\$37,000	76
Quebec	\$43,500	\$25,000	\$34,622	\$35,500	9
Atlantic	\$48,000	\$37,000	\$41,000	\$38,000	3
<b>CITY</b>					
GTA	\$60,000	\$24,000	\$39,291	\$38,000	53
Ottawa/Hull	\$42,000	\$28,000	\$35,673	\$36,000	11
Vancouver	\$50,000	\$33,000	\$41,250	\$40,000	4
Montreal	\$43,500	\$25,000	\$35,029	\$35,500	7
<b>GENDER</b>					
Female	\$59,000	\$20,000	\$36,055	\$36,000	73
Male	\$60,000	\$23,400	\$38,315	\$37,000	52
<b>ORGANIZATION SIZE</b>					
2-4	\$48,000	\$24,000	\$33,094	\$32,000	17
5-9	\$47,000	\$24,960	\$34,862	\$34,000	29
10-15	\$60,000	\$30,000	\$39,745	\$38,000	11
16-25	\$40,000	\$22,000	\$31,898	\$32,800	6
26-45	\$56,000	\$28,000	\$42,039	\$40,000	9
46+	\$59,000	\$20,000	\$38,703	\$38,000	48
<b>ORGANIZATION TYPE</b>					
Design Studio	\$60,000	\$25,000	\$37,073	\$36,000	43
In-House Design Department	\$59,000	\$20,000	\$37,186	\$37,000	62
Other	\$43,000	\$21,120	\$32,871	\$32,000	10
IT/Web Development	\$56,000	\$34,000	\$44,167	\$41,500	6
<b>EDUCATION</b>					
3 or 4 yr Diploma/Degree in Graphic Design	\$59,000	\$20,000	\$36,581	\$35,500	81
All Others	\$60,000	\$22,000	\$37,718	\$37,800	45
<b>EXPERIENCE</b>					
Less than 5 years	\$51,000	\$20,000	\$34,179	\$33,000	79
5-15 years	\$60,000	\$25,000	\$41,696	\$41,000	45
16+ years	\$42,000	\$42,000	\$42,000	\$42,000	2

### 2002 Total Compensation

	HIGH	LOW	AVERAGE	MEDIAN	NUMBER OF RESPONDENTS
National	\$80,000	\$20,000	\$38,465	\$37,000	126
<b>REGION</b>					
BC	\$50,000	\$24,960	\$37,408	\$37,000	8
Alberta	\$56,000	\$20,000	\$37,026	\$34,786	11
Prairies	\$48,000	\$22,000	\$35,697	\$35,404	8
Ontario	\$62,000	\$21,840	\$38,689	\$37,000	76
Quebec	\$80,000	\$26,000	\$39,608	\$35,500	9
Atlantic	\$78,000	\$37,000	\$54,333	\$48,000	3
<b>CITY</b>					
GTA	\$62,000	\$24,000	\$40,641	\$38,500	53
Ottawa/Hull	\$47,000	\$28,300	\$36,745	\$38,000	11
Vancouver	\$50,000	\$33,000	\$41,250	\$40,000	4
Montreal	\$80,000	\$26,000	\$41,296	\$35,500	7
<b>GENDER</b>					
Female	\$80,000	\$20,000	\$37,745	\$37,000	73
Male	\$61,000	\$24,600	\$39,485	\$37,000	52
<b>ORGANIZATION SIZE</b>					
2-4	\$60,000	\$24,000	\$34,447	\$32,000	17
5-9	\$47,000	\$24,960	\$35,802	\$34,650	29
10-15	\$78,000	\$30,000	\$44,461	\$44,000	11
16-25	\$40,500	\$22,000	\$32,064	\$32,800	6
26-45	\$80,000	\$28,300	\$47,072	\$48,000	9
46+	\$62,000	\$20,000	\$39,402	\$38,000	48
<b>ORGANIZATION TYPE</b>					
Design Studio	\$78,000	\$27,000	\$38,792	\$37,000	43
In-House Design Department	\$80,000	\$20,000	\$38,884	\$37,000	62
Other	\$43,000	\$21,840	\$33,023	\$32,000	10
IT/Web Development	\$59,000	\$34,650	\$44,892	\$41,500	6
<b>EDUCATION</b>					
3 or 4 yr Diploma/Degree in Graphic Design	\$62,000	\$20,000	\$37,458	\$36,000	81
All Others	\$80,000	\$22,000	\$40,278	\$38,000	45
<b>EXPERIENCE</b>					
Less than 5 years	\$80,000	\$20,000	\$35,359	\$33,500	79
5-15 years	\$78,000	\$26,000	\$43,584	\$42,000	45
16+ years	\$47,000	\$45,000	\$46,000	\$45,000	2

