

Advertising and Design

Total Graduates:	1,800	Total Graduates in Survey:	1,341	Response Rate:	74.5%
-------------------------	-------	-----------------------------------	-------	-----------------------	-------

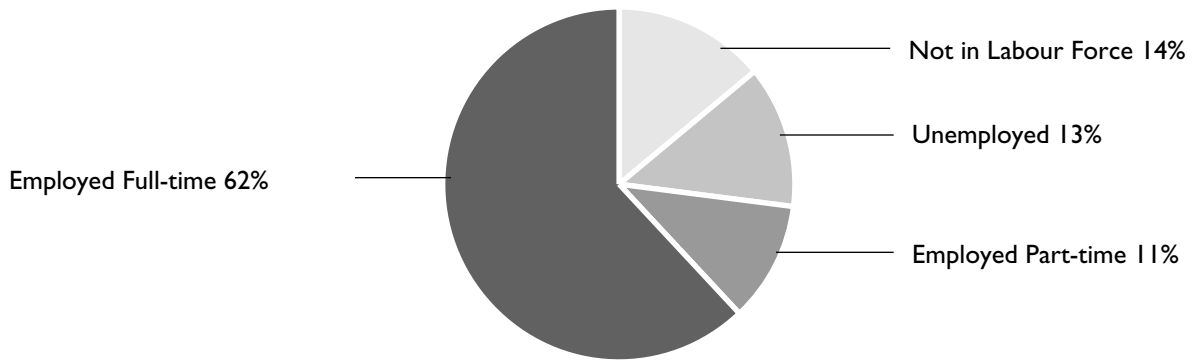
Programs in Advertising and Design

Programs	Duration	Total Grads	Total in Survey	Total in Labour Force	Colleges
Advertising	2 Years	345	243	209	Algonquin, Cambrian, Durham, Georgian, Humber, La Cité, Loyalist, Sheridan, St. Lawrence
Advertising	3 Years	152	110	100	Centennial, Mohawk, St. Lawrence, St. Clair
Advertising – Media Copywriting	Post Diploma	4	1	–	Humber
Advertising – Media Marketing and Sales	Post Diploma	9	7	7	Cambrian, Loyalist
Creative Advertising	2 Years	69	47	38	Seneca
Graphic Design	3 Years	538	403	359	Algonquin, Conestoga, Durham, Fanshawe, Georgian, George Brown, La Cité, Sault, Seneca, Sheridan, St. Lawrence, St. Clair
Graphic Design and Illustration	Post Diploma	12	9	7	Sheridan
Graphic Design Fundamentals	1 Year	6	6	–	Lambton, Northern
Graphic Design Production	2 Years	302	236	183	Canadore, Georgian, George Brown, Humber, La Cité, Mohawk, Niagara, Seneca
Illustration	3 Years	95	73	61	Sheridan
Interior Design	2 Years	8	6	6	Georgian
Interior Design	3 Years	204	162	143	Algonquin, Fanshawe, Georgian, Humber, La Cité, Sheridan, St. Clair
Visual Merchandising Arts	2 Years	56	38	31	Seneca, Sheridan

Summary of Survey Data

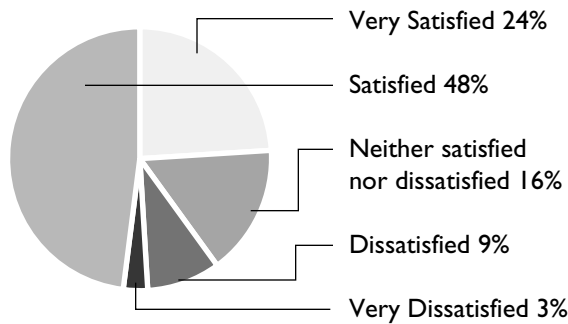
	Program Cluster	All Programs
Survey Population	1,341	36,935
Labour Force Participation	86%	79%
Employment Rate	85%	87%
Employment Part Time	13%	14%
Employment Full Time	72%	73%
Average Annual Earnings – Total	\$25,754	\$29,452
Average Annual Earnings – Female	\$24,725	\$28,612
Average Annual Earnings – Male	\$27,375	\$30,615
Graduate Satisfaction	72%	80%
Employer Satisfaction	87%	92%

