



**inform
equip
empower**

AIGA

**2021
year in review**

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AIGA

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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 National Board of Directors

October 1, 2020–September 30, 2021

Ashleigh Axios

Chief Experience Officer & Partner, Coforma

President; Executive Committee Chair

Served: October 1, 2020–September 30, 2021

Lorenzo Gonzalez

Finance Manager - AMXL, Amazon

Treasurer; Finance Committee Chair

Served: October 1, 2020–September 17, 2021

Ann Marie Puente

Attorney; Consultant; Adjunct Faculty,
Parsons School of Design

Secretary

Served: October 1, 2020–June 30, 2021

Frances Yllana

Experience Director, projekt202

Presidents Council Chair through June 30, 2021;

Secretary beginning July 28, 2021

Served: October 1, 2020–September 30, 2021

Victor Davila

Associate Professor, University of Central Florida

Presidents Council Chair

Served: July 1, 2021–September 30, 2021

Lisa Babb

Lecturer, School of Industrial Design,
Georgia Institute of Technology

Community Committee Chair

Served: October 1, 2020–September 30, 2021

Manuhua Barcham

Managing Director, Archetekt

Membership Structure Committee Chair

Served: October 1, 2020–September 30, 2021

Sheharazad Fleming

Director of Digital Content and Marketing,
The Office of Los Angeles Mayor Garcetti

Served: April 1, 2021–September 30, 2021

Oen Hammonds

Design Principal, IBM

Corporate Relations Committee Chair

Served: July 1, 2021–September 30, 2021

Maribeth Kradel-Weitzel

Assistant Provost, Associate Professor and Program

Director of MS Health Communication Design,

Thomas Jefferson University

Served: October 1, 2020–September 30, 2021

Xouchee Moua

Chief Financial Officer, Goods & Services

Served: April 1, 2021–September 30, 2021

Elise Prado

Chief Financial Officer, CAP3

Served: April 1, 2021–September 30, 2021

Cesar Rivera

Supervisor Visual Information Specialist,

Centers for Disease Control and Prevention (CDC)

Served: October 1, 2020–September 30, 2021

Elise Roy

Vice President, Product Inclusive Design & Accessibility, Salesforce

Served: October 1, 2020–September 30, 2021

Isaiah Steinfeld

Entrepreneur in Residence, VF Venture Foundry

Served: April 1, 2021–September 30, 2021

Christine Taylor

Creative Manager, Licensing, Hallmark Cards, Inc.

Corporate Relations Committee Chair through June 30, 2021

Served: October 1, 2020–June 30, 2021

H. Art Taylor

President & Chief Executive Officer, BBB Wise Giving Alliance

Audit & Ethics Committee Chair

Served: October 1, 2020–September 30, 2021

Anna Thomsen

Director, Central Financial Planning & Analysis, United Airlines

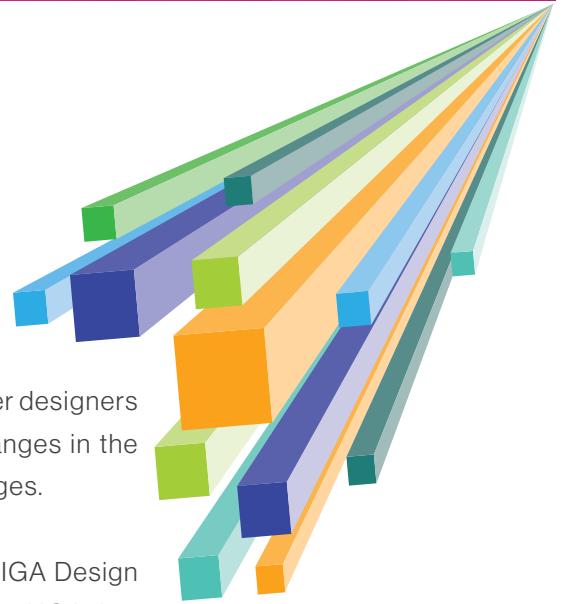
Served: April 1, 2021–September 30, 2021

Additional information about the role of the AIGA Board at aiga.org/board-of-directors.

Inform, Equip + Empower

As the professional association for design, AIGA is here to empower designers to create the future by informing members about trends and changes in the industry, and equipping our community to deal with future challenges.

We are always listening to and learning from our members. The AIGA Design POV research initiative, which launched in 2021, provided not only AIGA, but the entire design profession with a new outlook on the industry and what we can look forward to as a community.



What do we know and what are we doing with this information?

01

We are creating positive impact through conversations about industry trends.

We know that design is an essential investment for any organization. It can strengthen brand equity and improve financial performance. It inspires a culture of innovation, engagement, and inclusiveness. Design allows a business to adapt quickly as the world shifts and to react to new developments. Leading organizations that develop and implement key organizational strategies are more likely to understand and see design teams as strategic business partners.

02

We are equipping our community.

The biggest lesson of the past 12 months is that we need to be cognizant of the future and emerging trends. Over the last decade, the design industry has become increasingly digital, mobile, and interactive, which is not unexpected, but the pandemic accelerated these trends. The next generation of designers is emerging, and we must maximize this dynamic talent while simultaneously encouraging designers at every level to engage their problem solving skills and think differently about what design is and can be.

03

There are numerous opportunities for design to lead and show value.

As a profession, we need to work together to create and foster opportunities that bring visibility to our community. Understanding the needs of our profession can, and will, create a better future for all.

This is how we are empowering designers and the design profession to create the future.

From AIGA's **Executive Director**

By embracing
complexing, we are
creating positive
impact, and leading
through design.



Last year, we spoke about the concept of change and more importantly, purposeful change. That purpose and change we activated in 2020 is still growing within our community, but it has taken on a new form.