## Junior Graphic Designer

### 2002 Salary

	HIGH	LOW	AVERAGE	MEDIAN	NUMBER OF RESPONDENTS
National	\$47,000	\$20,000	\$30,042	\$30,000	50
<b>REGION</b>					
BC	\$36,015	\$24,000	\$29,338	\$28,000	3
Alberta	\$47,000	\$24,000	\$31,900	\$29,500	5
Prairies	\$29,500	\$22,000	\$24,625	\$22,000	4
Ontario	\$46,300	\$20,000	\$30,275	\$30,000	32
Quebec	n/a	n/a	n/a	n/a	n/a
Atlantic	\$38,000	\$20,800	\$31,460	\$33,500	5
<b>CITY</b>					
GTA	\$46,300	\$23,500	\$31,450	\$30,000	24
Ottawa/Hull	\$30,000	\$30,000	\$30,000	\$30,000	1
Vancouver	\$36,015	\$24,000	\$29,338	\$28,000	3
Montreal	n/a	n/a	n/a	n/a	n/a
<b>GENDER</b>					
Female	\$47,000	\$20,000	\$30,212	\$29,500	36
Male	\$34,000	\$24,000	\$29,607	\$30,000	14
<b>ORGANIZATION SIZE</b>					
2-4	\$34,000	\$20,800	\$27,930	\$29,000	10
5-9	\$35,500	\$20,000	\$27,909	\$28,000	11
10-15	\$38,000	\$21,000	\$30,125	\$29,000	8
16-25	\$34,000	\$26,000	\$30,600	\$30,000	5
26-45	\$32,000	\$28,000	\$29,833	\$29,500	3
46+	\$47,000	\$23,500	\$32,693	\$30,500	12
<b>ORGANIZATION TYPE</b>					
Design Studio	\$38,000	\$20,800	\$29,317	\$30,000	23
In-House Design Department	\$47,000	\$20,000	\$29,946	\$29,000	22
Other	\$32,000	\$32,000	\$32,000	\$32,000	1
IT/Web Development	n/a	n/a	n/a	n/a	n/a
<b>EDUCATION</b>					
3 or 4 yr Diploma/Degree in Graphic Design	\$46,300	\$20,000	\$29,891	\$30,000	34
All Others	\$47,000	\$20,800	\$30,363	\$29,500	16
<b>EXPERIENCE</b>					
Less than 5 years	\$46,300	\$20,000	\$29,696	\$30,000	49
5-15 years	\$47,000	\$47,000	\$47,000	\$47,000	1
16+ years	n/a	n/a	n/a	n/a	n/a

### 2002 Total Compensation

	HIGH	LOW	AVERAGE	MEDIAN	NUMBER OF RESPONDENTS
National	\$54,000	\$20,000	\$30,388	\$30,000	50
<b>REGION</b>					
BC	\$36,015	\$24,100	\$29,572	\$28,600	3
Alberta	\$54,000	\$24,000	\$33,420	\$29,600	5
Prairies	\$29,500	\$22,000	\$24,625	\$22,000	4
Ontario	\$46,300	\$20,000	\$30,534	\$30,000	32
Quebec	n/a	n/a	n/a	n/a	n/a
Atlantic	\$38,000	\$21,000	\$31,600	\$34,000	5
<b>CITY</b>					
GTA	\$46,300	\$24,000	\$31,675	\$30,500	24
Ottawa/Hull	\$30,700	\$30,700	\$30,700	\$30,700	1
Vancouver	\$36,015	\$24,100	\$29,572	\$28,600	3
Montreal	n/a	n/a	n/a	n/a	n/a
<b>GENDER</b>					
Female	\$54,000	\$20,000	\$30,509	\$29,600	36
Male	\$34,000	\$24,000	\$30,079	\$30,000	14
<b>ORGANIZATION SIZE</b>					
2-4	\$34,000	\$21,000	\$28,000	\$29,000	10
5-9	\$35,500	\$20,000	\$28,327	\$29,300	11
10-15	\$38,000	\$21,100	\$30,263	\$29,000	8
16-25	\$34,200	\$26,000	\$30,880	\$30,700	5
26-45	\$32,500	\$28,700	\$30,267	\$29,600	3
46+	\$54,000	\$24,000	\$33,376	\$30,500	12
<b>ORGANIZATION TYPE</b>					
Design Studio	\$38,000	\$21,000	\$29,687	\$30,000	23
In-House Design Department	\$54,000	\$20,000	\$30,323	\$29,000	22
Other	\$32,000	\$32,000	\$32,000	\$32,000	1
IT/Web Development	n/a	n/a	n/a	n/a	n/a
<b>EDUCATION</b>					
3 or 4 yr Diploma/Degree in Graphic Design	\$46,300	\$20,000	\$30,094	\$30,000	34
All Others	\$54,000	\$21,000	\$31,013	\$29,500	16

