



Expanding + Celebrating Design

AIGA

2022
Year in Review



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About AIGA

AIGA brings design to the world,
and the world to designers.

As the professional association for design, AIGA advances design as a professional craft, strategic advantage, and vital cultural force. As the largest community of design advocates, we bring together practitioners, enthusiasts, and patrons to amplify the voice of design and create the vision for a collective future. We define professional standards and ethical practices, guide design education, inspire designers and the public, enhance professional development, and make powerful tools and resources accessible to all.





AIGA Board of Directors

October 1, 2021 to September 30, 2022

Board President

Manuhaia Barcham, Managing Director, Archetekt
Board Term: July 1, 2020—June 30, 2024
Board President: July 1, 2022—June 30, 2024

Secretary

Frances Yllana, Senior Manager Design Operations,
Coforma
Board Term: July 1, 2020—June 30, 2023
Board Secretary: July 1, 2022—June 30, 2023

Presidents Council Chair

Sherra Bell, Owner/Consultant, Sherra Bell
Consulting & Creative Know-Who, LLC
Board Term: July 1, 2022—June 30, 2023

Directors

Dawn Davidson, President/Creative Director,
ABI - Alpha Business Images
Board Term: October 1, 2022—June 30, 2025

Victor Davila, Assistant Professor,
University of Central Florida
Board Term: September 1, 2022—June 30, 2025

Sheharazad Fleming, Chief Creative Officer (COO),
The Great Discontent
Board Term: April 1, 2021—June 30, 2023

Oen Hammonds, IBM Distinguished Designer,
IBMer Experience, IBM HR
Board Term: July 1, 2021—June 30, 2024

Maribeth Kradel-Weitzel, Assistant Provost,
Associate Professor & Program Director of MS Health
Communication Design, Thomas Jefferson University
Board Term: July 1, 2020—June 30, 2023

Xouchee Moua, Chief Financial Officer,
Goods & Services
Board Term: April 1, 2021—June 30, 2024

Eileen Prado, Chief Financial Officer, CAP3
Board Term: April 1, 2021—June 30, 2024

Cesar Rivera, CDC Visual Design Branch Chief,
Centers for Disease Control and Prevention (CDC)
Board Term: April 1, 2020—June 30, 2023

Elise Roy, VP of Accessibility and Inclusive Design,
Salesforce
Board Term: July 1, 2020—June 30, 2025

Isaiah Steinfeld, GM/Director-Startup Acquisition and
Customer Experience, Amazon Web Services (AWS)
Board Term: April 1, 2021—June 30, 2024

Art Taylor, President & Chief Executive Officer,
Give.org
Board Term: July 1, 2020—June 30, 2023

Anna Thomsen, Director, Central Financial Planning
& Analysis, United Airlines
Board Term: July 1, 2021—June 30, 2024

**Additional information about the role of
the AIGA National Board can be found
at aiga.org/board-of-directors**



Year in Review

Financials

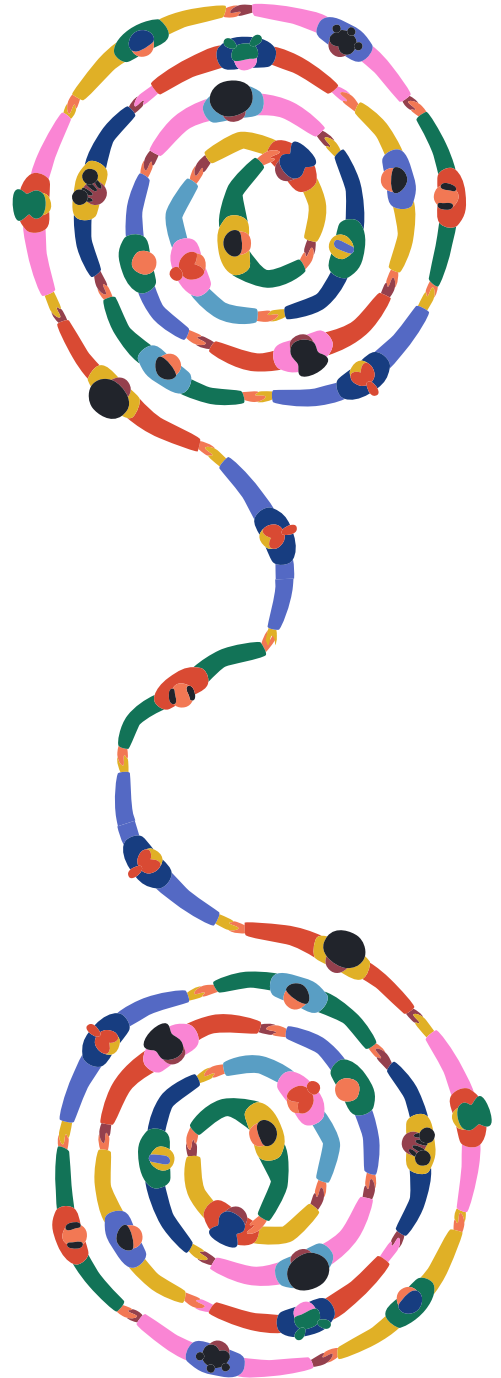
At a Glance

Over the past year, the AIGA National Board and the staff have been focused on generating new revenue ideas, expanding programming and resources around learning initiatives, and strategically aligning operating structures and investments. The staff continues to implement community support structures for chapters, leaders, and members focusing on the needs of the design community and the right opportunities for not only the organization but the community.

Over the last year, we've worked to:

- Reduce the deficit and balance AIGA's budget
- Implement an efficient national operating structure
- Realign our staff structure to our current workflows and programming
- Install best practices that will help us conduct business better
- Engage the community in the co-design of a community driven vision for members

AIGA's 990s can be found [here](#).



Year in Review

Membership + Community

2022 was an exciting year of change for AIGA membership. Our new membership model was launched and both new and loyal members helped us achieve positive membership sales growth. These vital membership dollars fund our core infrastructure, member services, and staffing.

Each AIGA member is an advocate and voice for the profession. Despite the challenges that many designers have faced over the last few years, our community chose to continue investing in their professional association, the success of their peers, and their own careers. Thank you to every AIGA member who continues to advocate and be a voice for our profession.

AIGA's new membership model, fully implemented in 2022, is a stronger, more mission-aligned, sustainable model for the association and our members. The new AIGA membership model:

- Simplifies the membership levels to more clearly align with design career lifecycles and how our members see themselves within our community.
- Positions AIGA to better fulfill its mission.
- Clarifies and communicates the value of membership.
- Increases economic value-add potential for chapters.
- Offers consistent and equitable benefits across all AIGA member types, with programs, education, and events geared toward the needs of each membership level.
- Better equips AIGA to create more value for our members and the design community by making greater investments in community and learning; innovative professional development programming, like our new Certificates for Creatives and the AIGA Professional Design Certification programs; ; and more advanced technical services, including our new membership database and website upgrades.