That change has morphed into inspiration and brought new light and innovation to our community, the AIGA community. We have come to better understand our community's needs and the needs of our profession. We now know what we are capable of when we work together in creating our future.

I said last year that I was committed, and I am still committed, to continue the rebuilding of AIGA as a contemporary professional association which leads the design community. I believe we have taken important steps toward achieving our goal. While we are still in the rebuilding process, we are making visible progress each day.

We are working, together, to build new programming to help members expand their knowledge and skills through new learning opportunities. Our programming has expanded to be more inclusive and dynamic. We are working to offer information to members at every stage of their career journey. We are constructing services that members have asked for and need, that will not only grow our community but our profession.

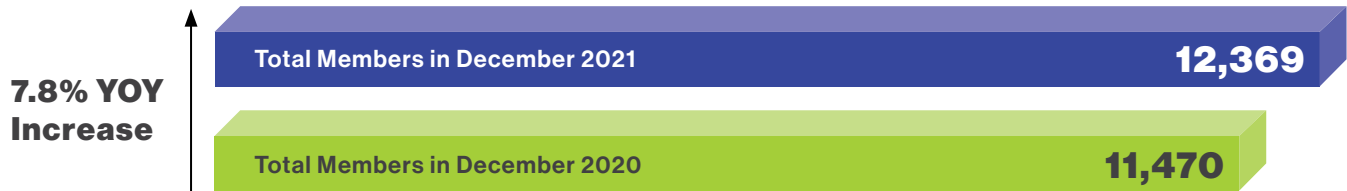
AIGA is here to inform members, empower our community, and equip designers to positively impact the future. By embracing complexity, we are creating positive impact, and leading through design.

Yours creatively,

Bennie F. Johnson | AIGA Executive Director

AIGA Year in Review

Membership + Community



2021 was an exciting year of research, strategy, change, and growth for AIGA membership. New and loyal members helped us achieve positive member growth for the first time in years, with AIGA membership increasing 7.8% in 2021.

Each AIGA member is an advocate and voice for the profession. And, despite the challenges of the pandemic that many designers have faced, our community chose to continue investing in their professional association, the success of their peers, and their own careers.

To ensure that our growth can continue after maintaining annual membership dues rates for over a decade, dedicated board members and staff formed a committee to develop and propose a brand new membership model for the association to take effect in January 2022.

AIGA's museum-style membership model was outdated. It was not growing with or supporting the needs of our members or our community. AIGA's

new membership model is a stronger, more mission-aligned, sustainable model for the association and our members. It will:

- Simplify the membership levels to more clearly align with design career lifecycles and how our members see themselves within our community.
- Position AIGA to better fulfill its mission.
- Clarify and communicate the value of membership.
- Increase economic value-add potential for chapters.
- Offer consistent and equitable benefits across all AIGA member types, with programs, education, and events geared toward the needs of each membership level.
- Better equip AIGA to create more value for our members and the design community by making greater investments in industry research; innovative professional development programming, like our new Certificates for Creatives program; and more advanced technical services, including our new membership database and website upgrades.



Additionally, throughout 2022, we will be transitioning all AIGA member renewals to the calendar year.

As members renew in 2022, all will be assigned the new annual expiration date of December 31, 2022, with annual dues prorated accordingly. From there on, all members will be invoiced annually each fall as the annual December 31 expiration date approaches.

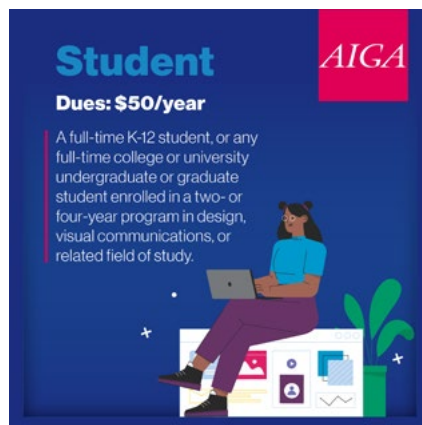
This move to a calendar year membership cycle will make AIGA membership even easier

to manage—for AIGA members and for the association itself. AIGA members will all have the same annual renewal date of December 31. National campaigns and chapter drives will help members across the country remember to renew. Extended grace periods and special promotions will help with the transition in our inaugural year.

To support and facilitate our transition to a new membership model in 2022, AIGA made the vital decision to upgrade the

