AIGA

AIGA | 2006
Survey of Design Education Programs

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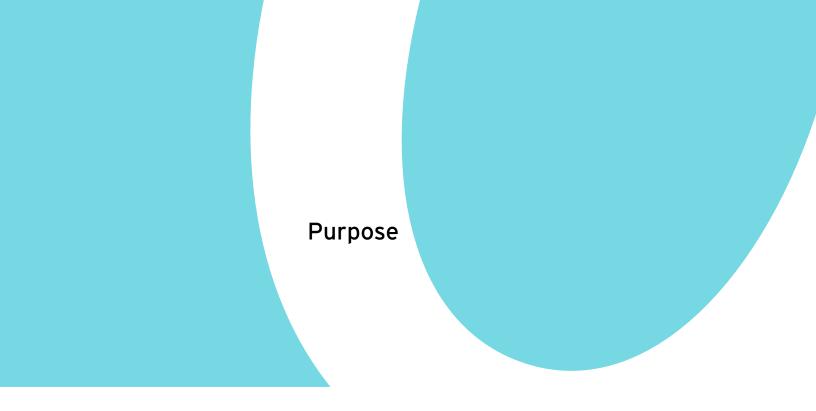# Contents

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Purpose

The findings cited in this report are based on a survey sponsored by AIGA.

Through the use of a web-based survey of design educators, the purpose of this research project was to provide AIGA with information about U.S. design education programs, with the ultimate goal of developing a comprehensive directory of such programs.

Specific areas of inquiry include

Types of undergraduate and graduate degrees and majors offered by institutions providing design education

The nature of those degree programs: areas of focus, requirements, enrollment, distance learning options, internship requirements, etc.

The composition of design education faculty at those institutions: contract status, numbers, teaching assignments, tenure status, etc.

Method

The survey sample of 551 was developed by MemberSurvey.com (division of Readex Research) METHOD from several list sources provided by AIGA: NASAD program administrators, AIGA educator leaders (including current and lapsed members, as well as AIGA conference attendees), and educational leader respondents to AIGA's 2006 Design Educators Salary Survey. Only unduplicated emailable individuals were invited.

Data was collected via an adaptive web-based survey from May 2 to June 19, 2006; those receiving the invitation emails were also encouraged to forward the invitations to other design educators. The survey returned 352 usable responses (or 64% of the 551 invited, though the number of referred respondents in that total is unknown). As with any research, the results should be interpreted with the potential of non-response bias in mind. It is unknown how those who responded to the survey may be different from those who did not respond. In general, the higher the response rate, the lower the probability of estimation errors due to non-response and thus, the more stable the results.

Percentages based on all 352 responding institutions are subject to a margin of error of ±5.1% at the 95% confidence level. Percentages based on smaller numbers of responses (e.g., those offering graduate programs) are subject to more statistical variation.

Please refer to the Appendix for complete details of the survey method.

Data Tables Index

Data Interpretation

In addition to percentages, three summary statistics may be presented in this report for numeric variables:

Mean

A mean is the arithmetic average of a distribution (i.e., a set of values). Because it is arithmetically calculated, it can be multiplied by the population represented to present a total volume estimate. For example, if 100 survey respondents (representing 10,000 people in the population) reported mean expenditures of $100 each, total expenditures for that population are estimated as 10,000 x $100 = 1,000,000. Means are very much influenced by extremely large or extremely small values in the distribution (e.g., one millionaire can substantially raise an estimate of average income). Means for grouped data are calculated using the midpoint of each range. The lowest-valued group is represented by its largest value; the highest-valued group by its lowest. The standard error measures the variability associated with the survey's estimate of a population mean.

Standard error

The standard error is analogous to the margin of error associated with percentages: that is, 95% of the time we expect the true (unknown) population mean to be within plus-or-minus two standard errors of the mean calculated from the sample. A standard error that is large in proportion to the mean indicates a high level of statistical instability; trending and projections against such estimates should be undertaken cautiously.

Median

A median is the value that lies at the middle of a distribution: that is, 50% of the values are above it and 50% are below. It represents the "typical" response, and is not influenced by extreme values. For most distributions, the median will be either roughly equal to, or significantly smaller than the mean. Medians for grouped data are calculated by locating the group which contains the 50th percentile, then interpolating between the lower and upper bounds to estimate the precise value. Only the values listed above the statistics on a data table are used in the calculations.

Key to Tables

TOTAL	All responding institutions
private institutions	Respondent report that institution is a private non-profit or private for-profit public school, college, or university
total	All non-profit or for-profit private: Associate's colleges (2-year), independent schools or colleges of art & design; Baccalaureate colleges; Master's colleges or universities; Doctoral/research universities
public institutions	Respondent report that institution is a public school, college, or university
total	All public institutions
research universities	Public Doctoral/research universities
other	All other public: Associate's colleges (2-year), independent schools or colleges of art & design; Baccalaureate colleges; Master's colleges or universities

	TOTAL	private institutions	public institutions		
		total	total	research universities	other
Base: Responding Institutions	352 100%	120 100%	149 100%	64 100%	85 100%
of error (95% confidence)	±5.1%	±8.8%	±7.9%	±12.0%	±10.4%

What degrees in communication design or interaction design does your institution currently grant?

Degrees Granted	TOTAL	private institutions	public institutions		
		total	total	research universities	other
Undergraduate Degrees (NET)	335 95%	116 97%	147 99%	62 97%	85 100%
Undergraduate Certificate	29 8%	13 11%	9 6%	1 2%	8 9%
Associate's (AA/AAS)	52 15%	16 13%	25 17%	0 0%	25 29%
Bachelor's (NET)	298 85%	110 92%	123 83%	62 97%	61 72%
Bachelor's (BA/BS)	130 37%	56 47%	51 34%	19 30%	32 38%
Bachelor's of Fine Arts (BFA)	210 60%	68 57%	93 62%	47 73%	46 54%
Bachelor's of Graphic Design or Design (BGD/BDes)	24 7%	5 4%	8 5%	7 11%	1 1%
Graduate Degrees (NET)	121 34%	34 28%	56 38%	41 64%	15 18%
Graduate Certificate	9 3%	3 3%	1 1%	1 2%	0 0%
Master's (NET)	115 33%	32 27%	56 38%	41 64%	15 18%
Master's (MA/MS)	39 11%	14 12%	13 9%	6 9%	7 8%
Master's of Fine Arts (MFA)	86 24%	19 16%	46 31%	34 53%	12 14%
Master's of Graphic Design or Design (MGD/MDes)	12 3%	3 3%	5 3%	5 8%	0 0%
Master's of Design Management (MDM)	0 0%	0 0%	0 0%	0 0%	0 0%
Doctorate (PhD)	7 2%	3 3%	2 1%	2 3%	0 0%
Indicated one or more	346 98%	120 100%	149 100%	64 100%	85 100%
No answer	6 2%	0 0%	0 0%	0 0%	0 0%
Base: Responding Institutions	352 100%	120 100%	149 100%	64 100%	85 100%

What one option most closely matches the focus of this degree program?