## Print Production Manager

### 2002 Salary

	HIGH	LOW	AVERAGE	MEDIAN	NUMBER OF RESPONDENTS
National	\$80,000	\$27,000	\$53,519	\$55,000	26
<b>REGION</b>					
BC	\$38,000	\$38,000	\$38,000	\$38,000	1
Alberta	\$36,000	\$30,000	\$33,000	\$30,000	2
Prairies	\$42,000	\$42,000	\$42,000	\$42,000	1
Ontario	\$80,000	\$27,000	\$57,548	\$60,000	21
Quebec	n/a	n/a	n/a	n/a	n/a
Atlantic	n/a	n/a	n/a	n/a	n/a
<b>CITY</b>					
GTA	\$80,000	\$27,000	\$57,548	\$60,000	21
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
<b>GENDER</b>					
Female	\$80,000	\$27,000	\$53,361	\$55,000	18
Male	\$78,000	\$36,000	\$53,875	\$43,500	8
<b>ORGANIZATION SIZE</b>					
2-4	\$68,000	\$38,000	\$53,000	\$38,000	2
5-9	\$42,000	\$27,000	\$35,000	\$36,000	3
10-15	\$38,000	\$36,000	\$37,000	\$36,000	2
16-25	\$60,000	\$60,000	\$60,000	\$60,000	1
26-45	\$75,000	\$40,000	\$58,917	\$55,000	6
46+	\$80,000	\$30,000	\$57,750	\$59,500	12
<b>ORGANIZATION TYPE</b>					
Design Studio	\$80,000	\$27,000	\$57,700	\$55,000	10
In-House Design Department	\$78,000	\$30,000	\$55,625	\$59,500	12
Other	\$38,000	\$36,000	\$37,000	\$36,000	2
IT/Web Development	n/a	n/a	n/a	n/a	n/a
<b>EDUCATION</b>					
3 or 4 yr Diploma/Degree in Graphic Design	\$70,000	\$27,000	\$48,857	\$43,500	7
All Others	\$80,000	\$30,000	\$55,972	\$55,000	18
<b>EXPERIENCE</b>					
Less than 5 years	\$60,000	\$27,000	\$41,071	\$38,000	7
5-15 years	\$80,000	\$36,000	\$51,769	\$43,500	13
16+ years	\$78,000	\$68,000	\$71,833	\$70,000	6