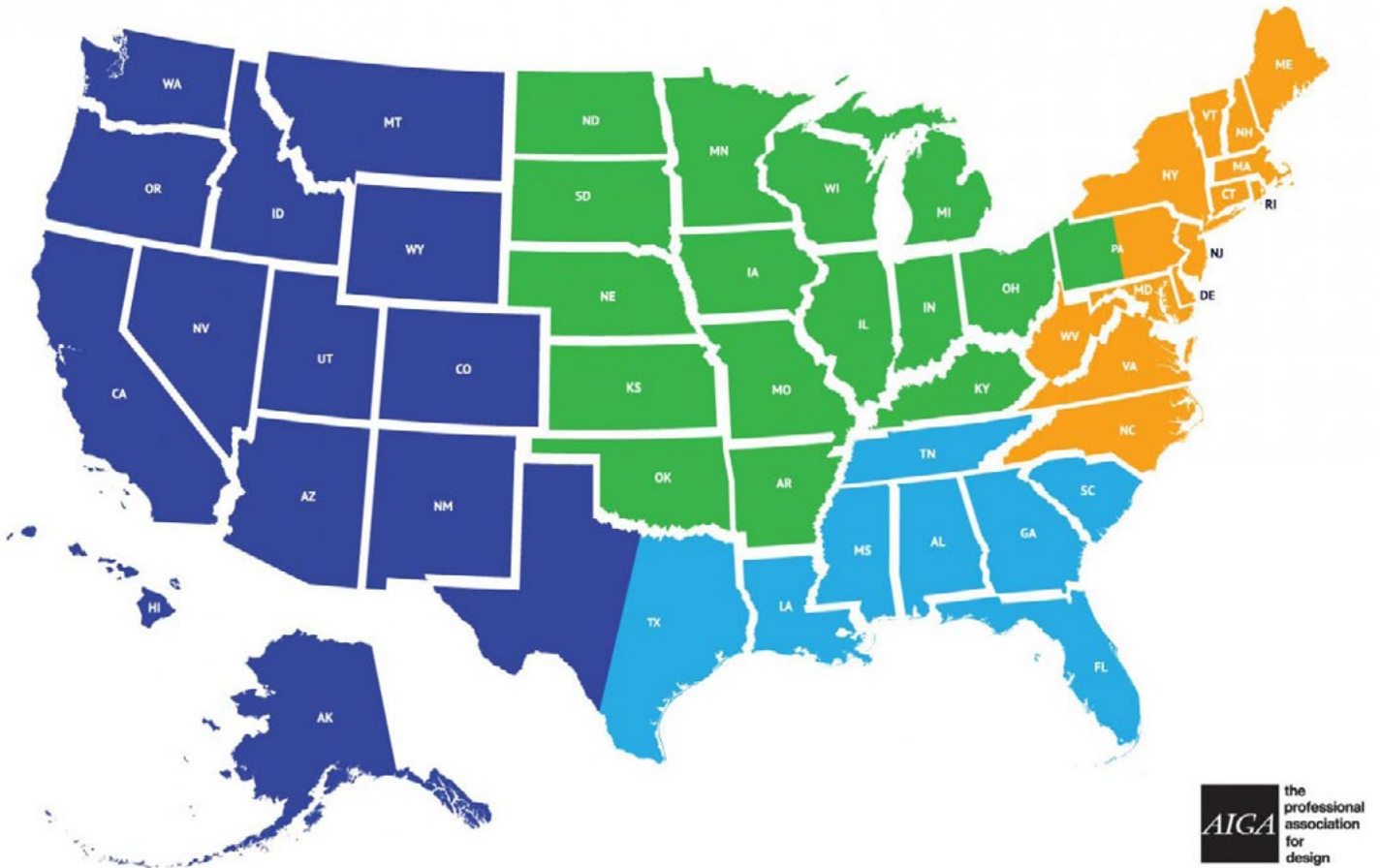
technology systems and enhance member services by selecting and beginning the migration to a new association management system (AMS). The transition from our previous service to our new vendor began in late 2021 and will continue throughout the first quarter of 2022.

Once the migration to our new AMS is complete, AIGA will be able to offer a richer online experience for chapters, members, and casual community users. Enhanced services will include online chapter event management, better reporting, improved integrations with other software systems, websites, and social platforms. And, all users should enjoy a more elegant, and intuitive user interface when accessing my.aiga.org.



AIGA Year in Review

AIGA Chapters



AIGA is a national 501(c)3 charitable organization affiliated with more than 70 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 manage our regional chapters, and celebrate and showcase their accomplishments over the past year.

Below is a sample of the incredible work accomplished by AIGA chapters in 2021:



AIGA Austin | Design Ranch

Design Ranch is the flagship event for the Austin chapter. It was postponed twice because of Covid (it was originally scheduled for April 2020) and was finally held in person in October 2021. It was a big emotional victory for the entire chapter, since they had been planning the event since the fall of 2018.



AIGA Washington DC | DC Design Week (DCDW) 2021

The chapter produced a complete DCDW, and it was the first with a federated community model—the chapter produced key events and then invited members of the community to propose additional events. They were vetted with a formal process, and the chapter supported the selected events by ensuring that presentations were polished and accessible. A committee member provided training to confirm the presentations (including the decks) were accessible.

AIGA DC events overview



22 events
(17 community,
5 from the
committee)



1,200
tickets sold



\$5,500 raised for the
chapter's Design Continuum
Scholarship Fund

First annual report

AIGA DC put together their first annual report, covering the 20-21 year, with statistics and commentary across all areas. You are invited to read the Annual Report: [*AIGA DC 2020-2021 End of Year Reporting*](#).

Recruitment process with behavioral interviews

Trying to further make the recruitment process fair and unbiased, the chapter introduced behavioral interview techniques to the process. A board member trained the committee on how to conduct these interviews, and assisted in comparison of candidates.

AIGA Dallas Fort Worth

AIGA Dallas Fort Worth (DFW) | Student Groups 2021 Highlights

In 2021, AIGA DFW had wonderful success with their Student Group chapters. They kicked off the year with a Student Group Leadership Luncheon for current and incoming Student Group board members. Board members enthusiastically joined from schools across the DFW metroplex. During the Leadership Luncheon, attendees brainstormed upsides, downsides, and dreams for their student chapters. The group collectively chose which topics to discuss, separated into breakout rooms to workshop the issues at hand, and then shared their results with the larger group. They also had a breakout session for specific board roles to open conversation for questions, problem solving, and shared learning.

- Swag Bags
- Monthly email newsletter

Over summer break, the Education Committee both curated and created items, assembling and delivering swag bags to AIGA DFW Student Group board members. Swag included a notebook, poster, stickers, pins, and a calendar for the season's upcoming events, to activate and energize student board members for the fall semester. Additionally, the Education Committee created a monthly email newsletter updating students and educators with chapter event details and happenings, with the intention of further encouraging connections in their AIGA community.

- Student Group Leadership Luncheon
- The Deck 2021

Due to the success of the spring Student Group Leadership Luncheon, and the students' desire to grow cross-college collaboration, AIGA DFW launched the fall semester with another luncheon. This time they invited current and prospective Student Group advisors. It was beneficial for the prospective advisors to see how Student Groups work first-hand, and it was helpful for current advisors to dig into the details of growing and trouble-shooting with their teams.