Membership Categories

Throughout 2022, AIGA transitioned member renewals to the calendar year. A calendar year membership cycle makes AIGA membership easier to manage—for AIGA members and for the association itself. All AIGA members now have the same annual renewal date of December 31.



Emerging—\$150/year

A new designer who is one to four years past graduation or any new practitioner with less than a total of four years experience in the industry. Members only qualify for this category for a maximum of four years.



Professional—\$250/year

A design or related industry professional with five or more total years in practice.



Leader—\$500/year

A professional designer, industry-adjacent leader, arts supporter, or firm owner who opts to make a greater investment in AIGA and the future of the profession.



Educator—\$200/year

A full-time educator in design or related field of study in a K-12 school, college, or university.

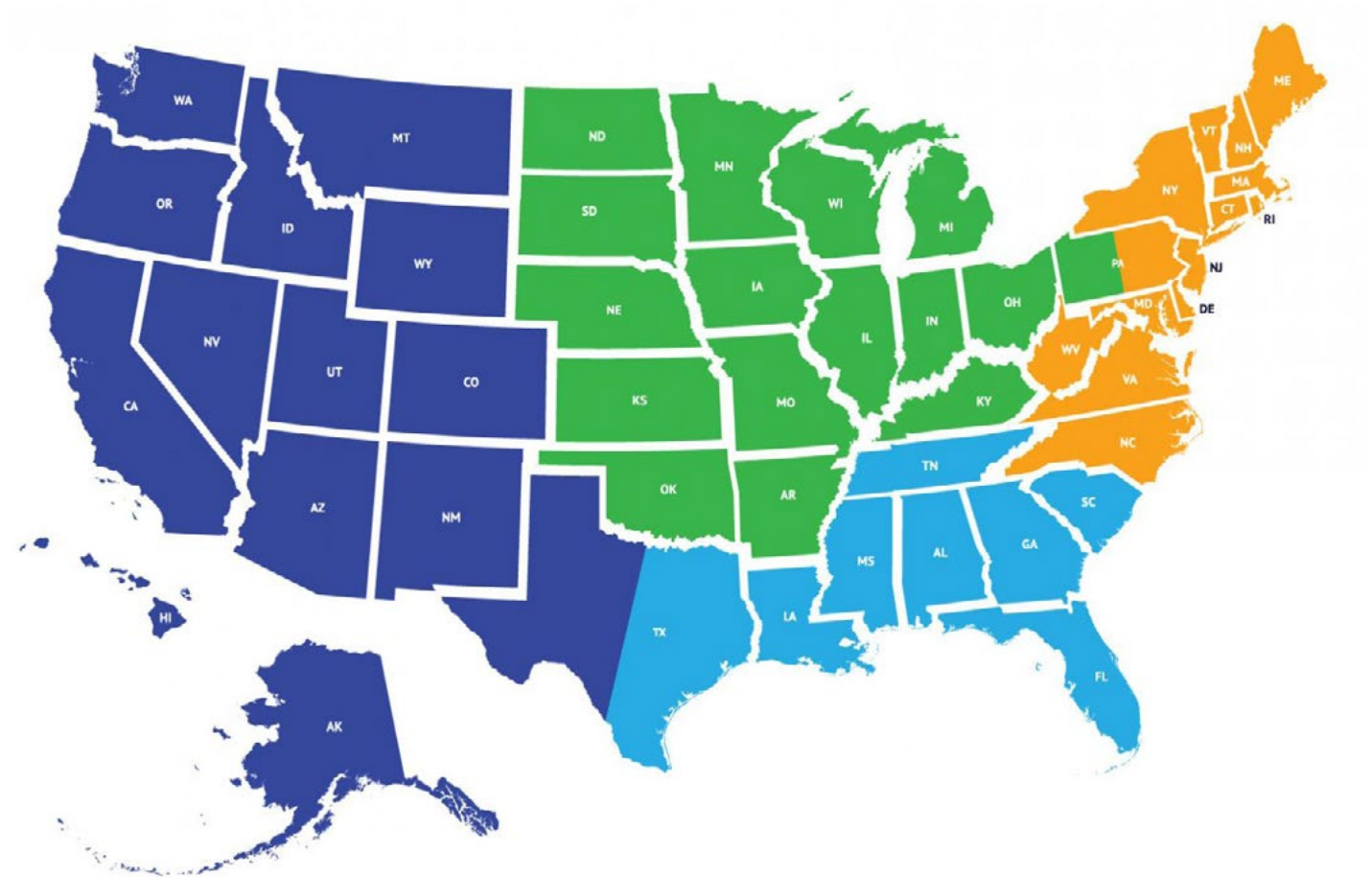


Student—\$50/year

A full-time K-12 student, or any full-time college or university undergraduate or graduate student enrolled in a two- or four-year program in design, visual communications, or related field of study.

AIGA Chapters

AIGA is a national 501(c)3 charitable organization affiliated with more than 65 independently incorporated chapters across the U.S. Our relationships with our chapters support the local needs and interests of our diverse membership. We are honored and delighted to work with all of the dedicated volunteers who lead our regional chapters. Thank you!





AIGA Design Educators Community (DEC)

This past year was an exciting and productive one for the AIGA Design Educators Community (DEC).

Our steering committee, made up of 15 dedicated members who come from institutions across the U.S., represents many of the schools, programs, and different roles that educators engage within design education. This past June, the DEC promoted Liese Zahabi (University of New Hampshire) to the role of Co-Chair and welcomed five new members, each of whom brings energy and unique strengths to our group: Patricia Childers (CUNY Citytech), Jarrett Fuller (NC State University), Vinicius Lima (Grand Valley State University), Deana Marzocchi (Johnson & Wales University), and Yvette Shen (The Ohio State University). With this new cohort, the DEC aims to more actively engage with design educators in the K-12 space; strengthen design writing and research initiatives; and improve community management of our online spaces. For nearly two decades, the DEC has been serving the design education community and these new members amplify our capacity to serve our community more holistically.

The DEC held its first ever Design + Writing Fellowship, facilitated by Rebecca Tegtmeyer and Liese Zahabi. Eighteen design educators discussed, investigated, and articulated the history and future of an often overlooked communication artifact, the Visual Essay. This work culminated in poster designs exhibited at the national AIGA Design Conference, and published on the DEC website. The fellows are currently creating visual essays and other research/writing from this experience that will be published in an issue of *Dialogue* in 2023.

The national AIGA Design Conference served as the return of education-specific in-person programming. The DEC produced SURFACE, a one-day event that, through a blind-



The DEC is committed to producing open and accessible content for the community, and 2022 was an outstanding year of programming, both on-line and in-person.