### 2002 Total Compensation

	HIGH	LOW	AVERAGE	MEDIAN	NUMBER OF RESPONDENTS
National	\$144,000	\$27,200	\$58,873	\$57,000	26
<b>REGION</b>					
BC	\$38,000	\$38,000	\$38,000	\$38,000	1
Alberta	\$36,000	\$30,000	\$33,000	\$30,000	2
Prairies	\$42,500	\$42,500	\$42,500	\$42,500	1
Ontario	\$144,000	\$27,200	\$63,914	\$64,500	21
Quebec	n/a	n/a	n/a	n/a	n/a
Atlantic	n/a	n/a	n/a	n/a	n/a
<b>CITY</b>					
GTA	\$144,000	\$27,200	\$63,914	\$64,500	21
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
<b>GENDER</b>					
Female	\$144,000	\$27,200	\$59,900	\$57,000	18
Male	\$84,000	\$36,000	\$56,563	\$43,500	8
<b>ORGANIZATION SIZE</b>					
2-4	\$78,000	\$38,000	\$58,000	\$38,000	2
5-9	\$42,500	\$27,200	\$35,233	\$36,000	3
10-15	\$38,000	\$36,000	\$37,000	\$36,000	2
16-25	\$60,000	\$60,000	\$60,000	\$60,000	1
26-45	\$144,000	\$40,000	\$74,167	\$61,000	6
46+	\$85,000	\$30,000	\$60,833	\$64,500	12
<b>ORGANIZATION TYPE</b>					
Design Studio	\$144,000	\$27,200	\$67,420	\$61,000	10
In-House Design Department	\$84,000	\$30,000	\$58,708	\$60,000	12
Other	\$38,000	\$36,000	\$37,000	\$36,000	2
IT/Web Development	n/a	n/a	n/a	n/a	n/a
<b>EDUCATION</b>					
3 or 4 yr Diploma/Degree in Graphic Design	\$78,000	\$27,200	\$51,743	\$43,500	7
All Others	\$144,000	\$30,000	\$62,556	\$60,000	18
<b>EXPERIENCE</b>					
Less than 5 years	\$68,000	\$27,200	\$43,243	\$38,500	7
5-15 years	\$85,000	\$36,000	\$53,423	\$43,500	13
16+ years	\$144,000	\$71,000	\$88,917	\$78,000	6



## Web Developer

### 2002 Total Compensation

	HIGH	LOW	AVERAGE	MEDIAN	NUMBER OF RESPONDENTS
National	\$62,000	\$25,750	\$44,453	\$45,000	15
<b>REGION</b>					
BC	\$45,000	\$45,000	\$45,000	\$45,000	1
Alberta	\$35,000	\$35,000	\$35,000	\$35,000	1
Prairies	\$40,000	\$40,000	\$40,000	\$40,000	1
Ontario	\$62,000	\$25,750	\$45,880	\$47,300	10
Quebec	\$46,000	\$42,000	\$44,000	\$42,000	2
Atlantic	n/a	n/a	n/a	n/a	n/a
<b>CITY</b>					
GTA	\$62,000	\$44,000	\$54,792	\$56,000	6
Ottawa/Hull	n/a	n/a	n/a	n/a	n/a
Vancouver	\$45,000	\$45,000	\$45,000	\$45,000	1
Montreal	\$42,000	\$42,000	\$42,000	\$42,000	1
<b>GENDER</b>					
Female	\$45,000	\$27,000	\$38,000	\$42,000	3
Male	\$62,000	\$25,750	\$46,067	\$46,000	12
<b>ORGANIZATION SIZE</b>					
2-4	\$46,000	\$35,000	\$42,000	\$45,000	3
5-9	\$30,000	\$25,750	\$27,583	\$27,000	3
10-15	\$56,000	\$53,000	\$54,500	\$53,000	2
16-25	n/a	n/a	n/a	n/a	n/a
26-45	\$57,000	\$56,750	\$56,875	\$56,750	2
46+	\$62,000	\$40,000	\$47,060	\$44,000	5
<b>ORGANIZATION TYPE</b>					
Design Studio	\$56,750	\$46,000	\$52,938	\$53,000	4
In-House Design Department	\$57,000	\$40,000	\$46,060	\$44,000	5
Other	n/a	n/a	n/a	n/a	n/a
IT/Web Development	\$62,000	\$25,750	\$37,458	\$30,000	6
<b>EDUCATION</b>					
3 or 4 yr Diploma/Degree in Graphic Design	\$47,300	\$25,750	\$36,017	\$35,000	3
All Others	\$62,000	\$27,000	\$46,563	\$45,000	12
<b>EXPERIENCE</b>					
Less than 5 years	\$62,000	\$25,750	\$38,958	\$30,000	6
5-15 years	\$57,000	\$35,000	\$48,117	\$47,300	9
16+ years	n/a	n/a	n/a	n/a	n/a