- Student Group Collaborative Retreat

In an effort to further integrate AIGA DFW's Student Groups into the professional chapter, DFW invited each Student Group to participate in "The Deck 2021," for the 5th anniversary of DFW's members-only community project.

AIGA DFW is excited to add more value to their Student Group membership in 2022 by hosting a Student Group Collaborative Retreat. They look forward to extending an invitation to all Student Group members to get hands-on tips, hear inspiring talks, and to have a chance to win bragging rights in a collaborative design thinking game challenge.

AIGA Year in Review



A multi-chapter collaboration, creating a space to empower and celebrate the lives, work, stories, and needs of creatives with a Latinx and Hispanic cultural heritage. That is AIGA Unidos in one sentence.

Throughout Hispanic Heritage Month, September 15 through October 15, Latinx and Hispanic Creatives gathered virtually to share their culture, contributions, and best practices to move design forward. Starting on September 15th, AIGA Unidos members convened to share their stories, their work, and celebrate their culture. These talks were free and open to everyone via Instagram lives and Zoom webinars.

The speakers came from diverse creative disciplines, including type designers, illustrators, marketers, educators, and ideators. Virtual talks included Global Health; the Intersection of Teaching and Design; and Latino Design Histories: Design and Political Resistance in Chile.



Hispanic Heritage Talks 2021 was a multi-chapter effort highlighting Latinx and Hispanic professionals who are part of their creative communities across the United States and abroad.

AIGA Unidos organizer and AIGA Atlanta chapter co-President, Dio Jensen said: "We are excited to share these Hispanic Heritage Talks and to offer a platform for Hispanic and Latinx creatives to share their stories and practices with the world. Our group was created because we believe in representation. When young creatives see our amazing Hispanic and Latinx speakers, we hope that they will be inspired and affirmed in their careers and aspirations."

"It's critical to actively acknowledge and invest in diverse designers who are the future of the design community, and who are moving the profession forward," said AIGA's Executive Director, Bennie F. Johnson. "We're excited to have AIGA's chapters working together to celebrate and highlight designers from within our community for Hispanic Heritage Month."

To learn more, please visit AIGAUnidos.com.

AIGA Year in Review

AIGA Design Educators Community (DEC)

Anti-Racism, and Design Education: Lessons learned from the Covid-19 Pandemic



AIGA Design Educators Community

SHIFTED

Virtual Summit
Aug. 2-6, 2021

climify with
AIGA DE
Shifted I

"...I want to give
soup, but I can
got to sprinkle
vegetables thro
the different cl

- Eric Benson

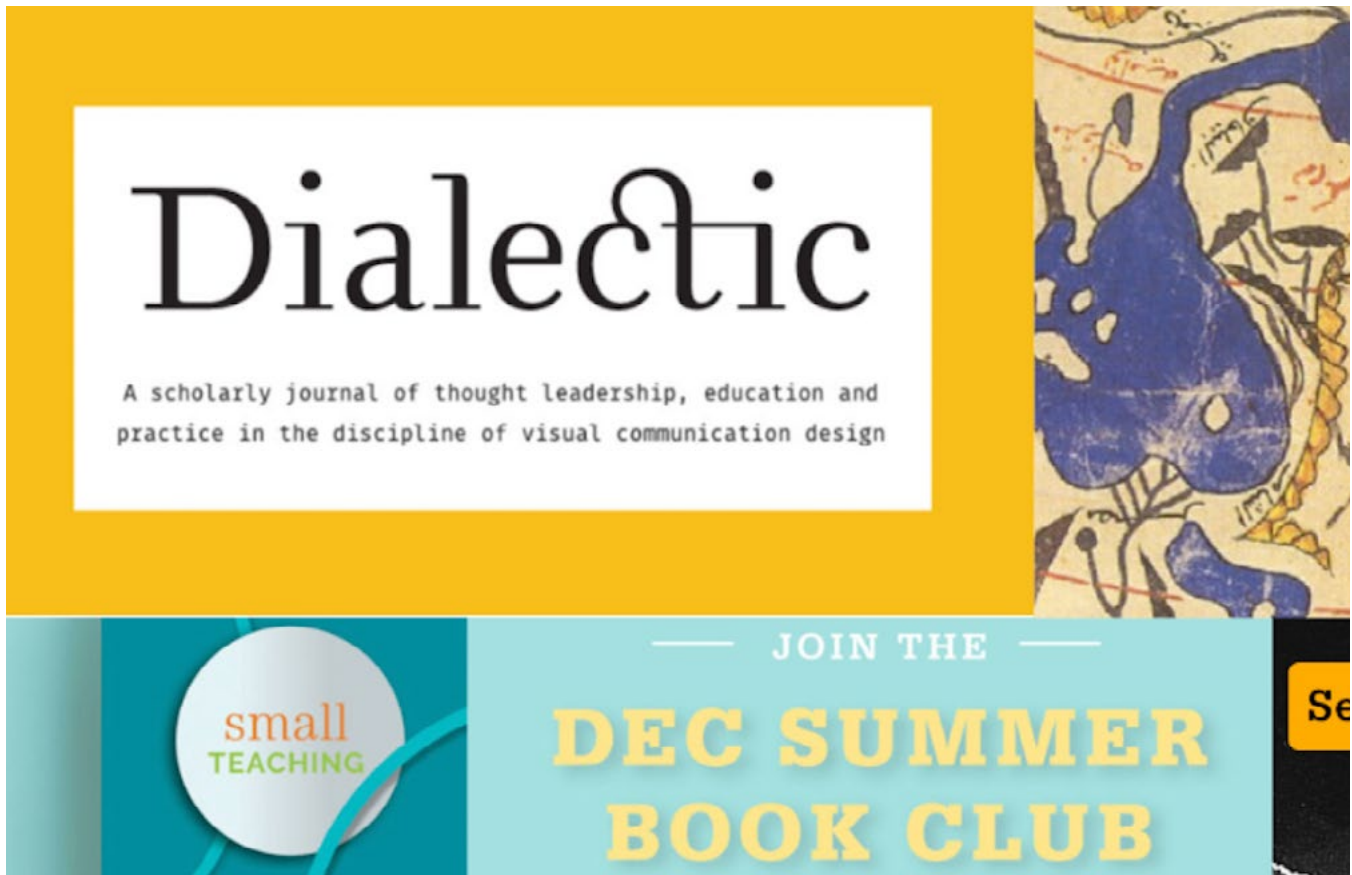
The update below was shared by AIGA DEC Co-Chairs, Meena Khalili and Alberto Rigau.