- To begin the semester on a high note, we kicked off the year with a social mixer, followed by What's the Big Idea, hosted by Natalie Tyree, giving the community a chance to share strategies for creative thinking and ideation in the classroom.
- Victor Davila, our virtual events lead, hosted Those Who Can Do AND Teach in April, bringing together design educators who have their own creative practice AND serve as design educators.
- Mid-year Katie Krcmarik organized an event (moderated alongside Meaghan Dee and Meena Khalili) entitled Contract Negotiations in Academia, resulting in a spirited and insightful conversation with the panelists and the attendees.
- In September we hosted another social mixer to kick off the start of a new school year, and ended our virtual events series for 2022 in December with a Cookies and Cocktails event.





peer review process, gave space to 50 educators to enrich the discipline through papers, workshops, panels, and graduate research. The DEC also collaborated with AIGA staff in proposing presentations and panelists for the AIGA Design + Advocacy Conference.

The diverse array of subjects and speakers across these events is a testament to our Virtual Events team and our community members who volunteer their time to serve as speakers, panelists, and attendees. Many of our events are recorded and posted to our YouTube channel.

In 2022, the DEC brought three significant publications into the world. We published the SHIFT Proceedings (as part of the Dialogue series), featuring papers and visual expressions from 17 design educators. Dialectic published two issues, Volume 3, Issue 1 and Volume 3, Issue 2. These two issues highlight research, writing, and visual scholarship from 16 design educators and creatives. Dialectic is one of the few academic journals in the country focused on design education and the academic research being done by design educators.

Last year was also one of thinking about the community's future. Kyuha Shim hosted two listening sessions whose content transformed into the 2022–2023 Design Educators Survey (still ongoing). The data from the Survey will be released, open-source, for design educators to use in data visualization courses and for other research and creative endeavors. The DEC is also collaborating with Louise Sandhaus, Brockett Horne, Briar Levit, and Lorraine Wild in adding graduate graphic design thesis projects to the People's Graphic Design Archive, in an effort to disseminate these important works more widely. Additionally, Lisa Mercer launched the DEC School/Program Directory to share an open list of programs in the U.S. that teach Graphic Design.

The DEC community Slack space continues to serve as a place for design educators to reach out to each other, have conversations about topics that are meaningful to them, share resources, post jobs and events, and hang out.

We wrapped up the year with a new series on social media, the 10 Days of DECember. Steering committee members each took one of 10 days in the first half of the month to share a gift with our community—entries included everything from digital open-source resources, to wrapping paper designs, to a Spotify playlist full of wintery beats, to links to great design-focused podcasts, some cool one-page book templates, and more.

We continue our commitment to empower our design community. With the advent of AI technologies, the ever-changing landscape of professional practice, and a new post-pandemic reality for education, educators, and students, the DEC remains enthusiastic and energetic about the years to come.

We thank all of you for your support, and encourage each of you to connect with us to enrich the landscape of design education.

AIGA Diversity, Equity & Inclusion Task Force (DEI)

Update from Carlos Estrada, AIGA DEI Chair

In the 1990s, courageous voices began carving out space for nonwhite creatives in AIGA and other design industries. This movement gained momentum in the early 2000s and then again in 2014, leading to the formation of the AIGA Diversity & Inclusion Task Force. Fast forward to today and we're in the midst of the fourth iteration of AIGA DEI, focusing on creating inclusive content, documenting our diverse design history, and amplifying the efforts of local chapters working towards positive change.

As DEI continues to evolve, we're prioritizing relationships over transactions, and striving for transformational impact rather than quick fixes. For instance, our Island Project began two years ago with the goal of providing supplies and visits to students and emerging designers in Puerto Rico. Despite the pandemic, hurricanes and other setbacks, our team of two on the mainland and two on the island have stayed connected, working to secure funding and build partnerships that avoid a colonial mindset.

We believe that true transformation takes time, and we're committed to creating meaningful change through our work with AIGA DEI and AIGA chapters across the country. If you have questions or comments, please don't hesitate to reach out. We welcome your support and ideas as we continue to push for a more inclusive, equitable future in design.



Content

Social Media

The year 2022 was a year of testing new content, supporting the design community, and continuing to elevate AIGA membership, programs, and events. Both AIGA and AIGA Eye on Design channels saw the largest YOY growth on LinkedIn.

In 2022, we shifted our platform focus to professional development programs, LinkedIn Live video streams, engaging artwork, and Community Polls. The design community responded by tuning in and participating in livestreamed webinars, eager to be heard within their professional community.

2,186,342

Total Following (both channels)



	@AIGADesign	@AIGAeyondesign
	182,716	170,851
	328,936	793,767
	93,934	15,848
	511,727	34,084
	3,961	32,619
	17.9K	----

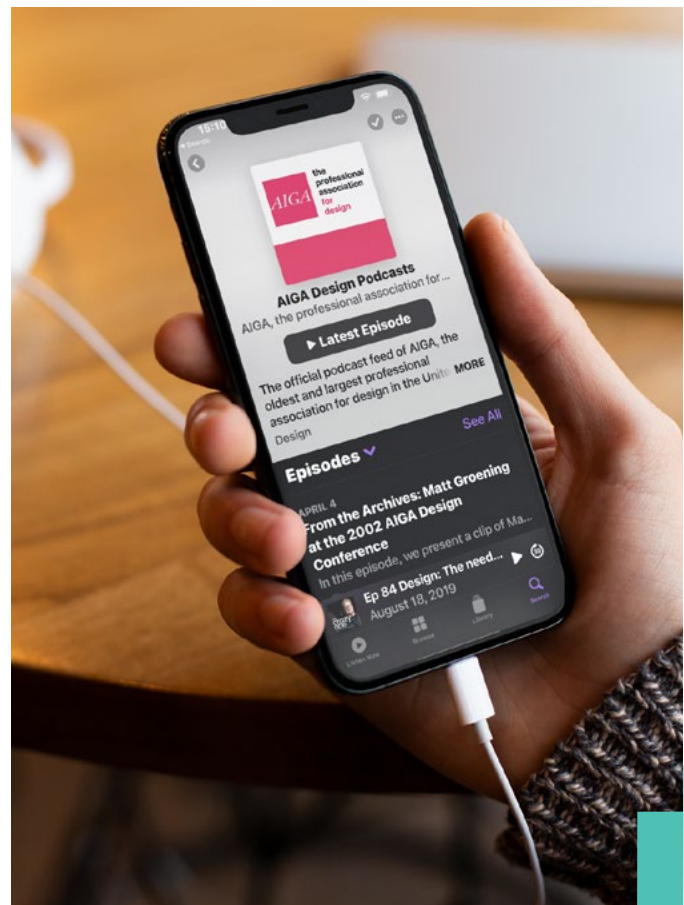
Podcasts



AIGA Design Podcast Channel

In 2022, AIGA released 41 full podcast episodes. The integrated @AIGADesign podcast feed features episodes of Design Future Now, the award-winning Design Adjacent, and Fireside Chats. This includes audio podcast versions of our livestreamed content, so one can listen on the go, in their own time, and enjoy original audio-only podcast content. At the end of 2022, we reached over 57,924 total listens to our podcast episodes.

A majority (50%) of our listeners identify as female, and a plurality of our listeners are between 28 and 34 years old. The U.S. continues to be where most of our listeners are based (80%), while the UK, Australia, Germany, India, Mexico, and Canada represent our largest international audiences.





