

RGD

DESIGNERS

DESIGNERS

Communications/Design Annual General Meeting Report

April 20, 2024

Presented by: Julian Brown RGD, VP, Chair, Design Committee

Design Committee: Julian Brown RGD, Nicola Hamilton RGD, Rupsha Mutsuddhi Prov. RGD, Howard Poon RGD, Michael J. Young RGD

RGD

REGISTRATION & DESIGN

Meet the New rgd.ca

Launched Feb 2024 with long-term
partner, Context Creative!

- Attractive!
- Intelligent!
- Loves long walks on the beach!
- “Some WCAG 2.2 AAA items”

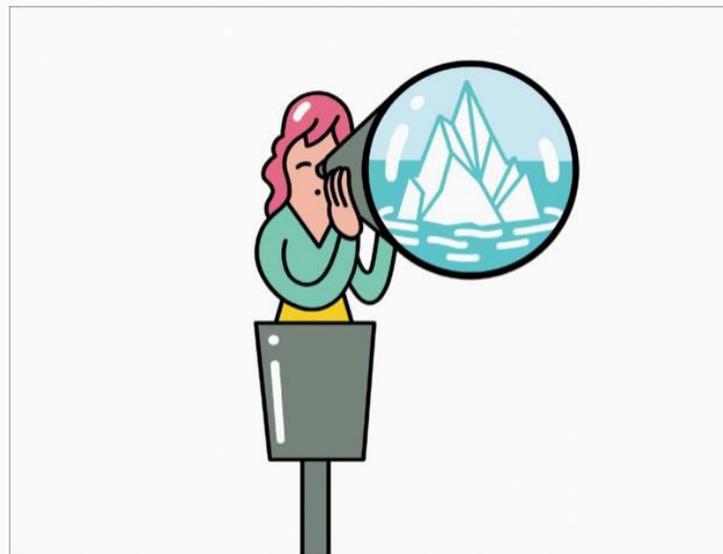


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RGD Word Newsletter

- **Up 750+ to 23,781 subscribers**
- 1342 RGD/Aff. (60% open, 11% click)
- 2420 Students (43% open, 17% click)
- 19,601 Non-members (31% open, 3%)
- 418 Prov./Jr. Aff. (54% open, 7% click)

- **Project Submission Form**
 - rgd.ca/submit



Resources

Learn about the RGD's stance on providing design services for free as part of a new business pitch. Plus, additional resources to guide you. [More](#)

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RGD Word Newsletter

- **Ongoing Series:** City Design Tour, Designing Paths, Top 5, Insights, Resource List, Business Perspectives
- **Want to contribute? New topic or story ideas?** Contact Vanshika vanshika@rgd.ca

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City Design Tour

"The rich tapestry of culture and



RGD

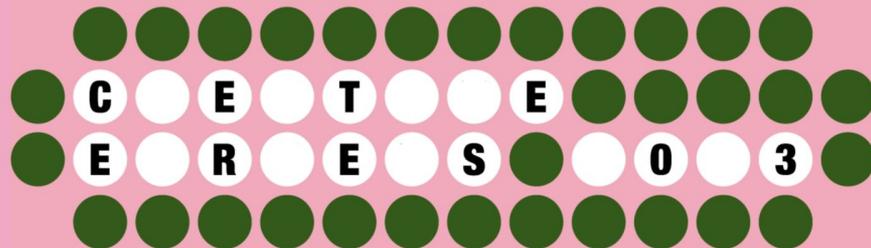
Salary Survey

- **Released 2023 Results**
 - Design by Clear Space
- **2024 Survey to launch at DT TO**

2023 Creative
EARNERS



CANADA'S COMPREHENSIVE SALARY SURVEY FOR CREATIVES



Your value shouldn't be a puzzle.
Download the new 2022/2023
Creative Earners report.

OVER 3,300 PROFESSIONALS COMPLETED THIS YEAR'S SURVEY.
THANK YOU FOR HELPING US INCREASE PAY TRANSPARENCY IN THE
CANADIAN CREATIVE INDUSTRY.

RGD

Research, Guidance, Design

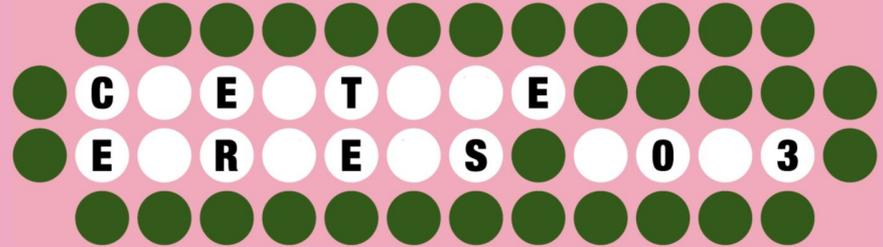
Media Coverage

- **Creative Earners**
 - Campaign (The Message), Strategy, Applied Arts
- **Design Thinkers**
 - Fast Co, Design Week (UK)
- **Also for Gen AI, bc of course**
 - CNBC Evolve

2023 Creative
EARNERS



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Thank You!