One of the most important moments in the process of designing (yet so often overlooked) is the act of reflection. As co-chairs of the AIGA Design Educators Community, we have taken this moment to reflect on the past year as we look onward at the year ahead. For us, 2021 was a year of asking “how are you doing?” and listening for the answer. It was a year of questioning patterns, reconsidering old ways, developing new methods, and ardently working to lift up new ideas and bolster foundational change for the DEC.

While our community may have been more prepared for the difficulties in teaching as 2021 began, burnout persisted. Even still, we witnessed the community thrive and discover ways to persevere and strengthen. In 2021 the DEC welcomed five new members to the Steering Committee, each of whom bring exciting energy and unique strength to our board. Additionally, in March of 2021 the Design Educators Community officially changed its bylaws expanding from traditional

design educators in 4-year universities to design educators across the spectrum of K-12 and non-traditional institutions. We are excited by the multifaceted and diverse conversations and programming that will continue to come from this community following these more inclusive bylaws.

Our Virtual Events Team continued to exceed expectations with programming for research and development. Events broached managing multiple roles in design education and administration; and an event specifically for new design educators hosted by a member of our community—an idea born out of our August event, SHIFT{ed}. With Liese Zahabi and Alberto Rigau at the helm, our SHIFT Virtual Summit convened its second year with the SHIFT{ed} Summer Summit. We strove to bring together as many different voices and perspectives as possible. From the robust and rich conversations on Slack, to the panels and presentations and the proceedings, it's clear that SHIFT was a need fulfilled for and by our community. Thanks to all our volunteers, our speakers, our moderators, and everyone who attended—we could not have done it without you. All of these events



and more can be found on our YouTube, which is constantly updated with content that we hope our community finds engaging.

We had many opportunities for collaborations this year. The SHIFT{ed} panel discussion featuring Climate Designers Katie Patrick and Lisa Zimmermann with Eric Benson aired as a special episode of the Climate Designers Climify podcast. The discussion tackles tough questions about how and why all designers must address climate change in their work teaching in the classroom and creating in the workplace. We continued collaborations with the incredible team at Design Incubation on design writing resources and through virtual events on becoming a design writer and the collective mapping of communication design research and scholarship.

AIGA DEC worked together with AIGA National on several successful events. We kicked the year off with the Member Series Panel Discussion on Mentorship featuring Needa Verma, Kaleena Sales, and Meena Khalili, hosted by Meaghan Dee. We teamed up for the AIGA Design + Business Conference to discuss all the ways design education impacts business. DEC Steering Committee members Gaby Hernandez and Liese Zahabi were each featured on the national series One Designer, One Work. And as with previous years, the DEC carried on its support of the AIGA Portfolio Festival.

The DEC and our Communications Team continue efforts toward uplifting and expanding voices in the design education community as we highlight those in our community through

the Design Educator Profile Series. We remain committed in our efforts toward accessibility, justice, equity, inclusion, and anti-racism in design education. We encourage you to read the article by Rebecca Tegtmeyer and Gaby Hernandez titled, "Equity, Inclusion, Access, Anti-Racism, and Design Education: Lessons Learned During the Covid-19 Pandemic" on our [website](#), which takes a deep dive into a discussion focused on the diversity and inclusion challenges that online design education presented us in 2020 and 2021. The resources made available on our site continued to expand, especially in light of the deluge of anti-asian violence in 2021.

We continue to see the impact of Beyond the Bauhaus, an online series by Kaleena Sales, who also with Kelly Walters developed Perspectives + Reflections. The articles from

Beyond the Bauhaus help to broaden the scope of what we teach and discuss in the classroom and Perspectives and Reflections serves as a place for thoughts on Identity, Race, and Design Education. Additionally, in 2021 we welcomed a new series, Computational Design Practices (CDP) developed by Kuyha Shim. CDP is to be a living document that explores the areas, concepts, skills, and perspectives of computational design, through conversations with design practitioners and educators. It aims to define and demystify code-driven and data-driven approaches in design, and discuss new opportunities and challenges to using computation as a creative medium in the context of design practice and education.

The DEC Steering Committee strives to continue living up to its mission, while expanding to meet the needs of our community.

FEATURE

Beyond the Bauhaus

Moroccan Design Stories
with Shape and Soul

R **Series** | **Perspectives and Reflections:**
Thoughts on Identity and Design Education

We are steadfast in providing resources and opportunities for teaching, research, and professional development. The DEC Publications Team implemented the new DEC Design Writing Fellowship, which will focus on an often overlooked communication artifact, the Visual Essay. Proceedings for SHIFT are being published in our Dialogue series. The current issue of "Dialectic", our scholarly journal of thought leadership, education, and practice in the discipline of visual communication design, is finalizing publication with a new call for the 6th issue released this past October. There are expected to be two more calls for "Dialectic" in the next year. In addition to all of this, the Design Teaching Resource remains a strong, accessible resource for design education and is more robust than ever.