AIGA Design Adjacent

The award-winning AIGA Design Adjacent podcast series features industry leaders who are innovating and designing the future. This podcast explores groundbreaking topics shaping our future and takes a surprising look at the ways in which design is helping to build a better tomorrow.

AIGA Design Future Now LIVE

How is design changing as a discipline and profession? How do we face these opportunities as a community? The Design Future Now Live podcast explores these questions and more.

**DESIGN
FUTURE
NOW!**



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AIGA Eye on Design

AIGA Eye on Design hosted three webinars in 2022, engaging almost 800 participants in discussions that impact the design world:

- To NFT or Not To NFT?
- What's the Role of TV Branding in the Streaming Age?
- When Did the Book Become a Brand?

More than 1.3 million people read AIGA Eye on Design stories in 2022.

Top stories from the year addressed culturally relevant topics including:

- The UX of Porn Tube Sites Are Designed for the Ultimate Money Shot: How porn sites pioneered ecommerce platforms and got their hands all over our hard data.
- The '80s Are Back, Baby: In all their tight-type, neon-colored, advertorial glory.
- All Advertising Looks the Same These Days. Blame the Moodboard: Art direction is a flat circle.



AIGA Eye on Design's newsletter audience grew to reach more than 150,000 subscribers' inboxes in 2022.

Conferences + Events



The first-ever AIGA Design Leadership & Advocacy Conference, held in-person in March 2022, brought together corporations, nonprofits, small businesses, and other design associations, and industry leaders to enact change for the future of the design profession.

Speaker Highlights included:

- **Congresswoman Chellie Pingree (D-ME-1)** addressed attendees by video to share her thoughts on the value of design, the importance of the creative economy, and why we need to support our small businesses.
- **Manu Raju, CNN's Chief Congressional Correspondent**, covering Capitol Hill and campaign politics, sat down with AIGA's Executive Director for a fireside chat. Raju is a veteran reporter in Washington, DC, having previously served as a top Capitol Hill correspondent at Politico for seven years.
- **Associate Administrator for the Small Business Administration (SBA) Mark Madrid** and AIGA's Executive Director discussed how customer-centric design principles are enabling the SBA to better assist design small businesses start, grow, and scale.
- **Director of the Office of Research and Analysis for the National Endowment for the Arts (NEA), Sunil Iyengar**, discussed via video some of the more recent research initiatives at the NEA, including the report on America's Creative Economy.

AIGA Design + Business Conference



In May 2022, AIGA hosted its second virtual Design + Business Conference to showcase how design is impacting business in measurable ways. Over three days, attendees heard from both the client-side and design-side as they discussed notable, impactful, and innovative projects.

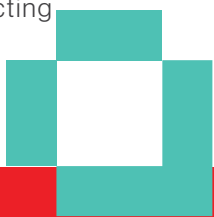
AIGA Fireside Chats included:

- **Katrina Alcorn**, General Manager, Design, IBM
- **Michael Bierut**, Graphic Designer, Design Critic, Educator, Pentagram
- **Lynda Decker**, President, Creative Director, Decker Design

Projects and Workshops included:

- **Featured Project: Loyalkaspar + CNN**—Anna Minkinen, Emmy-winning Executive Creative Director at NYC-based branding agency Loyalkaspar, spoke to the incredible work for CNN’s Stanley Tucci: Searching for Italy, a campaign centering around Italian culture and, of course, food!

- **Featured Project: G. Co + KIPP Public Schools**—When KIPP opened its first school in Stockton, California, they needed a new identity that would be inclusive of its different communities in Northern California. G. Co, a multi-disciplinary design studio founded by Jessie and Lauren Garner discussed how their purpose-driven design positioned them to achieve their strategic goals with KIPP.
- **Featured Workshop: Intellectual Property + Web 3.0**—JoAnn Holmes, an IP and digital asset attorney and host of the “Your Business Ally” podcast, helped attendees develop smart Web3 strategies to monetize intellectual property.
- **Featured Workshop: Copyright + Trademark**—Matthew S. Johnston, a small business attorney and founder of the Johnston Business Law Group in Frederick, MD, helped attendees gain a deeper legal understanding of copyright and trademark for sub-contracting and independent contracting.



AIGA Porfolio Festival



In July 2022, AIGA hosted the third virtual Portfolio Festival featuring design leaders, practitioners, and influencers supporting students, recent graduates, and emerging designers, along with those looking to refresh their portfolios. Designers presented their work for real-time feedback from select design leaders and industry experts. A Fireside Chat with Art Chantry, graphic designer known for designing posters and album covers, was a highlight of the 2022 festival.

Featured Speakers:

- **Gail Anderson**, a NYC-based designer, educator and writer. Chair of BFA Design and BFA Advertising at the School of Visual Arts, and the creative director at Visual Arts Press.
- **Rose Newton**, a published, award-winning designer and UX Design Manager at Google.
- **Talia Safie**, a graphic designer and art director who currently works as a graphics and multimedia editor at The New York Times and is a collaborator for AIGA Eye on Design.
- **Louise Sandhaus**, a professor at the California Institute of the Arts and principal of Louise Sandhaus Design. She is the founder and director of the Peoples Graphic Design Archive, and published author.





AIGA Design Conference

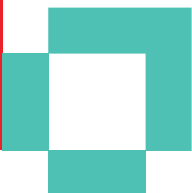


In October 2022, the AIGA Design Conference focused on re-connecting. For the first time in three years, the AIGA Design Conference was in-person, providing a space for our community to gather and celebrate their contributions and the impact of design.

We introduced a new twist to our mainstage, and leaning into design curiosity, we welcomed Rick Griffith, AIGA Design Conference Chair and three esteemed hosts: Brian Collins, Debbie Millman, and Lee-Sean Huang, who led conference attendees through the most pressing, cutting edge, and provocative topics surrounding design.