Graduate Outcomes for Program Cluster

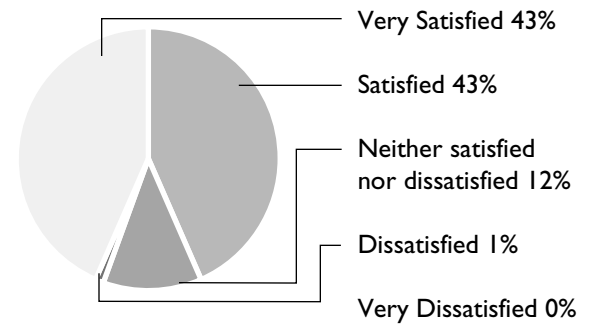


Program Cluster Satisfaction:

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*:



* 201 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	105	43.2	57	23.5	5	2.1	12	4.9	30	12.3	34	14.0
Advertising – 3 Year	61	55.5	20	18.2	1	0.9	10	9.1	8	7.3	10	9.1
Advertising – Media Marketing and Sales	3	42.9	2	28.6	–	–	–	–	2	28.6	–	–
Creative Advertising	9	19.1	16	34.0	3	6.4	4	8.5	6	12.8	9	19.1
Graphic Design	204	50.6	62	15.4	25	6.2	20	5.0	48	11.9	44	10.9
Graphic Design and Illustration	3	33.3	3	33.3	–	–	–	–	1	11.1	2	22.2
Graphic Design Production	57	24.2	48	20.3	16	6.8	20	8.5	42	17.8	53	22.5
Illustration	17	23.3	19	26.0	6	8.2	5	6.8	14	19.2	12	16.4
Interior Design – 2 Year	3	50.0	2	33.3	–	–	–	–	1	16.7	–	–
Interior Design – 3 Year	95	58.6	14	8.6	15	9.3	7	4.3	12	7.4	19	11.7
Visual Merchandising Arts	22	57.9	5	13.2	–	–	1	2.6	3	7.9	7	18.4
All Programs in Cluster*	579	43.4	248	18.6	71	5.3	79	5.9	167	12.5	190	14.2

*Does not include 2 programs with less than 5 graduates in the labour force.

Advertising and Design

Top Five Industries of Employment

	#	%
Professional, Scientific and Technical Services	336	36.5
Food Services and Drinking Places	50	5.4
General Merchandise Stores	40	4.3
Publishing Industries	40	4.3
Administrative and Support Services	34	3.7

Top Five Occupational Categories

	#	%
Graphic Designers and Illustrating Artists	229	24.7
Retail Salespersons and Sales Clerks	65	7.0
Interior Designers	48	5.2
Customer Service, Information and Related Clerks	36	3.9
Professional Occupations in Public Relations and Communications	29	3.1

Earnings of Full-time Employed Participants

Program	Average – Females	Average – Males	Median – Females	Median – Males	Average for Program	Median for Program
Advertising – 2 Years	\$24,893	\$29,069	\$25,000	\$26,140	\$25,977	\$25,000
Advertising – 3 Years	\$24,961	\$24,461	\$25,000	\$22,943	\$24,815	\$25,000
Advertising – Media Marketing and Sales	–	–	–	–	\$24,980	\$20,857
Creative Advertising	\$23,649	\$31,909	\$24,100	\$29,000	\$27,997	\$25,000
Graphic Design	\$25,758	\$27,558	\$25,029	\$26,072	\$26,711	\$25,600
Graphic Design and Illustration	–	–	–	–	–	–
Graphic Design Production	\$21,680	\$27,748	\$21,900	\$25,029	\$25,030	\$23,863
Illustration	–	\$23,752	–	\$21,429	\$23,612	\$21,429
Interior Design – 2 Years	\$18,712	–	\$18,250	–	\$18,712	\$18,250
Interior Design – 3 Years	\$25,229	\$32,885	\$24,000	\$28,375	\$25,895	\$24,545
Visual Merchandising Arts	\$22,866	–	\$21,444	–	\$22,866	\$21,444
All Programs in Cluster*	\$24,725	\$27,514	\$25,000	\$26,000	\$25,799	\$25,000

* Does not include 2 programs with less than 5 graduates in the labour force.

Program Cluster Historical Data

	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	01-02 Grads
Percentage Employed	78.4%	82.5%	80.4%	84.4%	89.1%	87.9%	88.9%	90.9%	86.4%	85.4%
Percentage Employed Full-time	61.2%	68.3%	66.9%	64.5%	75.7%	77.6%	79.8%	81.4%	74.8%	72.3%
Percentage in Full-time Related Jobs	45.4%	48.9%	50.2%	50.5%	59.2%	60.9%	59.6%	65.5%	56.1%	50.4%
Average Annual Salary Full-time Related Jobs	\$20,695	\$21,876	\$22,072	\$22,276	\$24,615	\$25,049	\$25,859	\$28,275	\$26,952	\$27,001