Glimpse Into the Future by Mimi Jiao, Jenna Kim, Sophia Kim, and Jenni Lee

Finally, we want to congratulate all in our community who have had successes this year, and we want to recognize and thank all who have stepped forward to give back to design education. As we are a volunteer-run organization, we assure you, your time and contributions are seen and felt by the AIGA Design Educators Community. From presenting, organizing, moderating, to writing and editing, contributing projects, and generally helping, promoting, and engaging with your own classrooms and communities. Thank you for all you do.

There is much to come in 2022 that we cannot wait to experience with you.

AIGA Year in Review



AIGA Diversity, Equity & Inclusion Task Force

AIGA's Diversity, Equity & Inclusion Task Force has completed a new stage in its diversity and inclusion journey and is now turning a page to begin a new chapter. The Task Force's foundation has been built upon since the '90s and members are now framing the house. For instance, AIGA DEI Alumni are being acknowledged and utilized in new ways. Task Force member George Garrastegui has chaired the AIGA Design + Business Conference for the past two years and has now passed the torch to Nakita Pope, a Task Force Alum. Dian Holten has always, and continues, to volunteer her services to the AIGA Worldstudio Scholarships program which I was also privileged to serve on as a juror in 2020 and 2021. Gus Granger and Jacinda Walker are experiencing new success and growth in their personal businesses, yet are still generously available to the Task Force in helping AIGA to grow and become more accessible and inclusive.

Currently as AIGA DEI Task Force Chair, I've been navigating a new landscape; calling on new voices who are excited to be a part of the Task Force and see it thrive, while continuing to support AIGA Unidos and AIGA DEC. Additionally, new objectives, structures, and content creation is happening behind the scenes. One of our current workgroups is leading a project called The Island Project. Its purpose is to help elevate design education and job opportunities with students and emerging designers in Puerto Rico. This project has been ongoing for two years and we currently have two mainland workgroup members and two on the island. This project will continue and hopefully will be released next year.

The AIGA DEI Task Force continues to work collaboratively within our association and to support partners in other organizations as well—building new platforms for our members and continuing to create content to share design journeys and unheard or silenced narratives that are in need of amplification.

Carlos Estrada
AIGA DEI Task Force Chair

The Island Project

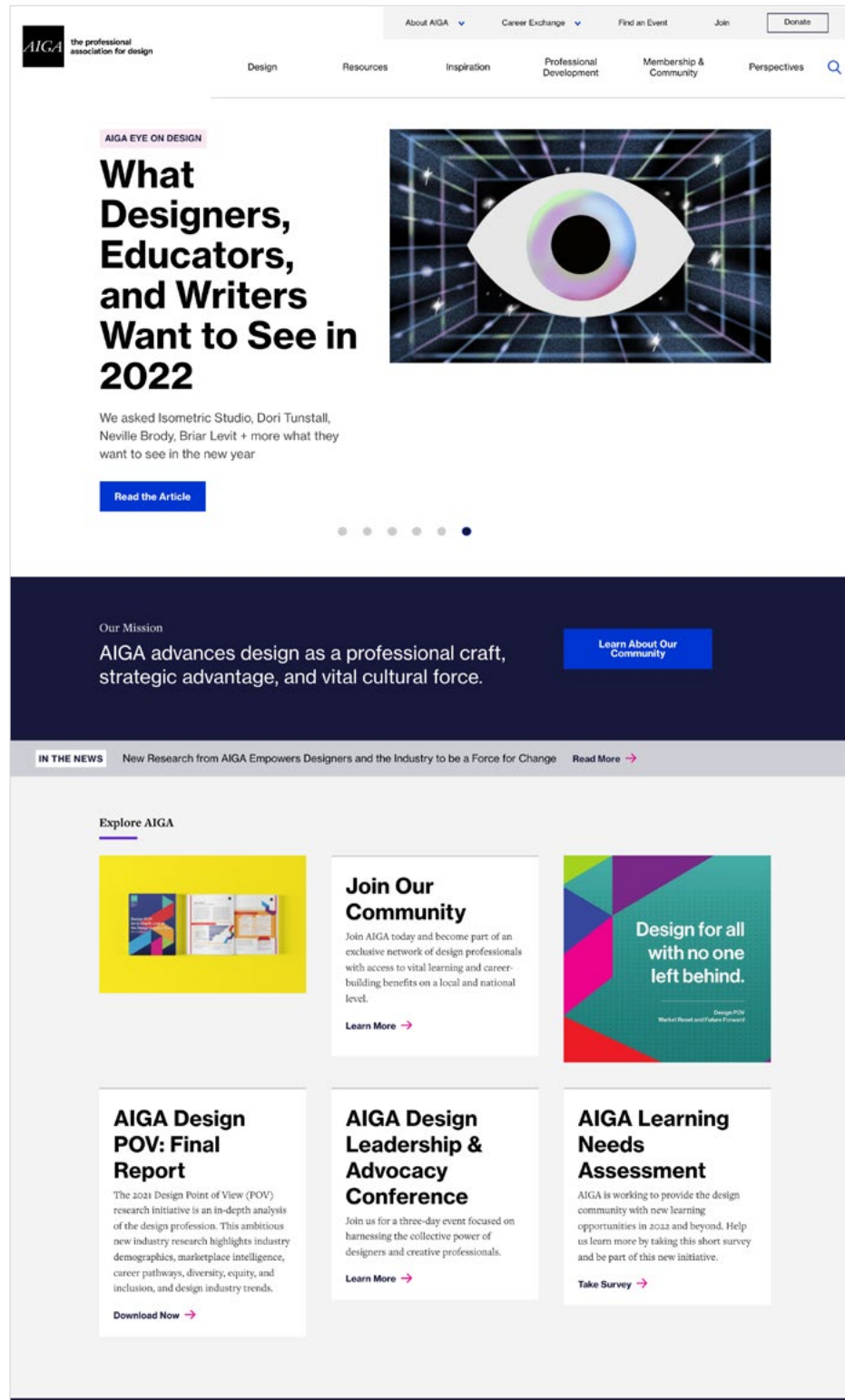
Its purpose is to help elevate design education and job opportunities with students and emerging designers in Puerto Rico.