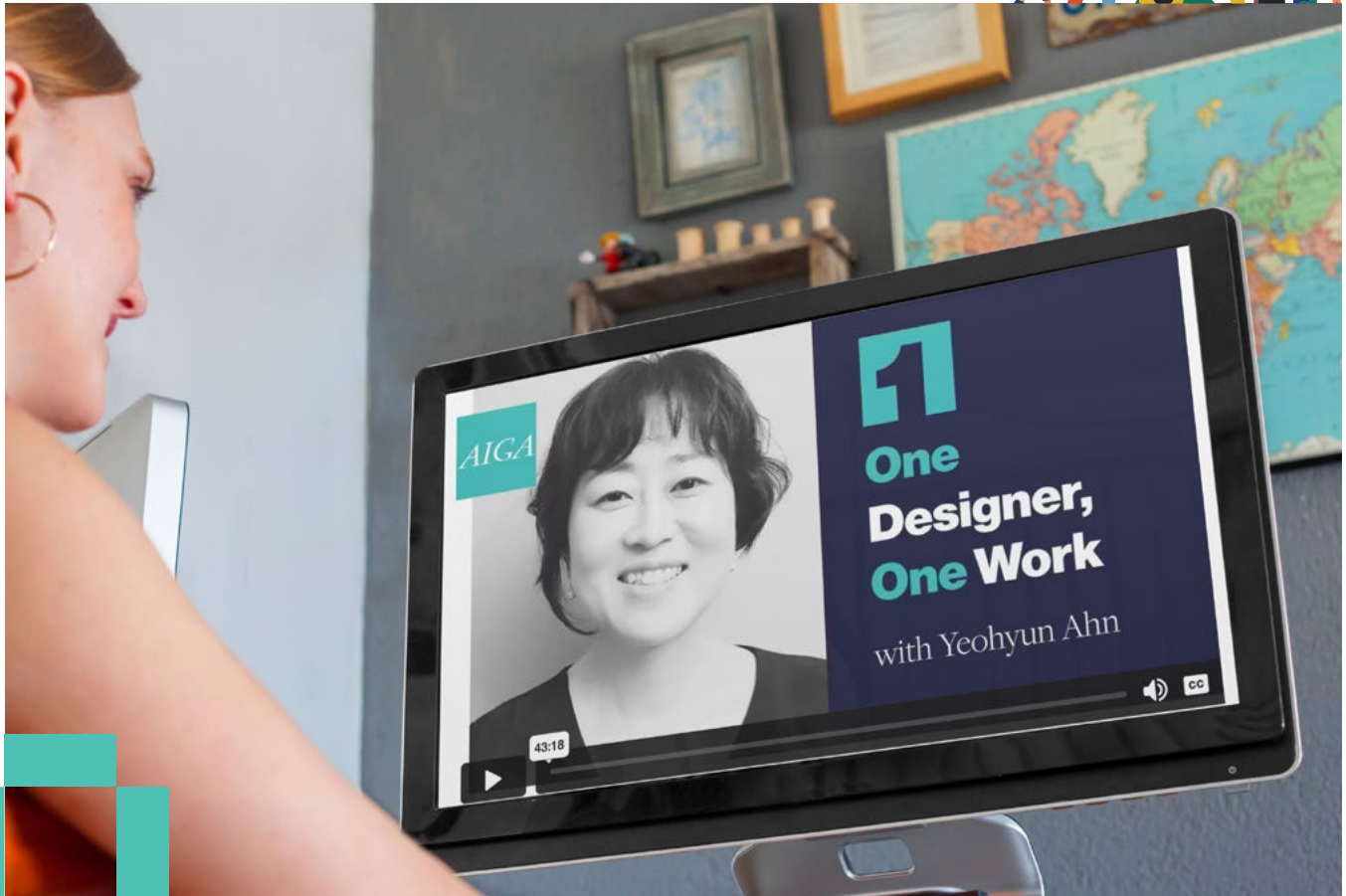
AIGA Fireside Chats featured four amazing speakers:

- **Audrey Lui**, Vice President, Head of Design, Lyft
- **Tim Allen**, Global Head of Design, Instacart
- **Arem Duplessis**, Group Creative Director, Apple
- **Mauro Porcini**, Chief Design Officer, PepsiCo



Webinars + Online Events

AIGA One Designer, One Work



In 2022, AIGA launched a new webinar series—AIGA One Designer, One Work—each featuring a designer sharing and discussing an inspirational design that strengthened their love of design.

Guests included:

- **Yeohyun Ahn**, Graphic Design Program Coordinator and Assistant Professor at University of Wisconsin, Madison
- **Brockett Horne**, graphic design faculty at Maryland Institute College of Art, Baltimore
- **Vinicius Lima**, Associate Professor of Graphic Design and Graphic Design Emphasis Coordinator at Grand Valley State University
- **Adam Lucas**, Assistant Professor, Kansas City Art Institute
- **Louise Sandhaus**, Founder and Director, The People's Graphic Design Archive
- **Christine Sheller**, Director of Experience Design at O3, and Adjunct Professor at Tyler School of Art
- **Archana Skekara**, Professor of Graphic Design, Co-Director of Ethnic Studies, and Creative Director of Design Streak Studio

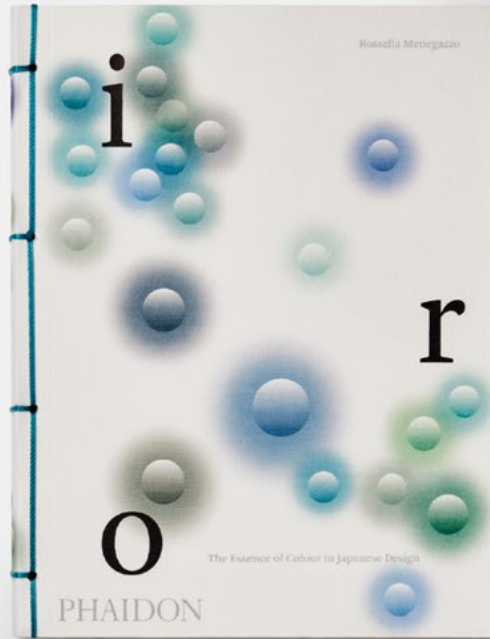


Book Series

AIGA & PHAIDON present

Iro: The Essence of Color in Japanese Design

with Rossella Menegazzo
Thursday, June 23
1:00 PM ET

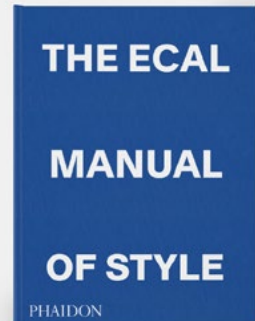


AIGA & PHAIDON present



Design Emergency
Tuesday, May 24
1:00pm EST

AIGA & PHAIDON present



ECAL Manual of Style
with Jonathan Olivares
& Alexis Georgacopoulos
Thursday, September 8
1:00 PM ET / 10:00 AM PT