Focuses	TOTAL	private institutions	public institutions		
		total	total	research universities	other
Graphic design, visual communication design, or similar	179 53%	79 68%	85 58%	29 47%	56 66%
Interaction design, digital media design, or similar	58 17%	28 24%	27 18%	8 13%	19 22%
Combination of both	122 36%	42 36%	68 46%	33 53%	35 41%
Something else	72 21%	28 24%	34 23%	11 18%	23 27%
Indicated one or more	289 86%	114 98%	147 100%	62 100%	85 100%
No answer	46 14%	2 2%	0 0%	0 0%	0 0%
Base: Institutions Offering Undergraduate Degree(s)	335 100%	116 100%	147 100%	62 100%	85 100%

Which of these areas are represented in the requirements for this degree (if any)?

Areas Required	TOTAL	private institutions	public institutions		
		total	total	research universities	other
Graphic design	281 84%	111 96%	145 99%	62 100%	83 98%
Interactive media design	218 65%	89 77%	111 76%	48 77%	63 74%
Information design	176 53%	70 60%	90 61%	43 69%	47 55%
Time-based media design	164 49%	65 56%	86 59%	40 65%	46 54%
Design planning or strategy	155 46%	61 53%	78 53%	35 56%	43 51%
Advertising	144 43%	66 57%	67 46%	21 34%	46 54%
Experience design	90 27%	34 29%	49 33%	24 39%	25 29%
Other specialty	114 34%	49 42%	50 34%	24 39%	26 31%
Cross-disciplinary	73 22%	29 25%	34 23%	12 19%	22 26%
Indicated one or more	287 86%	113 97%	147 100%	62 100%	85 100%
No answer	48 14%	3 3%	0 0%	0 0%	0 0%
Base: Institutions offering Undergraduate Degree(s)	335 100%	116 100%	147 100%	62 100%	85 100%

In your most recently completed academic year, approximately how many students were in this degree program and Graduated with this major?

Number Graduated In 2006

Number Graduated In 2006	TOTAL	private institutions	public institutions		
		total	total	research universities	other
100 or more	25 7%	13 11%	7 5%	0 0%	7 8%
50-99	37 11%	11 9%	23 16%	13 21%	10 12%
25-49	88 26%	34 29%	49 33%	27 44%	22 26%
10-24	88 26%	30 26%	53 36%	20 32%	33 39%
1-9	30 9%	17 15%	10 7%	2 3%	8 9%
None	5 1%	3 3%	1 1%	0 0%	1 1%
No answer	62 19%	8 7%	4 3%	0 0%	4 5%
Mean	53.4	62.6	37.3	35.0	39.0
Standard error	9.2	21.0	3.3	2.5	5.5
Median	27	27	27	31	24
Base: Institutions offering Undergraduate Degree(s)	335 100%	116 100%	147 100%	62 100%	85 100%

In your most recently completed academic year, approximately how many students were in this degree program enrolled (but not yet graduated with this as a major)?

Number Enrolled In 2006	TOTAL	private institutions	public institutions		
		total	total	research universities	other
500 or more	10 3%	6 5%	3 2%	0 0%	3 4%
250-499	31 9%	11 9%	18 12%	8 13%	10 12%
100-249	78 23%	28 24%	48 33%	26 42%	22 26%
50-99	66 20%	24 21%	36 24%	17 27%	19 22%
25-49	36 11%	18 16%	16 11%	4 6%	12 14%
10-24	13 4%	7 6%	3 2%	1 2%	2 2%
1-9	5 1%	3 3%	1 1%	0 0%	1 1%
None	1 0%	1 1%	0 0%	0 0%	0 0%
No answer	95 28%	18 16%	22 15%	6 10%	16 19%
Mean	204.1	267.4	155.2	139.6	167.9
Standard error	41.2	97.6	14.2	13.4	23.3
Median	99	84	108	120	100
Base: Institutions offering Undergraduate Degree(s)	335 100%	116 100%	147 100%	62 100%	85 100%

Is it possible for a student to complete any of the requirements of this degree program through distance learning and/or off-site options (other than summer school and study abroad)?

Options For Meeting Requirements

	TOTAL	private institutions	public institutions		
		total	total	research universities	other
Requirements can be fully met with off-site and/or distance learning options	8 2%	4 3%	2 1%	0 0%	2 2%
Requirements can be partially met with off-site and/or distance learning options	93 28%	34 29%	47 32%	18 29%	29 34%
Off-site and/or distance learning options cannot be used to meet requirements	195 58%	79 68%	104 71%	45 73%	59 69%
Indicated one or more	281 84%	112 97%	145 99%	62 100%	83 98%
No answer	54 16%	4 3%	2 1%	0 0%	2 2%
Base: Institutions offering Undergraduate Degree(s)	335 100%	116 100%	147 100%	62 100%	85 100%

What is this degree program's status regarding professional design internships?

Internship Status	TOTAL	private institutions	public institutions		
		total	total	research universities	other
Internship is required, and program coordinates placement	76 23%	39 34%	30 20%	14 23%	16 19%
Internship is required, but program does not coordinate placement	33 10%	13 11%	17 12%	4 6%	13 15%
Internship is encouraged, and program coordinates placement	114 34%	43 37%	62 42%	25 40%	37 44%
Internship is encouraged, but program does not coordinate placement	96 29%	37 32%	48 33%	22 35%	26 31%
Internship is neither required nor encouraged	35 10%	13 11%	19 13%	5 8%	14 16%
Indicated one or more	285 85%	113 97%	147 100%	62 100%	85 100%
No answer	50 15%	3 3%	0 0%	0 0%	0 0%
Base: Institutions offering Undergraduate Degree(s)	335 100%	116 100%	147 100%	62 100%	85 100%

What one option most closely matches the focus of this degree program?