AIGA Year in Review > Content

New AIGA.org

You may have noticed a new look to AIGA's website in 2021. Through enhanced UX features, updated imagery, and a new technical infrastructure, AIGA created a new digital hub which reinforces our mission to drive impact, community, and membership value.

The new AIGA.org showcases our dynamic, diverse, and passionate community along with the enhanced programs and opportunities AIGA provides. Through a complete technological infrastructure shift and re-design, we have created a space for the design community to learn and connect.



AIGA Year in Review > Content

Social Media

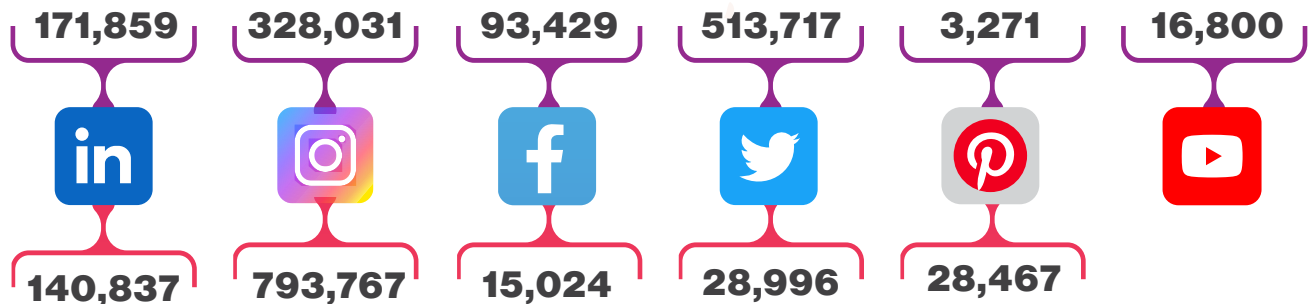


**DESIGN TO
EXCITE AND UNITE**

2021 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 2021, we shifted our platform focus to professional development programs, LinkedIn Live video streams, engaging artwork, AIGA Design POV research, and Community Polls. The design community responded by tuning in and participating in more than 50 livestreamed webinars, eager to be heard within their professional community. We also launched two new video offerings: Fireside Chats with Bennie F. Johnson and Design Future Live with Lee-Sean Huang.

@AIGA Design Followers by Channel



@AIGAeyeondesign



AIGA Year in Review > Content Podcasts

AIGA Design Podcast Channel

In 2021, AIGA released 23 full podcast episodes. The integrated @AIGADesign podcast feed in 2021 featured episodes of Design Future Now, The Restart, Design Adjacent, and Fireside Chats. This includes audio podcast versions of our livestreamed content, so you can listen on the go at your own time, as well as original audio-only podcast content. At the end of 2021, we reached over 20,000 all-time total listens to our podcast episodes.

A majority (57%) 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 (77%), while the UK, Australia, Germany, India, Mexico, and Canada represent our largest international audiences.



AIGA Design Adjacent

AIGA Design Adjacent is a podcast series with AIGA's Executive Director, Bennie F. Johnson, in conversation with industry leaders who are innovating and designing the future. Alongside the popular AIGA Fireside Chats, this new podcast explores groundbreaking topics shaping our future. Design can and does power the future, and this podcast takes a surprising look at the ways in which design is helping to build a better tomorrow.

These conversations expand beyond the design community, encompassing industries and areas that intersect with design—legal, cutting-edge technology, and strategy—and shift the ways in which we think about and interact with each other and the world around us. Design is the dynamic inspiration for these conversations.

AIGA Design Future Now Live

How is design changing as a discipline and profession? How do we face these opportunities as a community? On the Design Future Now Live podcast, AIGA's Director of Content and Learning, Lee-Sean Huang, explores questions about how design is changing as a discipline and profession, and how we face these opportunities as a community.



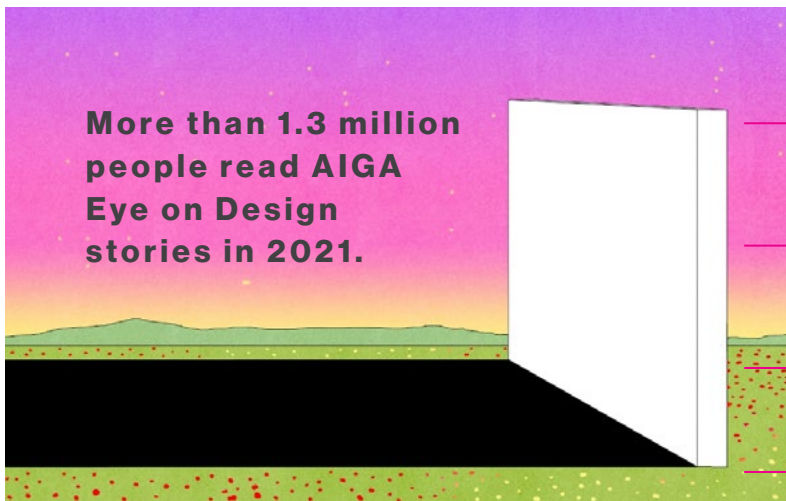
The ReStart

Change can be overwhelming. After job changes, job loss, and adjusting to new circumstances, AIGA wanted to help members of the design community navigate the way forward in work, school, community, and beyond. The ReStart brought members into the conversation. Focusing on two main areas—Back to School: Design Education and Back to Work: Virtual, Hybrid, and In-Office—AIGA spoke with design leaders, researchers and educators to explore the new, now, and next in our ever-changing world. AIGA's Lee-Sean Huang interviewed design educators to discuss teaching strategies and victories in the pandemic and we shared resources to help the community navigate the new normal.