Webinar
AIGA book series

Designing Peace
with Cynthia E. Smith

Thursday, June 30
10:00 a.m. PT | 1:00 p.m. ET

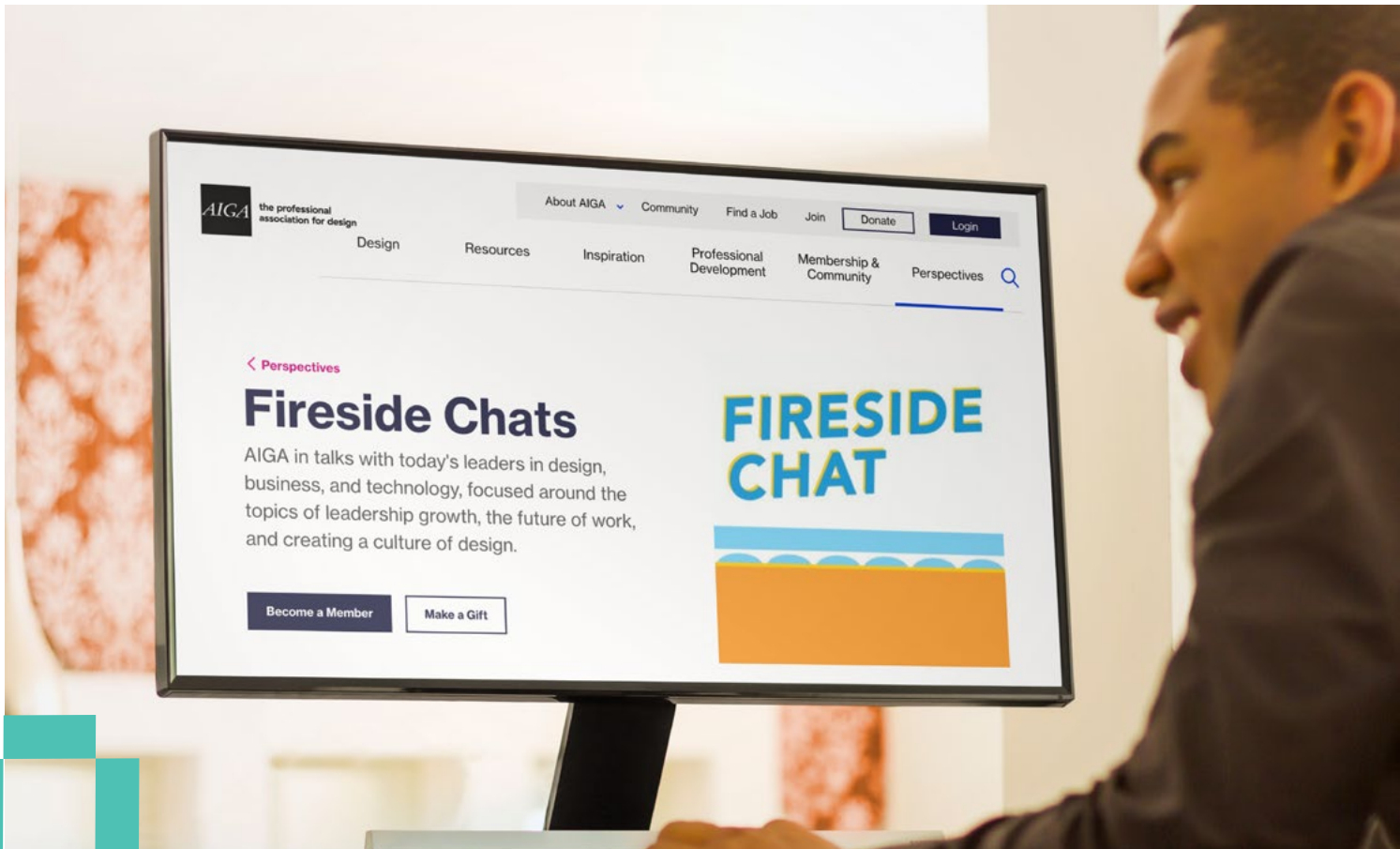


Throughout 2022, AIGA continued partnerships with publishers Phaidon, Artbook, and Princeton Architectural Press, to bring the AIGA community exciting book events including:

- AIGA + Phaidon Present: "ECAL Manual Of Style"
- AIGA + Phaidon Present: "Design Emergency"
- AIGA + Phaidon Present: "Iro: The Essence of Color in Japanese Design"
- AIGA + ARTBOOK Present: "Designing Peace: Building a Better Future Now"

AIGA Fireside Chats

AIGA Fireside Chats with AIGA's Executive Director brought together leaders in design, business, and technology, to discuss leadership, the future of work, and creating a culture of design.



AIGA Fireside Chat guests:

- **Katrina Alcorn**, General Manager, Design, IBM
- **Tim Allen**, Global Head of Design, Instacart
- **Michael Bierut**, Graphic Designer, Design Critic, Educator, Pentagram
- **Art Chantry**, Graphic Designer
- **Brian Collins**, Chief Creative Officer, COLLINS
- **Lynda Decker**, President, Creative Director, Decker Design
- **Arem Duplessis**, Group Creative Director, Apple
- **Rafael Espinal**, Executive Director/President, Freelancers Union
- **Rick Griffith**, Design Director, MATTER
- **Audrey Lui**, Vice President, Head of Design, Lyft
- **Mark Madrid**, Associate Administrator, Small Business Administration
- **Robin Petravic**, Co-owner and Managing Director, Heath Ceramics
- **Mauro Porcini**, Chief Design Officer, PepsiCo
- **Manu Raju**, Chief Congressional Correspondent, CNN



Initiatives

AIGA Worldstudio Scholarships



The AIGA Worldstudio Scholarships program increases diversity in creative professions. Since its inception in 1995, nearly \$1.4 million dollars has been awarded to more than 800 college students studying art and design. It provides an opportunity for underrepresented and economically disadvantaged undergraduate and graduate students to achieve their educational goals and give back to their communities through their work.

In its 27th year, the AIGA Worldstudio Scholarships program awarded \$51,000 to students across the country.

Awarded annually, the scholarships encourage social and environmental responsibility and cultural awareness in the next generation of artists and designers. Jurors recommended 19 students to receive awards for the 2022/2023 academic year in three categories: graphic design, illustration, and photography. Two were declined due to a change in enrollment status. Each student also received a one-year, complimentary Student-level AIGA membership.



- **Applications received: 236**
- **Scholarships awarded: 17**
- **National scholarship awards (\$3,750 each): 11**
- **National honorable mention awards (\$750 each): 5**
- **Chapter scholarship awards (\$3,500): 1**
- **Chapter scholarship awards (\$2,500): 1**

The 2022/2023 recipients are:

Graphic Design, Total Awarded: \$20,250

- **Simon Charwey**, Yale School of Art
- **Nicolette Peji**, University of Southern California
- **Keymoni Sakil-Slack**, North Carolina State University
- **Elton Tinoco**, ArtCenter College of Design
- **Dariia Zamrii**, California Institute of the Arts
- Honorable Mention: **Kristian (KC) Craig**, University of Maryland, Baltimore County
- Honorable Mention: **Jeff Deng**, Pratt Institute

Illustration, Total Awarded: \$12,000 and \$2,500 in chapter awards

- **Daniel Montifar**, Ringling College of Art and Design
- **Belle Motter**, University of Colorado, Boulder
- **Tiffany Tawil**, Savannah College of Art and Design (AIGA Charlotte Design Continuum Fund Award)
- **Brea' Williams**, School of Visual Arts
- Honorable Mention: **Sierra Cole**, New York University

Photography, Total Awarded: \$12,750 and \$3,500 in chapter awards

- **Mitra Ghaffari**, University of California, Santa Cruz
- **Alaina Lurry**, Maryland Institute College of Art
- **Ciarra K. Walters***, Maryland Institute College of Art (AIGA DC Design Continuum Fund Award)
- Honorable Mention: **Tshiela Donald**, University of California, Los Angeles
- Honorable Mention: **Esmeralda Ignacio**, Montclair State University

*One student was awarded at both the national and chapter level.