- **Sid Lee** 💧 Design Thinkers 2023
- **Forge** 🔗 DT website 2023
- **Rethink** ® Branding Awards 2023
 - Award-winning, incl. Bronze at Cannes!
- **Clear Space** 🟡 Creative Earners 2023
- **Raj Grainger RGD** 🟠 Cert. Sticker 2023
- **Esther Sunghee Byun RGD** 📚 Book Club
- **Elyssa Schmid RGD** ☁️ DT Educators Conf. 2023
- **Storia Video** 🎥 DT Video Content
- **Context Creative** 🧑🏻‍🎨 New RGD website

we need to lead careers we love... more

View all 3 comments

March 13



RGD BRANDING AWARDS

Association of Registered
Graphic Designers

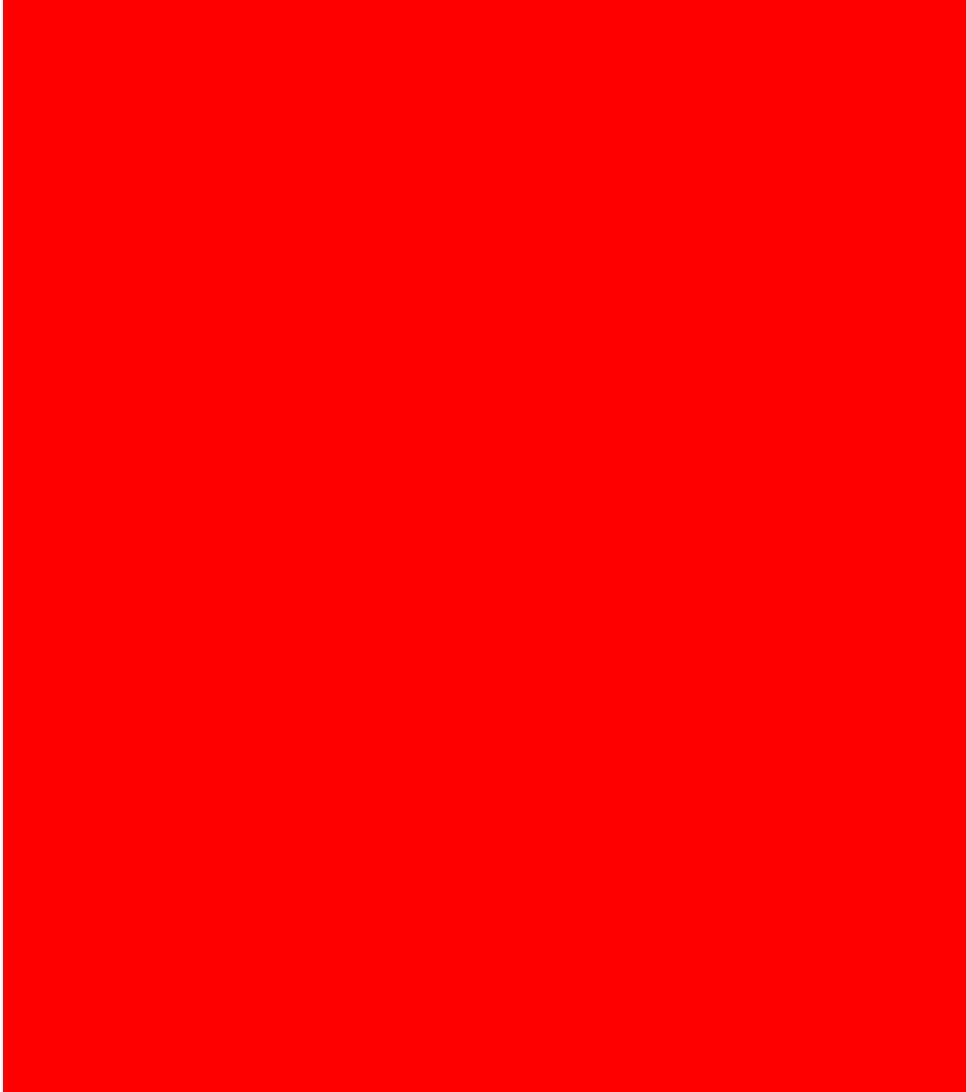
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RGD BRANDING
AWARDS
CALL FOR
ENTRIES
NOW OPEN

2024 Design Partners:

- **Whitman Emorson** 🐰 Design Thinkers 2024
- **Forge** 🔗 DT website 2024
- **Context Creative** 🧑🏫 New RGD website
- **Hambly + Woolley** ↻ Student Awards 2024-25
- **Arcadis** 🤘 In-House Awards 2024
- **Elana Rudick RGD** ★ Cert. Sticker 2024
- **Vancouver Community College Students & Sigrid Albert RGD** 📺 DT Educators Conf. 2024
- **Storia Video** 🎥 Filming & Content





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Thanks!

- All who are volunteering their precious time to contribute to the Association
- And can't forget RGD's incredible hard-working staff