Focuses	TOTAL	private institutions	public institutions		
		total	total	research universities	other
Graphic design, visual communication design, or similar	46 38%	14 41%	30 54%	22 54%	8 53%
Interaction design, digital media design, or similar	23 19%	11 32%	11 20%	7 17%	4 27%
Design planning and management, creative industries, or similar	3 2%	1 3%	1 2%	1 2%	0 0%
Design processes and methods, design thinking, or similar	18 15%	3 9%	14 25%	11 27%	3 20%
Collaborative, cross-disciplinary studies	23 19%	8 24%	13 23%	9 22%	4 27%
Something else	18 15%	10 29%	8 14%	5 12%	3 20%
Indicated one or more	92 76%	32 94%	56 100%	41 100%	15 100%
No answer	29 24%	2 6%	0 0%	0 0%	0 0%
Base: Institutions Offering Graduate Degree(s)	121 100%	34 100%	56 100%	41 100%	15 100%

Which one of these best characterizes this degree program?

Program Orientations	TOTAL	private institutions	public institutions		
		total	total	research universities	other
General applied practice orientation resembling professional practice	23 19%	13 38%	10 18%	7 17%	3 20%
Specialized practice orientation, Designer as Author	29 24%	11 32%	16 29%	13 32%	3 20%
Specialized practice orientation, Social Model of Design	5 4%	2 6%	2 4%	1 2%	1 7%
Specialized practice orientation, Invention of Visual Form	11 9%	2 6%	7 13%	5 12%	2 13%
Specialized practice orientation, other	31 26%	9 26%	22 39%	14 34%	8 53%
Academic research orientation	13 11%	4 12%	9 16%	6 15%	3 20%
Indicated one or more	92 76%	32 94%	56 100%	41 100%	15 100%
No answer	29 24%	2 6%	0 0%	0 0%	0 0%
Base: Institutions Offering Graduate Degree(s)	121 100%	34 100%	56 100%	41 100%	15 100%

In your most recently completed academic year, approximately how many students were in this degree program and graduated with this major?

Number Graduated In 2006

Number Graduated In 2006	TOTAL	private institutions	public institutions		
		total	total	research universities	other
25 or more	9 7%	7 21%	1 2%	1 2%	0 0%
10–24	16 13%	12 35%	4 7%	3 7%	1 7%
5-9	18 15%	4 12%	14 25%	12 29%	2 13%
3-4	20 17%	3 9%	16 29%	12 29%	4 27%
1-2	12 10%	2 6%	10 18%	7 17%	3 20%
None	12 10%	3 9%	8 14%	6 15%	2 13%
No answer	34 28%	3 9%	3 5%	0 0%	3 20%
Mean Standard error Median	12.8 2.6 4	23.5 5.7 15	4.8 0.7 4	5.1 0.9 4	3.7 1.1 3
Base: Institutions Offering Graduate Degree(s)	121 100%	34 100%	56 100%	41 100%	15 100%

In your most recently completed academic year, approximately how many students were in this degree program enrolled (but not yet graduated) with this as a major?

Number Enrolled In 2006	TOTAL	private institutions	public institutions		
		total	total	research universities	other
50 or more	11 9%	7 21%	3 5%	1 2%	2 13%
25-49	9 7%	5 15%	4 7%	4 10%	0 0%
10-24	20 17%	11 32%	9 16%	6 15%	3 20%
5-9	15 12%	2 6%	13 23%	10 24%	3 20%
3-4	20 17%	4 12%	16 29%	14 34%	2 13%
1-2	4 3%	0 0%	4 7%	2 5%	2 13%
None	5 4%	0 0%	4 7%	2 5%	2 13%
No answer	37 31%	5 15%	3 5%	2 5%	1 7%
Mean	33.0	57.4	14.3	11.3	22.9
Standard error	7.4	15.8	3.9	2.5	13.2
Median	9	23	5	5	6
Base: Institutions offering Graduate Degree(s)	121 100%	34 100%	56 100%	41 100%	15 100%

Which option best describes the majority of the graduate coursework that students are exposed to?

Majority Of Coursework

	TOTAL	private institutions	public institutions		
		total	total	research universities	other
Free-standing, graduate-only courses	49 40%	20 59%	29 52%	24 59%	5 33%
Graduate courses cross-listed with undergraduate courses	30 25%	9 26%	19 34%	13 32%	6 40%
Independent study	12 10%	3 9%	9 16%	5 12%	4 27%
Other	13 11%	3 9%	9 16%	5 12%	4 27%
Indicated one or more	90 74%	32 94%	55 98%	40 98%	15 100%
No answer	31 26%	2 6%	1 2%	1 2%	0 0%
Base: Institutions Offering Graduate Degree(s)	121 100%	34 100%	56 100%	41 100%	15 100%

Is it possible for a student to complete any of the requirements of this degree program through distance learning and/or off-site options (other than summer school and study abroad)?

Options For Meeting Requirements

	TOTAL	private institutions	public institutions		
		total	total	research universities	other
Requirements can be fully met with off-site and/or distance learning options	3 2%	2 6%	1 2%	0 0%	1 7%
Requirements can be partially met with off-site and/or distance learning options	21 17%	6 18%	13 23%	12 29%	1 7%
Off-site and/or distance learning options cannot be used to meet requirements	65 54%	24 71%	39 70%	26 63%	13 87%
Indicated one or more	88 73%	32 94%	53 95%	38 93%	15 100%
No answer	33 27%	2 6%	3 5%	3 7%	0 0%
Base: Institutions Offering Graduate Degree(s)	121 100%	34 100%	56 100%	41 100%	15 100%

What is this degree program's status regarding professional design internships?

Internship Status	TOTAL	private institutions	public institutions		
		total	total	research universities	other
Internship is required, and program coordinates placement	5 4%	4 12%	0 0%	0 0%	0 0%
Internship is required, but program does not coordinate placement	2 2%	1 3%	1 2%	0 0%	1 7%
Internship is encouraged, and program coordinates placement	19 16%	10 29%	9 16%	9 22%	0 0%
Internship is encouraged, but program does not coordinate placement	28 23%	13 38%	14 25%	11 27%	3 20%
Internship is neither required nor encouraged	45 37%	10 29%	33 59%	21 51%	12 80%
Indicated one or more	90 74%	32 94%	55 98%	40 98%	15 100%
No answer	31 26%	2 6%	1 2%	1 2%	0 0%
Base: Institutions offering Graduate Degree(s)	121 100%	34 100%	56 100%	41 100%	15 100%

Which one option most closely matches the nature of your institution?