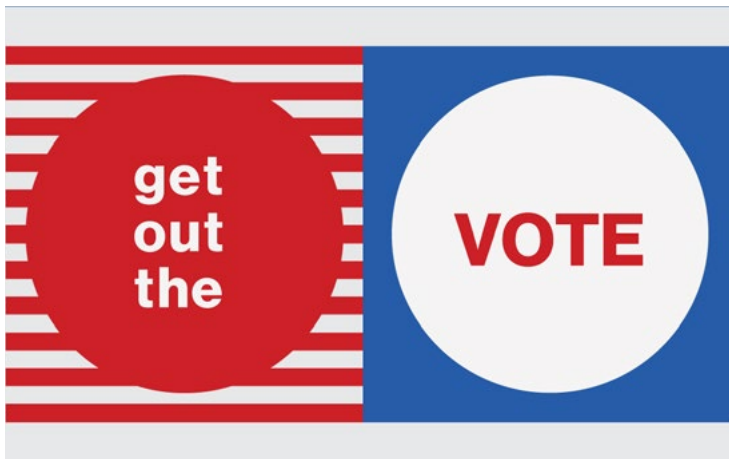
Special thank you to the 2022/2023 jurors:

- **Mark Randall**, Associate Dean and Assistant Professor, Parsons School of Design Strategies, Founder and Creative Director, Worldstudio
- **Victor Davila**, Associate Professor, University of Central Florida
- **Tom Koken**, Designer, Worldstudio / Worldstudio Foundation
- **Juana Medina**, Author, Illustrator, and Assistant Professor at George Mason University School of Art & Design
- **Jemma Dilag**, Creative Consultant / Co-Founder of Queer the Lens
- **Reggie Tidwell**, Owner, Curve Theory
- **Dian Holton**, Senior Deputy Art Director, AARP
- **Rose Newton**, UX Design Manager, Google
- **Tré Seals**, Vocal Type
- **David Jon Walker**, Designer, Rhealistic Design / Associate Professor, Austin Peay State University
- **Sadie Red Wing**, Assistant Professor, OCAD University

This program would not be possible without the generous support of our donors. We acknowledge and appreciate participating chapters, supporters of the AIGA Charlotte Design Continuum Fund, the AIGA DC Design Continuum Fund, as well as the supporters of the #AIGATogether campaign, including the Richard and Jean Coyne Family Foundation and CASE Agency. You can learn more about AIGA Worldstudio Scholarships here.

AIGA's Design For Democracy Initiative

Since 1998, AIGA's Design for Democracy initiative has worked to increase civic participation through applying design tools and thinking to make communications between the U.S. government and its citizens more understandable, efficient, and trustworthy. As a result of these efforts, designers become more vocal citizens and make democracy more sound.



AIGA's Get Out the Vote Initiative

AIGA Get Out the Vote is a civic engagement initiative that wields the power of design to motivate American citizens to register and cast their ballots in U.S. elections. The 2022 Get Out the Vote campaign invited AIGA members to advocate for civic engagement through voter education, registration, and access ahead of the November 8, 2022 midterm elections. AIGA members were invited to submit posters to a Creative Commons gallery hosted by AIGA helping educate citizens and drive participation in the midterm elections. Additionally, AIGA partnered with Nonprofit VOTE and the League of Women Voters to amplify its call for posters allowing nonprofit organizations and election officials to access resources.

154 original, nonpartisan posters designed by AIGA members were available for printing and public distribution. AIGA also provided online resources for members of the community to use in their local efforts. View the online gallery. More information about the Get Out the Vote campaign can be found at aiga.org/membership-community/design-for-democracy



AIGA Professional Development + Learning

AIGA Certificates for Creatives



As the professional association for design, AIGA empowers designers to continue reaching new heights throughout their career journey. The community told us they wanted professional development opportunities, and AIGA looked at ways to help fill this gap. Since the launch of the AIGA Certificates for Creatives program in August of 2021, more than 427 individuals have registered for a certificate.

In partnership with the leading online learning platform, MindEdge, AIGA is now offering courses that help creative professionals identify business needs and work towards future goals. Through this partnership, AIGA is able to offer this benefit to the design community.

Certificates are available in several focus areas:

- Analytical Thinking and Complex Program Solving
- Business
- Career Development
- Collaboration and Relationship Management
- Communications and Presentation
- Leadership
- Operations Management
- Personal Finance
- Project Management
- Small Business Management
- Technology

AIGA Business Perspectives for Creative Leaders



Business Perspectives for Creative Leaders



Yale SCHOOL OF MANAGEMENT
Executive Education

2023 Registration now open!

AIGA's executive education program, Business Perspectives for Creative Leaders, in partnership with Yale University, is designed to equip creative leaders to meet the challenges of management and give participants the skills and perspectives they need to reach the next level in their careers.

The Yale School of Management curriculum is designed to accomplish two goals: first, to instill a general competency in meeting the challenges of management; and second, to facilitate creative leaders' development of their own personal career aspirations. Instead of teaching management topics in separate, single-subject courses, Yale teaches core subjects in an integrated way, providing frameworks and concepts in a richer, more relevant context.

In this program, design-industry professionals broaden their management skills to complement their deep creative abilities and become well-rounded senior leaders. They strengthen their strategic thinking skills to better tackle high-impact opportunities and drive innovation for growth. They develop soft skills to better influence, persuade, and negotiate with colleagues and clients. In addition, they learn how to lead change as well as learn accounting and finance basics to better communicate with their financial teams.

Participants have come from some of the most highly regarded firms in the industry, including Google, Adobe, Microsoft, Nickelodeon, and MTV. Learners leave connected to a creative network of professionals who share a passion for leadership and innovation.



Yale teaches core subjects in an integrated way, providing frameworks and concepts in a richer, more relevant context.

Learning Series

Career Success for Creative Introverts



Launched at the end of 2021, this course from AIGA and Janice Chaka, an international HR professional, virtual business owner, introvert coach, and professional podcaster, helps introverts maximize their strengths. Designers leave the course having discovered the right mindset to thrive as an introverted creative, personally and professionally. Individuals are shown how to harness their skills and energy to set goals and boundaries, and create impact while maintaining a life balance.

Design Ops Ed Salon Series



DesignOps Ed is a virtual meeting series that focuses on empowering design organizations and their leaders to drive their teams towards professional success, career growth and practice excellence. The conversations held in this series help create a better understanding of the popular but ambiguous area of DesignOps leadership; leading people-centered and design-inspired organizations towards design excellence; and making leadership more accessible and attainable to every audience.



The Bottom Line Salon Series

AIGA professional
development

SALON SERIES

The Bottom Line: AIGA Design + Business

This carefully curated series features monthly meetings lead by business owners with diverse business models, collaborations, processes and approaches to design.