## Web Producer/Manager

### 2002 Total Compensation

	HIGH	LOW	AVERAGE	MEDIAN	NUMBER OF RESPONDENTS
National	\$109,000	\$48,000	\$69,022	\$64,000	9
<b>REGION</b>					
BC	n/a	n/a	n/a	n/a	n/a
Alberta	n/a	n/a	n/a	n/a	n/a
Prairies	n/a	n/a	n/a	n/a	n/a
Ontario	\$109,000	\$48,000	\$67,500	\$59,000	8
Quebec	\$81,200	\$81,200	\$81,200	\$81,200	1
Atlantic	n/a	n/a	n/a	n/a	n/a
<b>CITY</b>					
GTA	\$109,000	\$48,000	\$68,714	\$64,000	7
Ottawa/Hull	n/a	n/a	n/a	n/a	n/a
Vancouver	n/a	n/a	n/a	n/a	n/a
Montreal	\$81,200	\$81,200	\$81,200	\$81,200	1
<b>GENDER</b>					
Female	\$81,200	\$58,000	\$65,440	\$64,000	5
Male	\$109,000	\$48,000	\$73,500	\$55,000	4
<b>ORGANIZATION SIZE</b>					
2-4	n/a	n/a	n/a	n/a	n/a
5-9	\$109,000	\$109,000	\$109,000	\$109,000	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	\$55,000	\$55,000	\$55,000	\$55,000	1
46+	\$82,000	\$58,000	\$68,200	\$64,000	6
<b>ORGANIZATION TYPE</b>					
Design Studio	\$109,000	\$55,000	\$74,000	\$58,000	3
In-House Design Department	\$81,200	\$59,000	\$67,300	\$64,000	4
Other	n/a	n/a	n/a	n/a	n/a
IT/Web Development	\$82,000	\$82,000	\$82,000	\$82,000	1
<b>EDUCATION</b>					
3 or 4 yr Diploma/Degree in Graphic Design	\$109,000	\$59,000	\$84,000	\$59,000	2
All Others	\$82,000	\$48,000	\$64,743	\$64,000	7
<b>EXPERIENCE</b>					
Less than 5 years	\$58,000	\$58,000	\$58,000	\$58,000	1
5-15 years	\$109,000	\$48,000	\$72,600	\$65,000	7
16+ years	n/a	n/a	n/a	n/a	n/a

## Brand Strategist/Consultant

### 2002 Total Compensation

	HIGH	LOW	AVERAGE	MEDIAN	NUMBER OF RESPONDENTS
National	\$81,000	\$50,000	\$65,000	\$65,000	5
<b>REGION</b>					
BC	n/a	n/a	n/a	n/a	n/a
Alberta	n/a	n/a	n/a	n/a	n/a
Prairies	\$50,000	\$50,000	\$50,000	\$50,000	1
Ontario	\$81,000	\$57,000	\$68,750	\$65,000	4
Quebec	n/a	n/a	n/a	n/a	n/a
Atlantic	n/a	n/a	n/a	n/a	n/a
<b>CITY</b>					
GTA	\$81,000	\$57,000	\$69,000	\$57,000	2
Ottawa/Hull	\$72,000	\$65,000	\$68,500	\$65,000	2
Vancouver	n/a	n/a	n/a	n/a	n/a
Montreal	n/a	n/a	n/a	n/a	n/a
<b>GENDER</b>					
Female	\$65,000	\$65,000	\$65,000	\$65,000	1
Male	\$72,000	\$50,000	\$59,667	\$57,000	3
<b>ORGANIZATION SIZE</b>					
2-4	n/a	n/a	n/a	n/a	n/a
5-9	n/a	n/a	n/a	n/a	n/a
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	\$50,000	\$50,000	\$50,000	\$50,000	1
46+	\$81,000	\$57,000	\$68,750	\$65,000	4
<b>ORGANIZATION TYPE</b>					
Design Studio	n/a	n/a	n/a	n/a	n/a
In-House Design Department	\$81,000	\$50,000	\$67,000	\$65,000	4
Other	\$57,000	\$57,000	\$57,000	\$57,000	1
IT/Web Development	n/a	n/a	n/a	n/a	n/a
<b>EDUCATION</b>					
3 or 4 yr Diploma/Degree in Graphic Design	\$81,000	\$72,000	\$76,500	\$72,000	2
All Others	\$65,000	\$50,000	\$57,333	\$57,000	3
<b>EXPERIENCE</b>					
Less than 5 years	n/a	n/a	n/a	n/a	n/a
5-15 years	\$57,000	\$50,000	\$53,500	\$50,000	2
16+ years	\$81,000	\$65,000	\$72,667	\$72,000	3

