

ADVERTISING AND DESIGN

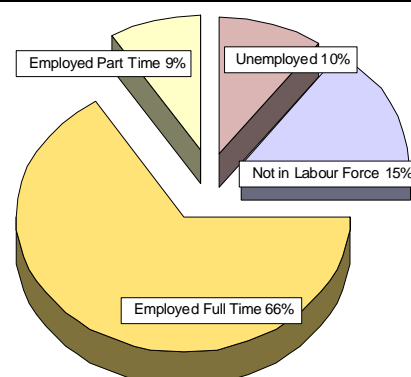
Total Graduates: 1492 **Total Graduates in Survey:** 1149 **Participation Rate:** 77.0%

Programs in Cluster:	Duration:	Total Grads	Total in Survey	Total in Labour Force	Location:
Advertising	2 Year	298	239	207	Algonquin, Cambrian, Durham, Georgian, Humber, La Cité, Loyalist, Sheridan
Advertising	3 Year	83	62	60	Centennial, Mohawk, St. Clair,
Advertising and Graphic Design	2 Year	311	236	184	Algonquin, Canadore, Humber, La Cité, Mohawk, Niagara, Seneca
Advertising and Graphic Design	3 Year	478	361	319	Conestoga, Durham, Fanshawe, George Brown, Georgian, Sault, Seneca, Sheridan, St. Clair, St. Lawrence
Creative Advertising	2 Year	54	45	41	Seneca
Graphic Design Fundamentals	1 Year	29	23	8	Lambton, Northern
Interior Design	2 Year	9	6	6	Centennial, Georgian
Interior Design	3 Year	176	140	125	Algonquin, Fanshawe, Georgian, Humber, La Cité, Sheridan, St. Clair
Visual Merchandising Arts	2 Year	54	37	31	Seneca, Sheridan

	Program Cluster	All Programs
Survey Population	1,149	31,526
Employment Rate	88%	89%
Employed Part-time	10%	15%
Employed Full-time	78%	74%
Average Annual Earnings – Total	\$24,019	\$25,552
Average Annual Earnings – Female	\$22,849	\$23,823
Average Annual Earnings – Male	\$25,485	\$27,964
Graduate Satisfaction	64%	69%
Employer Satisfaction	82%	80%

GRADUATE OUTCOMES FOR PROGRAM CLUSTER:

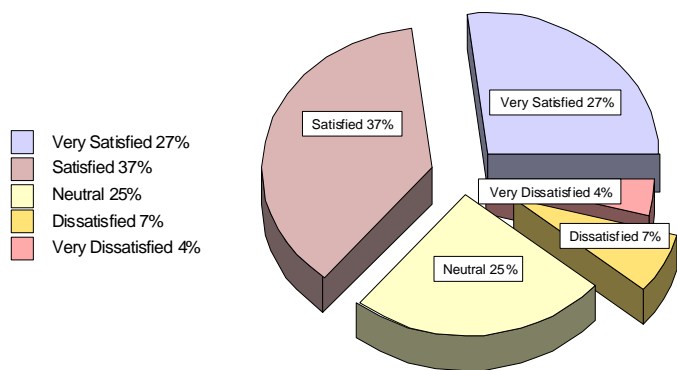
- Of the total number of graduates surveyed for the Advertising and Design Program Area (1,149):
- ! 982 or 85% were in the labour force
 - ! 863 or 88% of those in the labour force were employed
 - ! 762 or 78% were employed full-time
 - ! 101 or 10% were employed part-time.



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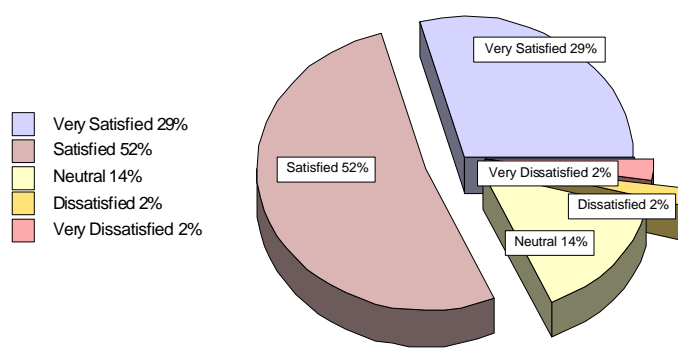
PROGRAM CLUSTER SATISFACTION:

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



Employer Satisfaction with Employee Overall Educational Preparation for the type of work he/she was doing*:

* 184 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	138	57.7	33	13.8	5	2.1	11	4.6	20	8.4	32	13.4
Advertising – 3 Year	35	56.5	10	16.1	2	3.2	5	8.1	8	12.9	2	3.2
Advertising and Graphic Design – 2 Year	99	41.9	40	16.9	11	4.7	11	4.7	23	9.7	52	22
Advertising and Graphic Design – 3 Year	187	51.8	54	15	21	5.8	11	3	46	12.7	42	11.6
Creative Advertising	28	62.2	6	13.3	1	2.2	3	6.7	3	6.7	4	8.9
Graphic Design Fundamentals	2	8.7	3	13	-	-	1	4.3	2	8.7	15	65.2
Interior Design – Year 2	2	33.3	-	-	2	33.3	1	16.7	1	16.7	-	-
Interior Design – Year 3	88	62.9	14	10	7	5	7	5	9	6.4	15	10.7
Visual Merchandising Arts	19	51.4	4	10.8	1	2.7	-	-	7	18.9	6	16.2
All Programs in Cluster	598	52	164	14.3	50	4.3	51	4.4	119	10.3	168	14.6

Top Five

Industries of Employment:

	#	%
Advertising Services	245	29.3
Computer & Related Services	69	8.3
Other Business Services	46	5.5
Combined Publishing & Printing	41	4.9
Other Retail Stores	27	3.2

Top Five

Occupational Categories:

	#	%
Graphic Designers & Illustrating Artists	265	31.7
Interior Designers	72	8.6
Retail Salespersons & Sales Clerks	71	8.5
Purchasing Agents & Officers	38	4.5
Correspondence, Publication & Related Clerks	36	4.3

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CHARACTERISTICS OF EMPLOYED PARTICIPANTS:

Earnings of those Employed Full-time	Average – Females	Average – Males	Median - Females	Median - Males	Average for Program	Median for Program
Advertising – 2 Year	\$22,997	\$26,187	\$22,000	\$23,732	\$24,126	\$22,100
Advertising – 3 Year	\$23,346	\$24,789	\$22,750	\$23,000	\$23,858	\$23,000
Advertising and Graphic Design – Year 2	\$20,870	\$26,450	\$20,000	\$25,029	\$24,766	\$24,500
Advertising and Graphic Design – Year 3	\$23,204	\$24,300	\$23,000	\$25,000	\$23,816	\$24,442
Creative Advertising	\$22,266	\$33,264	\$22,187	\$28,000	\$26,390	\$23,471
Graphic Design Fundamentals	-	-	-	-	-	-
Interior Design – Year 2	-	-	-	-	-	-
Interior Design – Year 3	\$23,560	\$24,664	\$24,000	\$25,000	\$23,703	\$24,000
Visual Merchandising Arts	\$21,494	-	\$20,429	.	\$21,494	\$20,429
All Programs in Cluster	\$22,849	\$25,485	\$22,000	\$25,000	\$24,019	\$23,000

PROGRAM CLUSTER HISTORICAL DATA:

	88-89 Grads	89-90 Grads	90-91 Grads	91-92 Grads	92-93 Grads	93-94 Grads	94-95 Grads	95-96 Grads	96-97 Grads	97-98 Grads
Percentage Employed	90.0%	85.4%	83.0%	78.9%	78.4%	82.5%	80.4%	84.4%	89.1%	87.9%
Percentage Employed Full-time	86.1%	75.1%	68.4%	62.0%	61.2%	68.3%	66.9%	64.5%	75.7%	77.6%
Percentage in Full-time Related Jobs	74.7%	58.7%	45.9%	42.6%	45.4%	48.9%	50.2%	50.5%	59.2%	60.9%
Average Annual Salary Full-time Related Jobs	\$20,093	\$20,190	\$20,258	\$19,739	\$20,695	\$21,876	\$22,072	\$22,276	\$24,615	\$25,049