Nature Of Institution	TOTAL	private institutions	public institutions		
		total	total	research universities	other
Public Associate's college (2-year)	24 7%	0 0%	24 16%	0 0%	24 28%
Private Associate's college (2-year)	4 1%	4 3%	0 0%	0 0%	0 0%
Public independent school or college of art & design	2 1%	0 0%	2 1%	0 0%	2 2%
Private non-profit independent school or college of art & design	27 8%	27 23%	0 0%	0 0%	0 0%
Private for-profit independent school or college of art & design	9 3%	9 8%	0 0%	0 0%	0 0%
Public Baccalaureate college	19 5%	0 0%	19 13%	0 0%	19 22%
Private non-profit Baccalaureate college	22 6%	22 18%	0 0%	0 0%	0 0%
Private for-profit Baccalaureate college	15 4%	15 13%	0 0%	0 0%	0 0%
Public Master's college or university	40 11%	0 0%	40 27%	0 0%	40 47%
Private non-profit Master's college or university	23 7%	23 19%	0 0%	0 0%	0 0%
Private for-profit Master's college or university	8 2%	8 7%	0 0%	0 0%	0 0%
Public Doctoral/research university	64 18%	0 0%	64 43%	64 100%	0 0%
Private non-profit Doctoral/research university	11 3%	11 9%	0 0%	0 0%	0 0%
Private for-profit Doctoral/research university	1 0%	1 1%	0 0%	0 0%	0 0%
Other	10 3%	0 0%	0 0%	0 0%	0 0%
No answer	73 21%	0 0%	0 0%	0 0%	0 0%
Base: Responding Institutions	352 100%	120 100%	149 100%	64 100%	85 100%

Other than the program(s) you have just reported on, are there any other communication design and/or interaction design programs at (your campus of) your institution?

Other Design Programs

Other Design Programs	TOTAL	private institutions	public institutions		
		total	total	research universities	other
Yes	83 24%	33 28%	47 32%	20 31%	27 32%
No	188 53%	81 68%	100 67%	43 67%	57 67%
No answer	81 23%	6 5%	2 1%	1 2%	1 1%
Base: Responding Institutions	352 100%	120 100%	149 100%	64 100%	85 100%

Does your institution grant tenure?

Tenure Status	TOTAL	private institutions	public institutions		
		total	total	research universities	other
Yes	212 60%	64 53%	139 93%	63 98%	76 89%
No	58 16%	51 43%	7 5%	0 0%	7 8%
No answer	82 23%	5 4%	3 2%	1 2%	2 2%
Base: Responding Institutions	352 100%	120 100%	149 100%	64 100%	85 100%

Does faculty at your institution work under a union contract?

Union Status	TOTAL	private institutions	public institutions		
		total	total	research universities	other
All	67 19%	7 6%	56 38%	17 27%	39 46%
Some	24 7%	5 4%	17 11%	8 13%	9 11%
None	177 50%	103 86%	72 48%	37 58%	35 41%
No answer	84 24%	5 4%	4 3%	2 3%	2 2%
Base: Responding Institutions	352 100%	120 100%	149 100%	64 100%	85 100%

How is your institution's academic year structured?

Structure Of Academic Year

	TOTAL	private institutions	public institutions		
		total	total	research universities	other
Quarters	30 9%	17 14%	13 9%	6 9%	7 8%
Trimesters	9 3%	7 6%	2 1%	1 2%	1 1%
Semesters	226 64%	86 72%	131 88%	56 88%	75 88%
Other	6 2%	6 5%	0 0%	0 0%	0 0%
No answer	81 23%	4 3%	3 2%	1 2%	2 2%
Base: Responding Institutions	352 100%	120 100%	149 100%	64 100%	85 100%

How many of the faculty members teaching in the design program(s) you have described are employed by your institution fulltime (even if they do not teach full-time in design), part-time, or on an adjunct basis?

Number Of Full-Time Faculty	TOTAL	private institutions	public institutions		
		total	total	research universities	other
10 or more	29 8%	19 16%	8 5%	5 8%	3 4%
5-9	49 14%	23 19%	25 17%	13 20%	12 14%
3-4	53 15%	13 11%	38 26%	15 23%	23 27%
1-2	36 10%	19 16%	17 11%	5 8%	12 14%
None	2 1%	1 1%	0 0%	0 0%	0 0%
No answer	0 0%	0 0%	0 0%	0 0%	0 0%
Answered faculty questions inconsistently	98 28%	39 33%	57 38%	25 39%	32 38%
Provided no faculty data	85 24%	6 5%	4 3%	1 2%	3 4%
Mean	6.3	7.2	5.3	5.8	4.9
Standard error	0.6	1.0	0.6	0.7	0.9
Median	4	5	4	4	4
Base: Responding Institutions	352 100%	120 100%	149 100%	64 100%	85 100%

How many of the faculty members teaching in the design program(s) you have described are employed by your institution full-time (even if they do not teach full-time in design), part-time, or on an adjunct basis?

Number Of Part-Time Faculty

	TOTAL	private institutions	public institutions		
		total	total	research universities	other
25 or more	17 5%	13 11%	2 1%	0 0%	2 2%
10-24	36 10%	24 20%	12 8%	3 5%	9 11%
5-9	38 11%	16 13%	21 14%	7 11%	14 16%
3-4	24 7%	8 7%	15 10%	9 14%	6 7%
1-2	25 7%	6 5%	18 12%	13 20%	5 6%
None	29 8%	8 7%	20 13%	6 9%	14 16%
No answer	0 0%	0 0%	0 0%	0 0%	0 0%
Answered faculty questions inconsistently	98 28%	39 33%	57 38%	25 39%	32 38%
Provided no faculty data	85 24%	6 5%	4 3%	1 2%	3 4%
Mean Standard error Median	15.4 4.4 5	18.7 3.3 9	4.9 0.6 3	3.5 0.6 3	6.0 0.9 5
Base: Responding Institutions	352 100%	120 100%	149 100%	64 100%	85 100%

How many in each category teach undergraduate design courses?

Number Of Full-Time Faculty Teaching Undergraduate Courses	TOTAL	private institutions	public institutions		
		total	total	research universities	other
10 or more	27 8%	17 14%	8 5%	5 8%	3 4%
5-9	50 14%	24 20%	25 17%	13 20%	12 14%
3-4	53 15%	13 11%	38 26%	15 23%	23 27%
1-2	34 10%	18 15%	16 11%	4 6%	12 14%
None	2 1%	1 1%	0 0%	0 0%	0 0%
No answer	0 0%	0 0%	0 0%	0 0%	0 0%
No undergraduate offering	3 1%	2 2%	1 1%	1 2%	0 0%
Answered faculty questions inconsistently	98 28%	39 33%	57 38%	25 39%	32 38%
Provided no faculty data	85 24%	6 5%	4 3%	1 2%	3 4%
Mean Standard error Median	6.2 0.6 4	7.0 1.0 5	5.3 0.6 4	5.9 0.7 4	4.8 0.9 4
Base: Responding Institutions	352 100%	120 100%	149 100%	64 100%	85 100%

How many in each category teach undergraduate design courses?