## Business Development/Salesperson

### 2002 Total Compensation

	HIGH	LOW	AVERAGE	MEDIAN	NUMBER OF RESPONDENTS
National	\$120,000	\$30,150	\$67,558	\$60,000	6
<b>REGION</b>					
BC	n/a	n/a	n/a	n/a	n/a
Alberta	\$55,200	\$55,200	\$55,200	\$55,200	1
Prairies	n/a	n/a	n/a	n/a	n/a
Ontario	\$120,000	\$30,150	\$70,038	\$60,000	4
Quebec	n/a	n/a	n/a	n/a	n/a
Atlantic	\$70,000	\$70,000	\$70,000	\$70,000	1
<b>CITY</b>					
GTA	\$120,000	\$30,150	\$70,038	\$60,000	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	n/a	n/a	n/a	n/a	n/a
<b>GENDER</b>					
Female	\$60,000	\$30,150	\$48,450	\$55,200	3
Male	\$120,000	\$70,000	\$86,667	\$70,000	3
<b>ORGANIZATION SIZE</b>					
2-4	n/a	n/a	n/a	n/a	n/a
5-9	\$60,000	\$60,000	\$60,000	\$60,000	1
10-15	\$120,000	\$70,000	\$86,667	\$70,000	3
16-25	n/a	n/a	n/a	n/a	n/a
26-45	\$30,150	\$30,150	\$30,150	\$30,150	1
46+	\$55,200	\$55,200	\$55,200	\$55,200	1
<b>ORGANIZATION TYPE</b>					
Design Studio	\$120,000	\$60,000	\$80,000	\$70,000	4
In-House Design Department	\$55,200	\$55,200	\$55,200	\$55,200	1
Other	\$30,150	\$30,150	\$30,150	\$30,150	1
IT/Web Development	n/a	n/a	n/a	n/a	n/a
<b>EDUCATION</b>					
3 or 4 yr Diploma/Degree in Graphic Design	\$70,000	\$30,150	\$51,783	\$55,200	3
All Others	\$120,000	\$60,000	\$83,333	\$70,000	3
<b>EXPERIENCE</b>					
Less than 5 years	\$60,000	\$60,000	\$60,000	\$60,000	1
5-15 years	\$120,000	\$30,150	\$73,383	\$70,000	3
16+ years	\$70,000	\$55,200	\$62,600	\$55,200	2

## Position Descriptions

### Solo Designer

A solo designer is a freelance or self-employed design professional with no employees.

### 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. 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/Project Manager

A design/project 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 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, magazines, corporate identity, branding, film titling and multimedia interfaces, from concept to completion.

### Entry-Level/Junior Graphic Designer

An entry-level designer is a designer (see Intermediate Graphic Designer) who has been out of school for less than two years.

### Print Production Manager

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

### Web Developer

A front-end developer uses HTML/JavaScript/ Asp/Cold Fusion and other tools to develop static and dynamic web pages.

### Web Programmer

A back-end programmer works with web server systems and web databases, develops web queries to databases and programs web applications.

### Brand Strategist/Consultant

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

### Business

#### Development/Salesperson

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

The Association of  
Registered Graphic Designers  
of Ontario

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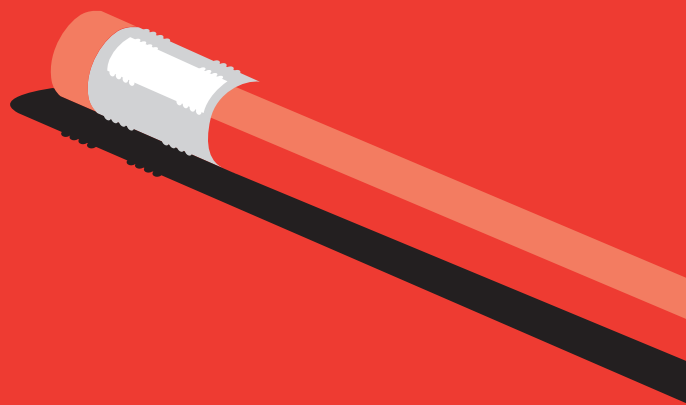
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