

Advertising and Design

| | | | | | |
|------------------|-------|----------------------------|-------|---------------------|-------|
| Total Graduates: | 1,525 | Total Graduates in Survey: | 1,121 | Participation Rate: | 73.5% |
|------------------|-------|----------------------------|-------|---------------------|-------|

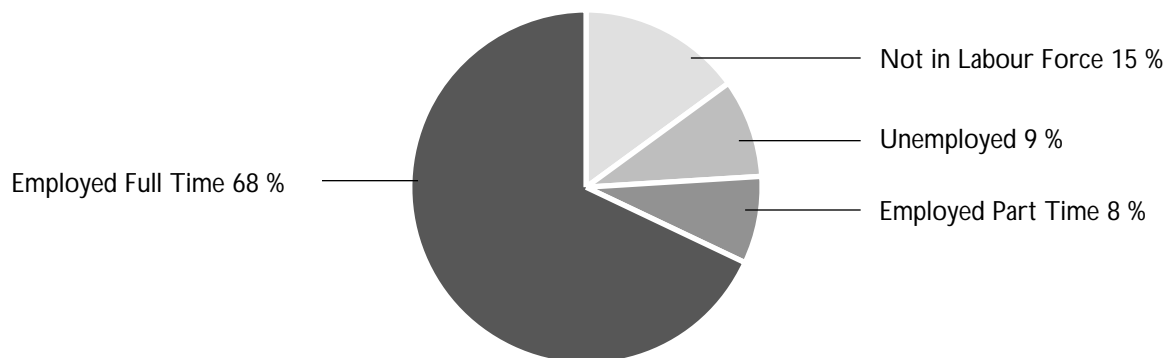
Programs in Advertising and Design

| Programs | Duration | Total Grads | Total in Survey | Total in Labour Force | Location: |
|-----------------------------|--------------|-------------|-----------------|-----------------------|---|
| Advertising | 2 Years | 277 | 209 | 183 | Algonquin, Cambrian, Durham, Georgian, Humber, La Cité, Loyalist, Sheridan |
| Advertising | 3 Years | 103 | 74 | 67 | Centennial, Mohawk, St. Clair |
| Creative Advertising | 2 Years | 47 | 41 | 27 | Seneca |
| Graphic Design | 3 Years | 517 | 390 | 336 | Conestoga, Durham, Fanshawe, Georgian, George Brown, Sault, Seneca, Sheridan, St. Lawrence, St. Clair |
| Graphic Design Fundamentals | 1 Year | 35 | 22 | 10 | Lambton, Northern |
| Graphic Design Production | 2 Years | 311 | 231 | 179 | Algonquin, Canadore, Georgian, Humber, La Cité, Mohawk, Niagara, Seneca |
| Interior Design | 3 Years | 145 | 103 | 99 | Algonquin, Durham, Fanshawe, Georgian, Humber, La Cité, Sheridan, St. Clair |
| Media Copywriting | Post Diploma | 24 | 15 | 14 | Humber |
| Visual Merchandising Arts | 2 Years | 66 | 39 | 34 | Seneca, Sheridan |

Summary of Survey Data

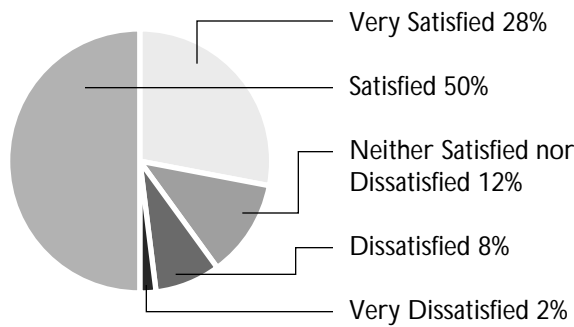
| | Program Cluster | All Programs |
|--|-----------------|-----------------|
| Survey Population | 1,121 | 31,286 |
| Labour Force Participation | 85% | 80% |
| Employment Rate | 89% | 90% |
| Employment Part-Time | 9% | 13% |
| Employment Full-Time | 80% | 77% |
| Average Annual Earnings – Total | \$24,899 | \$26,479 |
| Average Annual Earnings – Female | \$24,418 | \$24,925 |
| Average Annual Earnings – Male | \$25,524 | \$28,663 |
| Graduate Satisfaction | 78% | 80% |
| Employer Satisfaction | 83% | 91% |

Graduate Outcomes for Program Cluster:

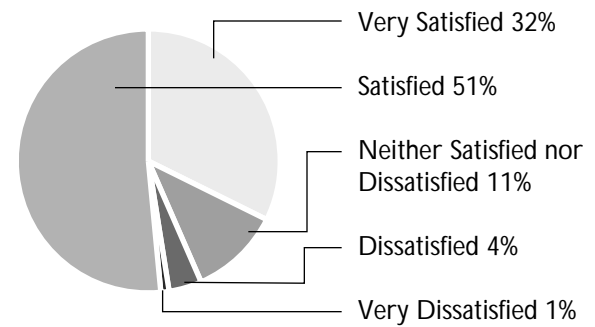


Program Cluster Satisfaction:

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*:



* 175 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 | 109 | 52.2 | 45 | 21.5 | 8 | 3.8 | 7 | 3.3 | 14 | 6.7 | 26 | 12.4 |
| Advertising – 3 Year | 43 | 58.9 | 11 | 15.1 | 1 | 1.4 | 5 | 6.8 | 7 | 9.6 | 6 | 8.2 |
| Creative Advertising | 14 | 35.0 | 9 | 22.5 | – | – | 1 | 2.5 | 3 | 7.5 | 13 | 32.5 |
| Graphic Design | 199 | 51.0 | 60 | 15.4 | 13 | 3.3 | 22 | 5.6 | 42 | 10.8 | 54 | 13.8 |
| Graphic Design Fundamentals | 1 | 4.5 | 3 | 13.6 | – | – | 3 | 13.6 | 3 | 13.6 | 12 | 54.5 |
| Graphic Design Production | 101 | 43.9 | 42 | 18.3 | 5 | 2.2 | 7 | 3.0 | 24 | 10.4 | 51 | 22.2 |
| Interior Design | 70 | 68.0 | 13 | 12.6 | 5 | 4.9 | 4 | 3.9 | 7 | 6.8 | 4 | 3.9 |
| Media Copywriting | 9 | 60.0 | 2 | 13.3 | 1 | 6.7 | 1 | 6.7 | 1 | 6.7 | 1 | 6.7 |
| Visual Merchandising Arts | 20 | 51.3 | 6 | 15.4 | 1 | 2.6 | 3 | 7.7 | 4 | 10.3 | 5 | 12.8 |
| All Programs in Cluster | 566 | 50.5 | 191 | 17.0 | 34 | 3.0 | 53 | 4.7 | 105 | 9.4 | 172 | 15.3 |

Top Five Industries of Employment:

| | # | % |
|---|-----|------|
| Professional, Scientific and Technical Services | 336 | 41.4 |
| Publishing Industries | 48 | 5.9 |
| Administrative and Support Services | 36 | 4.4 |
| Food Services and Drinking Places | 34 | 4.2 |
| Food and Beverage Stores | 23 | 2.8 |

Top Five Occupational Categories:

| | # | % |
|---|-----|------|
| Graphic Designers and Illustrating Artists | 279 | 34.4 |
| Retail Salespersons and Sales Clerks | 68 | 8.4 |
| Interior Designers | 45 | 5.6 |
| Sales Representatives, Wholesale Trade (Non-Technical) | 30 | 3.7 |
| Professional Occupations in Business Services to Management | 28 | 3.5 |

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Earnings of Employed Participants:

| Program | Average – Females | Average – Males | Median – Females | Median – Males | Average for Program | Median for Program |
|--------------------------------|----------------------|--------------------|---------------------|-------------------|------------------------|-----------------------|
| Advertising – 2 Years | \$23,986 | \$22,817 | \$22,943 | \$24,000 | \$23,528 | \$23,000 |
| Advertising – 3 Years | \$24,866 | \$25,956 | \$24,000 | \$25,710 | \$25,504 | \$25,000 |
| Creative Advertising | \$23,028 | \$32,687 | \$25,000 | \$25,029 | \$26,586 | \$25,000 |
| Graphic Design | \$25,966 | \$26,881 | \$24,000 | \$25,029 | \$26,437 | \$25,000 |
| Graphic Design Fundamentals | – | – | – | – | – | – |
| Graphic Design Production | \$22,160 | \$24,088 | \$23,471 | \$23,732 | \$23,400 | \$23,732 |
| Interior Design | \$24,723 | – | \$24,000 | – | \$24,568 | \$24,000 |
| Media Copywriting | \$25,338 | – | \$25,000 | – | \$28,481 | \$26,264 |
| Visual Merchandising Arts | \$22,433 | – | \$21,900 | – | \$23,683 | \$22,526 |
| All Programs in Cluster | \$24,418 | \$25,524 | \$24,000 | \$25,000 | \$24,899 | \$24,680 |

Program Cluster Historical Data

| | 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 | 98-99 Grads |
|---|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| Percentage Employed | 85.4% | 83.0% | 78.9% | 78.4% | 82.5% | 80.4% | 84.4% | 89.1% | 87.9% | 88.9% |
| Percentage Employed Full-Time | 75.1% | 68.4% | 62.0% | 61.2% | 68.3% | 66.9% | 64.5% | 75.7% | 77.6% | 79.8% |
| Percentage in Full-Time Related Jobs | 58.7% | 45.9% | 42.6% | 45.4% | 48.9% | 50.2% | 50.5% | 59.2% | 60.9% | 59.6% |
| Average Annual Salary Full-Time Related Jobs | \$20,190 | \$20,258 | \$19,739 | \$20,695 | \$21,876 | \$22,072 | \$22,276 | \$24,615 | \$25,049 | \$25,859 |