

Advertising and Design

Total Graduates:	1,687	Total Graduates in Survey:	1,250	Response Rate:	74.1%
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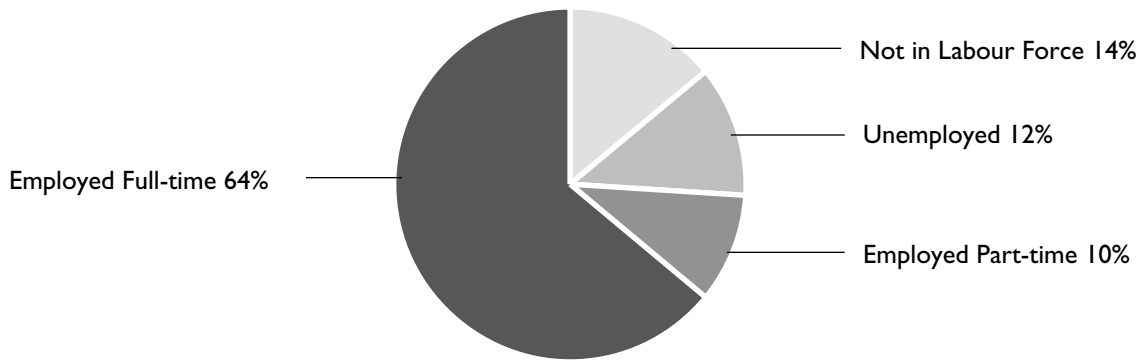
Programs in Advertising and Design

Programs	Duration	Total Grads	Total in Survey	Total in Labour Force	Location:
Advertising	2 Years	315	215	188	Algonquin, Cambrian, Durham, Georgian, Humber, La Cité, Loyalist, Sheridan
Advertising	3 Years	112	88	82	Centennial, Mohawk, St. Clair
Advertising – Media Marketing and Sales	Post Diploma	4	3	–	Loyalist
Creative Advertising	2 Years	47	37	30	Seneca
Graphic Design	3 Years	569	418	366	Algonquin, Conestoga, Durham, Fanshawe, Georgian, George Brown, La Cité, Sault, Seneca, Sheridan, St. Lawrence, St. Clair
Graphic Design Fundamentals	1 Year	7	5	–	Lambton, Northern
Graphic Design Production	2 Years	273	208	162	Canadore, Georgian, George Brown, Humber, La Cité, Mohawk, Niagara, Seneca
Illustration	3 Years	91	67	54	Sheridan
Interior Design	2 Years	2	2	–	Georgian
Interior Design	3 Years	187	156	140	Algonquin, Fanshawe, Georgian, Humber, La Cité, Niagara, Sheridan, St. Clair
Media Copywriting	Post Diploma	10	7	6	Humber
Visual Merchandising Arts	2 Years	70	44	38	Seneca, Sheridan

Summary of Survey Data

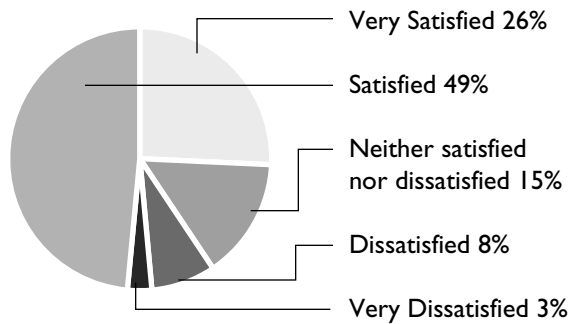
	Program Cluster	All Programs
Survey Population	1,250	35,033
Labour Force Participation	86%	81%
Employment Rate	86%	89%
Employment Part-time	12%	13%
Employment Full-time	75%	75%
Average Annual Earnings – Total	\$25,733	\$28,999
Average Annual Earnings – Female	\$25,098	\$27,709
Average Annual Earnings – Male	\$27,003	\$30,835
Graduate Satisfaction	74%	81%
Employer Satisfaction	87%	92%

Graduate Outcomes for Program Cluster

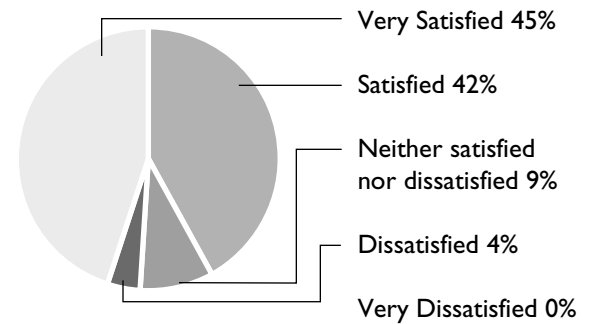


Program Cluster Satisfaction:

Graduate Satisfaction with the usefulness of his/her college education in achieving his/her goals after graduation:



Employer Satisfaction with employee overall college preparation for the type of work he/she was doing*:



* 210 employers participated in this survey

Summary of Graduate Outcomes by Program

	Full-time Employed, Program Related		Full-time Employed, Program Unrelated		Part-time Employed, Program Related		Part-time Employed, Program Unrelated		Unemployed		Not in Labour Force	
	#	%	#	%	#	%	#	%	#	%	#	%
Advertising – 2 Year	118	54.9	38	17.7	6	2.8	7	3.3	19	8.8	27	12.6
Advertising – 3 Year	57	64.8	13	14.8	–	–	7	8.0	5	5.7	6	6.8
Creative Advertising	19	51.4	6	16.2	2	5.4	2	5.4	1	2.7	7	18.9
Graphic Design	186	44.5	67	16.0	24	5.7	24	5.7	65	15.6	52	12.4
Graphic Design Production	65	31.3	48	23.1	6	2.9	12	5.8	31	14.9	46	22.1
Illustration	21	31.3	15	22.4	5	7.5	5	7.5	8	11.9	13	19.4
Interior Design – 3 Year	102	65.4	12	7.7	10	6.4	7	4.5	9	5.8	16	10.3
Media Copywriting	4	57.1	–	–	–	–	–	–	2	28.6	1	14.3
Visual Merchandising Arts	28	63.6	1	2.3	4	9.1	2	4.5	3	6.8	6	13.6
All Programs in Cluster*	600	48.4	200	16.1	57	4.6	66	5.3	143	11.5	174	14.0

* Does not include 3 programs with less than 5 graduates in the labour force

Advertising and Design

Top Five Industries of Employment

	#	%
Professional, Scientific and Technical Services	344	38.6
Food Services and Drinking Places	52	5.8
Publishing Industries	48	5.4
Clothing and Clothing Accessories Stores	37	4.1
General Merchandise Stores	29	3.3

Top Five Occupational Categories

	#	%
Graphic Designers and Illustrating Artists	244	27.4
Retail Salespersons and Sales Clerks	82	9.2
Interior Designers	65	7.3
Professional Occupations in Business Services to Management	34	3.8
Food and Beverage Servers	30	3.4

Earnings of Full-time Employed Participants

Program	Average – Females	Average – Males	Median – Females	Median – Males	Average for Program	Median for Program
Advertising – 2 Years	\$23,997	\$26,226	\$23,428	\$25,000	\$24,556	\$24,000
Advertising – 3 Years	\$24,450	\$28,465	\$24,000	\$26,000	\$25,266	\$25,000
Creative Advertising	\$26,905	–	\$24,000	–	\$27,925	\$24,000
Graphic Design	\$26,372	\$28,321	\$26,000	\$28,339	\$27,298	\$27,000
Graphic Design Production	\$25,144	\$25,808	\$25,029	\$23,263	\$25,547	\$25,000
Illustration	\$25,732	\$22,017	\$28,000	\$20,200	\$23,750	\$20,857
Interior Design – 3 Years	\$25,130	–	\$25,014	–	\$25,219	\$25,029
Media Copywriting	–	–	–	–	–	–
Visual Merchandising Arts	\$22,712	–	\$20,857	–	\$22,712	\$20,857
All Programs in Cluster*	\$25,098	\$26,964	\$25,000	\$26,000	\$25,718	\$25,000

* Does not include 3 programs with less than 5 graduates in the labour force

Program Cluster Historical Data

	91-92 Grads	92-93 Grads	93-94 Grads	94-95 Grads	95-96 Grads	96-97 Grads	97-98 Grads	98-99 Grads	99-00 Grads	00-01 Grads
Percentage Employed	78.9%	78.4%	82.5%	80.4%	84.4%	89.1%	87.9%	88.9%	90.9%	86.4%
Percentage Employed Full-time	62.0%	61.2%	68.3%	66.9%	64.5%	75.7%	77.6%	79.8%	81.4%	74.8%
Percentage in Full-time Related Jobs	42.6%	45.4%	48.9%	50.2%	50.5%	59.2%	60.9%	59.6%	65.5%	56.1%
Average Annual Salary Full-time Related Jobs	\$19,739	\$20,695	\$21,876	\$22,072	\$22,276	\$24,615	\$25,049	\$25,859	\$28,275	\$26,952