Number Of Part-Time Faculty Teaching Undergraduate Courses	TOTAL	private institutions	public institutions		
		total	total	research universities	other
25 or more	16 5%	12 10%	2 1%	0 0%	2 2%
10–24	34 10%	23 19%	11 7%	2 3%	9 11%
5–9	38 11%	17 14%	20 13%	6 9%	14 16%
3–4	23 7%	7 6%	15 10%	9 14%	6 7%
1–2	25 7%	6 5%	18 12%	13 20%	5 6%
None	30 9%	8 7%	21 14%	7 11%	14 16%
No undergraduate offerings	3 1%	2 2%	1 1%	1 2%	0 0%
No answer	0 0%	0 0%	0 0%	0 0%	0 0%
Answered faculty questions inconsistently	98 28%	39 33%	57 38%	25 39%	32 38%
Provided no faculty data	85 24%	6 5%	4 3%	1 2%	3 4%
Mean Standard error Median	14.2 3.9 5	17.4 3.1 9	4.7 0.6 3	3.1 0.5 2	6.0 0.9 5
Base: Responding Institutions	352 100%	120 100%	149 100%	64 100%	85 100%

How many in each category teach graduate design courses?

Number Of Full-Time Faculty Teaching Graduate Courses	TOTAL	private institutions	public institutions		
		total	total	research universities	other
10 or more	6 2%	2 2%	3 2%	2 3%	1 1%
5-9	15 4%	6 5%	9 6%	8 13%	1 1%
3-4	13 4%	1 1%	12 8%	8 13%	4 5%
1-2	15 4%	10 8%	5 3%	4 6%	1 1%
None	1 0%	1 1%	0 0%	0 0%	0 0%
No graduate offerings	119 34%	55 46%	59 40%	16 25%	43 51%
No answer	0 0%	0 0%	0 0%	0 0%	0 0%
Answered faculty questions inconsistently	98 28%	39 33%	57 38%	25 39%	32 38%
Provided no faculty data	85 24%	6 5%	4 3%	1 2%	3 4%
Mean Standard error Median	5.1 0.7 4	4.4 1.0 2	5.4 0.9 4	5.0 0.7 4	6.4 3.1 3
Base: Responding Institutions	352 100%	120 100%	149 100%	64 100%	85 100%

How many in each category teach graduate design courses?

Number Of Part-Time Faculty Teaching Graduate Courses	TOTAL	private institutions	public institutions		
		total	total	research universities	other
25 or more	3 1%	2 2%	0 0%	0 0%	0 0%
10-24	5 1%	5 4%	0 0%	0 0%	0 0%
5-9	1 0%	1 1%	0 0%	0 0%	0 0%
3-4	4 1%	3 3%	1 1%	1 2%	0 0%
1-2	11 3%	3 3%	8 5%	7 11%	1 1%
None	26 7%	6 5%	20 13%	14 22%	6 7%
No graduate offerings	119 34%	55 46%	59 40%	16 25%	43 51%
No answer	0 0%	0 0%	0 0%	0 0%	0 0%
Answered faculty questions inconsistently	98 28%	39 33%	57 38%	25 39%	32 38%
Provided no faculty data	85 24%	6 5%	4 3%	1 2%	3 4%
Mean Standard error Median	7.9 4.1 0	9.0 3.0 4	0.6 0.2 0	0.6 0.2 0	0.3 0.3 0
Base: Responding Institutions	352 100%	120 100%	149 100%	64 100%	85 100%

Of the total number of full-time faculty reported, how many fall into each of these categories?

Faculty In Tenure System	TOTAL	private institutions	public institutions		
		total	total	research universities	other
10 or more	14 4%	5 4%	8 5%	5 8%	3 4%
5-9	26 7%	7 6%	18 12%	11 17%	7 8%
3-4	48 14%	9 8%	37 25%	15 23%	22 26%
1-2	37 11%	15 13%	21 14%	7 11%	14 16%
None	42 12%	38 32%	4 3%	0 0%	4 5%
No full-time faculty	2 1%	1 1%	0 0%	0 0%	0 0%
No answer	0 0%	0 0%	0 0%	0 0%	0 0%
Answered faculty questions inconsistently	98 28%	39 33%	57 38%	25 39%	32 38%
Provided no faculty data	85 24%	6 5%	4 3%	1 2%	3 4%
Mean Standard error Median	3.6 0.4 3	2.3 0.5 0	4.7 0.6 4	5.5 0.6 4	4.2 0.9 3
Base: Responding Institutions	352 100%	120 100%	149 100%	64 100%	85 100%

Of the total number of full-time faculty reported, how many fall into each of these categories?

Faculty On Contract Basis	TOTAL	private institutions	public institutions		
		total	total	research universities	other
10 or more	6 2%	5 4%	0 0%	0 0%	0 0%
5-9	12 3%	9 8%	3 2%	1 2%	2 2%
3-4	12 3%	8 7%	4 3%	1 2%	3 4%
1-2	29 8%	12 10%	17 11%	4 6%	13 15%
None	108 31%	40 33%	64 43%	32 50%	32 38%
No full-time faculty	2 1%	1 1%	0 0%	0 0%	0 0%
No answer	0 0%	0 0%	0 0%	0 0%	0 0%
Answered faculty questions inconsistently	98 28%	39 33%	57 38%	25 39%	32 38%
Provided no faculty data	85 24%	6 5%	4 3%	1 2%	3 4%
Mean Standard error Median	1.7 0.5 0	2.7 0.9 0	0.5 0.1 0	0.3 0.2 0	0.7 0.2 0
Base: Responding Institutions	352 100%	120 100%	149 100%	64 100%	85 100%

Of the total number of full-time faculty reported, how many fall into each of these categories?