The Bottom Line: AIGA Design + Business Salon Series is a collection of intimate conversations for design entrepreneurs, freelancers, and studio owners. This carefully curated virtual series features monthly meetings led by business owners with diverse business models, collaborations, processes, and approaches to design.

AIGA Portfolio Development Studio

AIGA portfolio
development
studio

The AIGA Portfolio Development Studio is an online course to assist participants in curating and presenting their best work. Participants receive guidance and feedback from industry experts, support from fellow designers, and confidence to tell their design story. This 10-week course aims to help designers understand the critical elements needed to have a portfolio that's right for the projects or jobs they're seeking.



Professional Excellence

AIGA Awards



In June 2022, AIGA announced the recipients of the AIGA Medal, Steven Heller Prize for Cultural Commentary, and the AIGA Corporate Leadership Award. The four recipients of the AIGA Medal and two recipients of the Steven Heller Prize for Cultural Commentary were recognized at the AIGA Design Conference in October 2022.

Since 1920, AIGA has awarded the AIGA Medal, the most distinguished honor in the profession, to designers whose influence, careers, and bodies of work represent unique and outstanding stories of dedication to craft, career growth, and the tightly woven fabric of design, technology, culture, and society. Established in 2017, the Steven Heller Prize for Cultural Commentary celebrates critical thinking about design and the profession, and encourages development in the next generation of design voices through a variety of media.

Nominations from the community are accepted year-round and are considered for the next awards cycle. Nominations carry over year-after-year and are reviewed by a committee that represents the design profession. Recommendations are then presented to the AIGA National Board of Directors. Learn more at aiga.org/membership-community/aiga-awards





2022 AIGA Awards Recipients



Andrew Satake Blauvelt | AIGA Medalist (expansion)

Recognized for his vast work in the field of art and design in service of the public—a steward of design history, he has redefined the traditional role of the museum in the community and made innovative cultural and educational programming accessible to all.



Emily Oberman | AIGA Medalist (achievement)

Recognized for imprinting our visual culture with her wit and great fluency of style—highly influential, she is a north star for designers in business and ubiquitous as a graphic artist in entertainment.



Louise Sandhaus | AIGA Medalist (enrichment)

Recognized for her presence and voice in the community as an educator and author—brilliant yet accessible, her work elevates under-recognized designers through stunning publications, insightful storytelling, and an eye toward design in everyday life.



Audrey Grace Bennett | Steven Heller Prize for Cultural Commentary

Recognized for her extensive career as an educator and international speaker, she is prolific in her writing and in her thinking, using her position and the power of her ideas—embedded in social justice and the future of education—to advance design theories and practices.



Heath Ceramics | AIGA Corporate Leadership Award

Recognized for their progressive policies, corporate philosophies, and provocative notion of what beautiful and functional design is. Heath Ceramics is a women-founded, partially employee-owned, and community-focused business with a true vision for sustainable goods that last.

The 2022 committee was comprised of members with diverse backgrounds and thinking in design. We thank them for their time and commitment to honoring design and designers.

- **Chris Dingwall**, Design Historian and Curator, Oakland University
- **Karin Fong**, 2018 AIGA Medalist and Director + Designer, Imaginary Forces
- **Sheharazad Fleming (Co-Chair)**, Chief Creative Officer (COO), The Great Discontent
- **Maribeth Kradel-Weitzel (Co-Chair)**, Assistant Provost, Associate Professor and Program Director of MS Health Communication Design, Thomas Jefferson University

Advisors to the committee included: Ashleigh Axios, Chief Experience Officer and Partner, Coforma and Steven Heller, 1999 AIGA Medalist and Co-Chair School of Visual Arts MFA Design, The Designer As Entrepreneur Program.

To learn more about AIGA's awards, visit aiga.org/membership-community/aiga-awards

AIGA 50 Books | 50 Covers Competition



In June 2022, AIGA announced the results of the AIGA 50 Books | 50 Covers of 2021 competition. With 605 book and cover design entries from 29 countries, this year's competition recognizes and showcases excellence in book design from around the world.

The 50 Books | 50 Covers of 2021 winners can be viewed in the AIGA winner gallery.

AIGA thanks the panel of esteemed jurors: Silas Munro (Jury Chair), Laura Coombs, Brian Johnson, and Kimberly Varella. The jurors evaluated each work's integrated design approach, including concept, innovation, and visual elements such as typography, illustration, and/or information design.

365: AIGA Year in Design Competition



In December 2022, AIGA announced the winners of 365: AIGA Year in Design, a 360-degree view of design over 365 days. The competition, rebooted in 2022, celebrates designers, design teams, and their clients for effectively working together to design creative solutions for business and organizational challenges presented during the calendar year. This competition recognizes excellence and innovation across all categories of communication design, from print to web to service to spaces—both physical and virtual.



With 466 entries from countries around the globe, including the U.S., United Kingdom, Hungary, Philippines, Brazil, Canada, Croatia, Italy, Singapore, Turkey, and more, this year's jurors selected 51 entries that represent excellence in design. Work selected by jurors chronicled the contributions of design and designers to business value and visual culture.

Selections from this year's jurors of the 2021 competition can be viewed in the AIGA Winner Gallery.

AIGA thanks this year's jury panel: Ken Fox (Jury Chair), Rafael Esquer, Min Lew, Clement Mok, Nakita Pope, and Jan Wilker.

Partnerships

AIGA National Partners

The National Partnership Program is about leadership, relevance, and impact. We're continually looking for design-forward organizations to be partners—groups that are leading with, within, and through design—whose support is critical to building and sustaining programs, initiatives, and resources that champion a more contemporary and inclusive profession.

AIGA's National Partner Program is tailored to major companies, agencies, educational institutions, and organizations that demonstrate a public commitment to and alignment with AIGA's mission. Participation represents the highest level of corporate engagement offered by AIGA to advance the design profession and support the design community at-large.

We offer a host of opportunities to best align with organizational partners needs including:

- **Content:** Advertorial Content, Lectures, Panels, Pre-event seminars, Podcasts, Roundtables, Sponsored Content, Team Talks, Workshops, Webinars
- **Conference & Event Exposure:** Digital Swag, Keynote Address, Symposiums, Workshops, Physical and Virtual Booths
- **Initiatives & Additional Brand Opportunities:** Cohort Sponsorship, Research, Underwriting, Logo & Brand Exposure, Sponsored Initiatives



AIGA Sponsors + Partners

In 2022 we partnered with:

- Alto
- Amazon Design
- Apple
- CalArts Program in Graphic Design
- Cranbrook Educational Community
- Hemlock
- Lyft
- Microsoft
- Mohawk
- Pentagram
- PepsiCo Design and Innovation
- Penny W. Stamps School of Art & Design, University of Michigan
- Vermont College of Fine Arts (VCFA)



As the professional association for design, AIGA advances design as a professional craft, strategic advantage, and vital cultural force. From content that defines the global practice to events that connect and catalyze, we work to enhance the value and deepen the impact of design across all disciplines on business, society, and our collective future.

AIGA, the professional association for design

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