

# Professional Member Survey Results

## 09/07/2014

At the 25 General Assembly (November 2013, Montreal), Icograda established three member-category 'Platforms' with the aim of enhancing member involvement in Icograda projects and activities.

The Platform format will include a number of components to enable the development of tangible benefits for members; amongst them are the annual Platform Meetings. These annual meetings commence with the inaugural Educational Platform Meeting in Hong Kong this August, followed by the first Professional Platform Meeting, along with the Icograda Annual General Meeting, in New York in October and the first Promotional Platform Meeting, along with an African Regional Meeting, in Pretoria in February 2015.

Icograda is currently conducting a series of focused member surveys to ascertain expectations, potential benefits, challenges and other issues of relevance. **The results of these surveys are being utilized to determine the themes, scope and schedule for each Platform Meeting and to assist in defining and redefining Icograda policies and development.**

As in the earlier Educational Member survey, the Professional Member survey achieved a high rate of response from Icograda members producing very interesting findings. The survey's respondents represent a positive cross-section of Icograda members in terms of geographical location, size of organization, single- and multidisciplinary entities and other key factors.

**Icograda intends to further develop the surveys as a valuable tool serving the international design community. As Icograda's membership includes over 60 professional designer organizations - by far the world's largest alignment of professional designers - these surveys have unique value.**

## Survey Results

- Reflecting Icograda's 50-year heritage, all organizations participating in the survey reported members practicing disciplines traditionally related to graphic design and visual communications and those that reflect the continuing evolution of the profession: interactive design and experiential design.
- Reflecting Icograda's ongoing transformation into a fully multidisciplinary design organization, many professional members reported significant numbers of members practicing in additional design disciplines:
  - ▶ **50%** reported practitioners in product design
  - ▶ **27%** reported practitioners in spatial design
  - ▶ other disciplines noted were fashion design, textile design and jewelry design
  - ▶ **60%** reported members active in design education
  - ▶ **50%** reported members active in design strategy
  - ▶ **50%** reported members active in design research
  - ▶ **39%** reported members active in design advocacy

**The Platform Meeting will discuss how to better serve member needs by addressing overarching, cross-discipline, professional and organizational challenges, as well by focusing on specific discipline issues.**

- Current Icograda professional member organizations represent some **100,000** professional designers in **38** countries.

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- Members were asked to list “greatest challenges”. It is fascinating to note commonalities shared by seemingly very different entities. “Difficulty in operating in an environment not understanding of design” is shared by **71%** of members, in countries such as Australia, Canada, United States, Denmark and Austria - as well as Israel, Malaysia, Turkey, Iran and Cuba.

As with challenges, there is a high degree of shared issues of relevance:

- There is overarching agreement (**93%**) in the need to introduce “more effective methods to determine, measure and convey the value of design.”
- There is broad interest (**82%**) in developing models for National Design Programs aligned with government. Interestingly, most respondents reporting that their countries have such programs are dissatisfied with them.
- There is growing interest in professional accreditation programs (**64%**). A significant number of members have introduced such programs and almost all members wish to learn more about possible accreditation models.
- **75%** indicate the need to make coordinated efforts to promote understanding of design by S&MBs.

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As to possible benefits from Icograda membership, organizations listed the following as desirable:

- ▶ **79%** - participation in international design projects, seminars, conferences, etc.
- ▶ **79%** - networking opportunities, especially direct interaction between individual designers
- ▶ **75%** - shared standards, best practice formats and coordinated design promotion and anti spec-work action
- ▶ **75%** - opportunities for international exposure and designer:designer collaboration
- ▶ **71%** - improved collaboration between professional organizations and design education institutions
- ▶ **68%** - lifetime learning opportunities

**These results indicate the need for structured collaboration between the three Icograda member categories: Professional, Educational and Promotional.**

Icograda thanks its members for their participation and invites any members who have not yet responded to the survey to do so. The survey can be found [here](#).

Icograda has released event information and hotel suggestions for the **Professional Platform Meeting and Annual General Meeting** taking place 25-26 October in New York City, hosted by **AIGA** and **Parsons The New School for Design**.

This Platform Meeting is about member involvement, empowerment and expectations and will be conducted in a round-table format to provide all participants an active role. The Icograda Annual General Meeting will take place on the morning of 25 October.

Icograda urges all members to participate. Participation in the event by non-members will be possible, space permitting. Interested non-Icograda members can contact Jovana Milovic at [jmilovic@icograda.org](mailto:jmilovic@icograda.org) for more information.

Educational Platform Meeting information and Member Survey Report can be found [here](#). Promotional Member Survey results and event information will be circulated soon.

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### ***Special offer for Icograda AGM & Professional Platform participants***

#### **Discounted rate for “Gain: AIGA Design and Business Conference”**

Through a partnership with AIGA, the professional association for design, Icograda event participants are eligible to register for “Gain: AIGA Design and Business Conference” for just \$425.

Register early to reserve your spot for “Gain” at the special Icograda rate:  
<http://bit.ly/GAIN01>

#### **Gain: AIGA Design and Business Conference**

*Redesigning commerce: Changing the face, place and character of business*

**New York City**

**October 23–24, 2014**

<http://gainconference.aiga.org/>

Join us in New York City this October to explore how designers are playing a pivotal role in shaping the future of business. You’ll learn from experts in a wide range of fields as we examine how changes in culture, economics and commerce are affecting businesses, gain practical skills through workshops, and meet design and business leaders in daily networking sessions. It’s an opportunity to explore the impact of design that you can’t afford to miss!

If you plan to arrive early, choose to register for an educator workshop on “Rethinking Design Education” on Wednesday, October 22. Pre-registration and an additional fee are required. Seating is limited, so register early!