Faculty On Term Basis

	TOTAL	private institutions	public institutions		
		total	total	research universities	other
10 or more	5 1%	5 4%	0 0%	0 0%	0 0%
5-9	3 1%	3 3%	0 0%	0 0%	0 0%
3-4	1 0%	1 1%	0 0%	0 0%	0 0%
1-2	2 1%	1 1%	1 1%	0 0%	1 1%
None	156 44%	64 53%	87 58%	38 59%	49 58%
No full-time faculty	2 1%	1 1%	0 0%	0 0%	0 0%
No answer	0 0%	0 0%	0 0%	0 0%	0 0%
Answered faculty questions inconsistently	98 28%	39 33%	57 38%	25 39%	32 38%
Provided no faculty data	85 24%	6 5%	4 3%	1 2%	3 4%
Mean Standard error Median	0.6 0.2 0	1.4 0.5 0	0.0 0.0 0	0.0 0.0 0	0.0 0.0 0
Base: Responding Institutions	352 100%	120 100%	149 100%	64 100%	85 100%

Of the total number of full-time faculty reported, how many fall into each of these categories?

Faculty On Other Basis

	TOTAL	private institutions	public institutions		
		total	total	research universities	other
10 or more	3 1%	3 3%	0 0%	0 0%	0 0%
5-9	2 1%	2 2%	0 0%	0 0%	0 0%
3-4	1 0%	1 1%	0 0%	0 0%	0 0%
1-2	2 1%	2 2%	0 0%	0 0%	0 0%
None	159 45%	66 55%	88 59%	38 59%	50 59%
No full-time faculty	2 1%	1 1%	0 0%	0 0%	0 0%
No answer	0 0%	0 0%	0 0%	0 0%	0 0%
Answered faculty questions inconsistently	98 28%	39 33%	57 38%	25 39%	32 38%
Provided no faculty data	85 24%	6 5%	4 3%	1 2%	3 4%
Mean Standard error Median	0.4 0.2 0	1.0 0.4 0	0.0 0.0 0	0.0 0.0 0	0.0 0.0 0
Base: Responding Institutions	352 100%	120 100%	149 100%	64 100%	85 100%

Of the full-time tenured/tenure-track faculty just reported, how many fall into each of these categories?

Number Of Assistant Professors

	TOTAL	private institutions	public institutions		
		total	total	research universities	other
10 or more	3 1%	1 1%	1 1%	0 0%	1 1%
5-9	4 1%	0 0%	4 3%	3 5%	1 1%
3-4	19 5%	7 6%	12 8%	8 13%	4 5%
1-2	66 19%	21 18%	43 29%	21 33%	22 26%
None	33 9%	7 6%	24 16%	6 9%	18 21%
No full-time faculty within tenure system	44 13%	39 33%	4 3%	0 0%	4 5%
No answer	0 0%	0 0%	0 0%	0 0%	0 0%
Answered faculty questions inconsistently	98 28%	39 33%	57 38%	25 39%	32 38%
Provided no faculty data	85 24%	6 5%	4 3%	1 2%	3 4%
Mean Standard error Median	1.8 0.2 1	1.8 0.3 2	1.8 0.2 1	2.1 0.3 2	1.5 0.4 1
Base: Responding Institutions	352 100%	120 100%	149 100%	64 100%	85 100%

Of the full-time tenured/tenure-track faculty just reported, how many fall into each of these categories?

Number Of Associate Professors

Number Of Associate Professors	TOTAL	private institutions	public institutions		
		total	total	research universities	other
10 or more	1 0%	0 0%	1 1%	0 0%	1 1%
5-9	6 2%	2 2%	3 2%	3 5%	0 0%
3-4	18 5%	5 4%	13 9%	10 16%	3 4%
1-2	62 18%	17 14%	42 28%	20 31%	22 26%
None	38 11%	12 10%	25 17%	5 8%	20 24%
No full-time faculty within tenure system	44 13%	39 33%	4 3%	0 0%	4 5%
No answer	0 0%	0 0%	0 0%	0 0%	0 0%
Answered faculty questions inconsistently	98 28%	39 33%	57 38%	25 39%	32 38%
Provided no faculty data	85 24%	6 5%	4 3%	1 2%	3 4%
Mean Standard error Median	1.5 0.2 1	1.6 0.3 1	1.5 0.2 1	2.1 0.3 2	1.1 0.3 1
Base: Responding Institutions	352 100%	120 100%	149 100%	64 100%	85 100%

Of the full-time tenured/tenure-track faculty just reported, how many fall into each of these categories?

Number Of Professors	TOTAL	private institutions	public institutions		
		total	total	research universities	other
10 or more	1 0%	0 0%	1 1%	0 0%	1 1%
5-9	7 2%	3 3%	4 3%	2 3%	2 2%
3-4	15 4%	3 3%	12 8%	5 8%	7 8%
1-2	46 13%	12 10%	34 23%	16 25%	18 21%
None	56 16%	18 15%	33 22%	15 23%	18 21%
No full-time faculty within tenure system	44 13%	39 33%	4 3%	0 0%	4 5%
No answer	0 0%	0 0%	0 0%	0 0%	0 0%
Answered faculty questions inconsistently	98 28%	39 33%	57 38%	25 39%	32 38%
Provided no faculty data	85 24%	6 5%	4 3%	1 2%	3 4%
Mean Standard error Median	1.3 0.2 1	1.1 0.3 1	1.5 0.2 1	1.3 0.2 1	1.6 0.4 1
Base: Responding Institutions	352 100%	120 100%	149 100%	64 100%	85 100%

Of the full-time tenured/tenure-track faculty just reported, how many fall into each of these categories?

Number Of
Other Tenured Faculty

	TOTAL	private institutions	public institutions		
		total	total	research universities	other
10 or more	0 0%	0 0%	0 0%	0 0%	0 0%
5-9	1 0%	0 0%	1 1%	0 0%	1 1%
3-4	2 1%	1 1%	1 1%	0 0%	1 1%
1-2	9 3%	1 1%	7 5%	2 3%	5 6%
None	113 32%	34 28%	75 50%	36 56%	39 46%
No full-time faculty within tenure system	44 13%	39 33%	4 3%	0 0%	4 5%
No answer	0 0%	0 0%	0 0%	0 0%	0 0%
Answered faculty questions inconsistently	98 28%	39 33%	57 38%	25 39%	32 38%
Provided no faculty data	85 24%	6 5%	4 3%	1 2%	3 4%
Mean Standard error Median	0.2 0.1 0	0.1 0.1 0	0.3 0.1 0	0.1 0.1 0	0.4 0.2 0
Base: Responding Institutions	352 100%	120 100%	149 100%	64 100%	85 100%

Appendix

Survey & Research

MemberSurvey.com

MemberSurvey.com (www.MemberSurvey.com) is the division of Readex Research that focuses on research for professional, scientific, and trade associations. With the growing strategic value of the Internet for member communication and membership benefit delivery, MemberSurvey.com seeks to provide associations with Internet research solutions that keep pace with their changing needs and opportunities.

Readex Research

Readex Research (www.readexresearch.com) is a nationally recognized independent research company located in Stillwater, MN. Its roots are found in survey research for the magazine publishing industry, but its specialization in conducting high-quality self-administered surveys has brought it clients from many other markets, including associations, corporate marketers and communicators, and government agencies.

MemberSurvey.com builds on Readex's 50+ years of research experience with the addition of turnkey e-survey capabilities. For suitable association projects, e-surveys can cut time, increase flexibility, and decrease costs. For situations where e-surveys are not the method of choice, MemberSurvey. com offers a full menu of research options to a wide range of association clients. No matter which method suits your needs best, MemberSurvey.com brings extensive research experience to every project to deliver research you can trust, research you can understand, and research you can take action on—in short, research you can use.

This survey was conducted and this report was prepared by MemberSurvey. com in accordance with accepted research standards and practices.

Method Details

The response was tabulated and this report was prepared by MemberSurvey.com in accordance with accepted research standards and practices.

The survey sample of 551 was developed by MemberSurvey.com (division of Readex Research) from several list sources provided by AIGA: NASAD program administrators, AIGA educator leaders (including current and lapsed members, as well as AIGA conference attendees), and educational leader respondents to AIGA's 2006 Design Educators Salary Survey. Only unduplicated emailable individuals were invited. The web-based adaptive survey instrument was designed jointly by AIGA and MemberSurvey.com. Broadcast emailing of invitations and all data processing were handled by MemberSurvey.com.

On May 2, 2006, MemberSurvey.com (in the name of AIGA's executive director) emailed all sample members, inviting them to complete and submit the electronic survey on the MemberSurvey.com web site. Recipients were further asked to forward the email invitation to other design education program administrators. Additional email invitations were sent May 10 and May 18 to those sample members who had not yet responded. AIGA also sent email reminders to educators on its various lists. The survey was closed for tabulation on June 19, 2006, with 352 usable responses (or 64% of the 551 invited, though the number of referred respondents in that total is unknown).

As with any research, the results should be interpreted with the potential of non-response bias in mind. It is unknown how those who responded to the survey may be different from those who did not respond. In general, the higher the response rate, the lower the probability of estimation errors due to non-response and thus, the more stable the results. Percentages based on all 352 responding institutions are subject to a margin of error of ±5.1% at the 95% confidence level. Percentages based on smaller numbers of responses (e.g., those offering graduate programs) are subject to more statistical variation.

Web-Based Questionnaire

Introduction

The goal of this survey is to develop and publish a detailed and accurate listing of certificate and degree-granting Design Education Programs in the United States.

Our interest is in the area that might be broadly defined as communication design and/or interaction design, including disciplines like graphic design, visual communication, visual communication design, web design, digital media design, advertising, packaging design, design strategy, design planning, design management, design processes, and design methods.

Consideration should exclude the fine arts (drawing, illustration, painting, sculpture, photography, etc.) and other non-communication design disciplines (fashion design, merchandising, industrial design, product design, interior design, architecture, etc.)
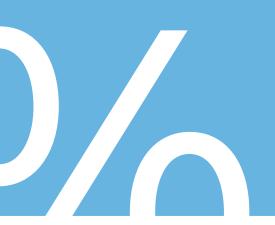
Web-Based Questionnaire

Degrees Granted

1.

What degrees in communication design or interaction design does your institution currently grant?

Please select all that apply.

○   Undergraduate Certificate
○   Associate's (AA or AAS)
○   Bachelor's (BA or BS)
○   Bachelor's of Fine Arts (BFA)
○   Bachelor's of Graphic Design or Design (BGD or BDes)

○   Graduate Certificate
○   Master's (MA/MS)
○   Master's of Fine Arts (MFA)
○   Master's of Graphic Design or Design (MGD/MDes)
○   Master's of Design Management (MDM)
○   Doctorate (PhD)

Web-Based Questionnaire

Undergraduate Programs

2a.

What major(s) are available for your (Undergrad Degree)?
For example, Graphic Design, Interactive Media Design, Advertising, etc.
Question repeats for each undergrad degree referenced in question 1.
Please list only one major per line.

_____

_____

_____

3a.
3a.1

Consider your program offering a (Undergrad Degree) in (Major).
What one option most closely matches the focus of this degree program?

○ Graphic Design, Visual Communication Design, or similar
○ Interaction Design, Digital Media Design, or similar
○ Combination of both
○ Something else

3a.2

Which of these areas are represented in the requirements for this degree
(if any)? Please select all that apply.

○ Graphic Design
○ Information Design
○ Advertising
○ Design Planning or Strategy
○ Interactive Media Design
○ Time-based Media Design
○ Experience Design
○ Other Specialty _____
○ Cross-disciplinary (Please describe) _____
○ Most or all of these, generalist program

Web-Based Questionnaire

Undergraduate Programs

3a.3

In your most recently completed academic year, approximately how many students were there in this degree program? Please enter a number for each, if none enter 0.

\# _____ Graduated with this major
\# _____ Graduated with this as a minor
\# _____ Enrolled (but not yet graduated) with this as a major
\# _____ Enrolled (but not yet graduated) with this as a minor

3a.4

What is this degree program's expected time to completion (from matriculation to graduation) for a full-time student?

○ 2 years
○ 4 years
○ 5 years
○ Other _____

3a.5

Is it possible for a student to complete any of the requirements of this degree program through distance learning and/or off-site options (other than summer school and study abroad)?

○ Requirements can be fully met with off-site and/or distance learning options
○ Requirements can be partially met with off-site and/or distance learningoptions
○ Off-site and/or distance learning options cannot be used to meet requirements

Web-Based Questionnaire

Undergraduate Programs

3a.6   What is this degree program's status regarding professional design internships?

○   Internship is required, and program coordinates placement
○   Internship is required, but program does not coordinate placement
○   Internship is encouraged, and program coordinates placement
○   Internship is encouraged, but program does not coordinate placement
○   Internship is neither required nor encouraged

Questions repeat for each undergrad degree and major referenced in question 1 and 2.

Web-Based Questionnaire

Graduate Programs

4a. What major(s) are available for your (Grad Degree)?
For example, Graphic Design, Interactive Media Design, Advertising, etc.
Question repeats for each grad degree referenced in question 1.

_____

_____

_____

5a. Consider your program offering a (Grad Degree) in (Major).
5a.1 **What one option most closely matches the focus of this degree program?**

○ Graphic design, visual communication design, or similar
○ Interaction design, digital media design, or similar
○ Design planning and management, creative industries, or similar
○ Design processes and methods, design thinking, or similar
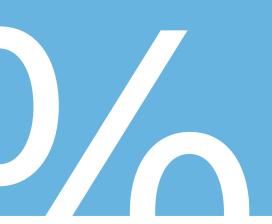○ Collaborative, cross-disciplinary studies
○ Something else

5a.2 **Which one of these best characterizes this degree program?**
Please select the one best option.

○ General applied practice orientation resembling professional practice
○ Specialized practice orientation–Designer as Author
○ Specialized practice orientation–Social Model of Design
○ Specialized practice orientation–Invention of Visual Form
○ Specialized practice orientation–(Other) _____
○ Academic research orientation

Web-Based Questionnaire

Graduate Programs

5a.3 In your most recently completed academic year, approximately how many students were there in this degree program?
Please enter a number for each, if none enter 0.

#_____ Graduated with this major
#_____ Enrolled (but not yet graduated) with this major

5a.4 Approximately how many of the students listed in question .3 had already completed a degree in a field other than communication design and/or interaction design before entering your program? If none, enter 0.

#_____ Students

5a.4a If you entered 1 or more entered for question .4, were these second-discipline graduate students required to do preparatory coursework before beginning graduate courses in design?

○ Yes, all students
○ Yes, some students
○ No

5a.5 Which option best describes the majority of the graduate coursework that students listed in Question .3 are exposed to? Please select one best option.

○ Free-standing, graduate-only courses
○ Graduate courses cross-listed with undergraduate courses
○ Independent study
○ Other_____

Web-Based Questionnaire

Graduate Programs

5a.6   What is this degree program's expected time to completion (from matriculation to graduation) for a full-time student?

○ 1 year
○ 2 years
○ 3 years
○ Other_____

5a.7   Is it possible for a student to complete any of the requirements of this degree program through distance learning and/or off-site options (other than summer school and study abroad)?

○ Requirements can be fully met with off-site and/or distance learning options
○ Requirements can be partially met with off-site and/or distance learning options
○ Off-site and/or distance learning options cannot be used to meet requirements

5a.8   What is this degree program's status regarding professional design nternships?

○ Internship is required, and program coordinates placement
○ Internship is required, but program does not coordinate placement
○ Internship is encouraged, and program coordinates placement
○ Internship is encouraged, but program does not coordinate placement
○ Internship is neither required nor encouraged

Questions repeat for each grad degree and major referenced in question 1 and 4.

Web-Based Questionnaire

Your Institution

6.

Where do the design program(s) you have just reported on reside?
Please fill in as many as apply.

Institution (e.g., University of Minnesota) _____
Campus (e.g., Twin Cities) _____
College or School (e.g., College of Human Ecology) _____
Department (e.g., Department of Design + Housing + Apparel) _____

7.

Which one option most closely matches the nature of your institution?
Please select the one best option, based on the highest degree offered.

○ Public Associate's college (2-year)
○ Private Associate's college (2-year)
○ Public independent school or college of art & design
○ Private non-profit independent school or college of art & design
○ Private for-profit independent school or college of art & design
○ Public Baccalaureate college
○ Private non-profit Baccalaureate college
○ Private for-profit Baccalaureate college
○ Public Master's college or university
○ Private non-profit Master's college or university
○ Private for-profit Master's college or university
○ Public Doctoral/research university
○ Private non-profit Doctoral/research university
○ Private for-profit Doctoral/research university
○ Other _____

Web-Based Questionnaire

Your Institution

8a. What is the web address (URL) of your institution? _____

8b. What is the web address (URL) for your design program(s)? _____
Enter same if not different from Question 8a.

9. What is the mailing address for someone wishing to get information about your design program(s)? _____

10. Other than the program(s) you have just reported on, are there any other communication design and/or interaction design programs at (your campus of) your institution?

○ Yes
○ No

10a. If yes, where? Please fill in as many as apply.

College or School (e.g., College of Human Ecology)
_____
_____
_____

Department (e.g., Department of Design + Housing + Apparel)
_____
_____
_____

Web-Based Questionnaire

Your Faculty

11.   **Does your institution grant tenure?**

○   Yes
○   No

12.   **Does faculty at your institution work under a union contract?**

○   All
○   Some
○   None

13.   **How is your institution's academic year structured?**

○   Quarters
○   Trimesters
○   Semesters
○   Other _____

Web-Based Questionnaire

Your Faculty

14. **How many of the faculty members teaching in the design program(s) you have described are employed by your institution full-time (even if they do not teach full-time in design)?**

How many of the faculty members teaching in the design program(s) you have described are employed by your institution part-time or on an adjunct basis?
Please fill in a number for each; if none, enter 0.

#_____ Full-time faculty
#_____ Part-time and adjunct faculty

14a. **How many in each category teach undergraduate design courses?**
Please fill in a number for each; if none, enter 0.

#_____ Full-time faculty
#_____ Part-time and adjunct faculty

14b. **How many in each category teach graduate courses?**

#_____ Full-time faculty
#_____ Part-time and adjunct faculty

Web-Based Questionnaire

Your Faculty

15.   **Of the total number of full-time faculty reported in Question 15, how many fall into each of these categories?** Please enter a number for each; if none, enter 0.

#_____ Within a tenure system (tenure-track or tenured)
#_____ On a contract basis (multi-year contracts; non-tenured)
#_____ On a term basis (no contracts; non-tenured)
#_____ Other _____

15a.   **Of the full-time tenured/tenure-track faculty just reported, how many fall into each of these categories?** Please enter a number for each, totaling the number you entered on the blue line of Question 15; if none, enter 0.

#_____ Assistant Professor (tenure provisional)
#_____ Associate Professors (tenured)
#_____ Professors (tenured)
#_____ Other _____

16a.   (Optional) **For listing completeness, please enter the names and email addresses of the FULL-TIME faculty who teach in your design program(s).**

16b.   (Optional) **For listing completeness, please enter the names and email addresses of the PART-TIME faculty who teach in your design program(s).**

17.   **Any comments?** _____

AIGA

AIGA | the professional association for design
164 Fifth Avenue
New York NY 10010
www.aiga.org

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New York NY 10010
www.aiga.org