AIGA Year in Review > Publications

AIGA Eye on Design

AIGA Eye on Design piloted its first educational programming with Design Writing 101: How designing and writing are more alike than you think. The conference symposium held in September 2021 sold out immediately.



Top stories from the year addressed culturally relevant topics including:

- **Graphic Designers Have Always Loved Minimalism. But At What Cost?**
- **Is It Time to Move on From Big Tech's Colorful Corporate Mascots?**
- **When Did Generic Grocery Brands Get So Good Looking?**
- **The CIA Has Always Understood the Power of Graphic Design.**

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

Conferences and Events

AIGA Leadership Retreat

Instead of a three day formal leadership retreat, in 2021, AIGA tried a new format for training chapter leaders by holding quarterly training sessions. Topics covered included “The Business of Chapters”, “Chapter Elections”, and a “Membership Value Deep Dive”. For the fourth quarter of 2021, we held a shorter two day (virtual) retreat featuring a state of the association session from Bennie F. Johnson, “The Science of Self Care” with Dr. Emma Seppala, a DEI Panel hosted by AIGA DEI Chair Carlos Estrada, and a board meet and greet. On day two we produced “Cultivating Accessible Communities & Design Spaces” with Nell Koneczny discussing activating a culture of accessibility in associations, a deep dive on chapter collaborations, featuring representatives from DEI and the DEC, a topic happy hour, and closing remarks with National Board President, Ashleigh Axios.

Command X: At Home

On January 27 and January 28, 2021, AIGA virtually held Command X—a live design reality show, which allows up-and-coming designers to step into the spotlight—giving them the chance to break into the industry in front of peers, heroes, and potential employers.

At each AIGA Design Conference since 2007, seven emerging designers have competed for glory, opportunity, and a cash prize. The 2021 event featured six designers from across the nation including an adjunct faculty member, freelance designers, designers from the business industry, and others.



The Emcee was Sean Adams, expert judges included Carly Ayres (Google Design), Bobby C. Martin Jr. (Champions Design), Andrew Twigg (Carnegie Mellon University School of Design), and Miranda Massie (Climate Museum). Contestants had one week to complete the first challenge—to design a new logo for Zoom that better reflected its new place in the world and our lives, and then one day to complete the second challenge—to create a campaign entitled, “Disinformation and Climate Change” to expose the influence of disinformation and to empower people to retake control of truthful narratives.

Each contestant presented and explained their logo, campaign, and creative solution to the audience. Each night, the live audience voted for a winner to receive that evening's prizes. Audrey Hancock, a freelance graphic designer from Provo, Utah, won both nights.



AIGA Design + Business Conference

Design is at the heart of every successful business. It fuels growth, delivers brand loyalty, and creates cultural impact and meaningful social change. In 2021, AIGA invited Creative Directors, CMOs, designers, and studio owners to better understand their approach and process, for the first-ever virtual AIGA Design + Business Conference. The 2021 event was hosted by George Garrastegui, Jr., an educator, designer, advocate, and curator looking to elevate the creative process by shifting the focus to how we work over what we produce.

AIGA took a deep dive into the creative process discussing 12 notable, impactful, and innovative projects with the teams that created them. We wanted attendees to uncover insights to understand what drove successful collaboration

and communication, listen to other's creative and collaborative process, and explore the decisions that informed the final product. The goal of this conference was to understand the "how" and "why" behind the "what".

We kicked off each day with a Fireside Chat between AIGA Executive Director Bennie F. Johnson and our guests: Tim Riley, Senior Director of Experience Design at Warby Parker; Scott Belsky, Chief Product Officer and EVP of Adobe; and Attica Jaques, Head of Global Brand Marketing for Google. Each afternoon was capped off with a live, unrecorded salon, hosted by each day's presenters to dive deeper into the conversation, ask questions, and get a true understanding of the ins-and-outs of their client-designer relationships.

AIGA Portfolio Festival

The AIGA Portfolio Festival is a virtual event supporting students, recent graduates, emerging designers, and those looking to refresh their portfolio. In 2021, we celebrated attendees and their creativity for a second time. Focused on mentorship, collaboration, and learning, the Portfolio Festival featured content from design practitioners, influencers, educators, and partners, whose goal was to help attendees tailor their portfolios.



Each day, programming kicked off with a live streamed keynote on the topic of feedback and critique. After each talk, there was a live review of three portfolios. These sessions were free and open to all. The 2021 Keynote Speakers were: Jina Anne, Aaron Draplin, Kaleena Sales, and Zipeng Zhu.

Fireside Chat guests included: Yocasta Lachapelle, (Director of Talent, Collins), Albert Shum, (CVP of Design, Experiences & Devices Group, Microsoft), and Doug Powell, (former VP of Design, IBM). Following the public review sessions, private review sessions for AIGA members took place.



Fireside Chat with Yocasta Lachapelle, COLLINS

Yocasta Lachapelle is the Director of Talent at COLLINS (Ad Age's Design Agency of the Year). She is responsible for talent recruitment, development and retention and has a passion for finding and nurturing creative people. Please welcome Yocasta in conversation with AIGA Executive Director Bennie F. Johnson.

Watch Now →



Fireside Chat with Albert Shum, Microsoft

Albert Shum leads a collaborative team of designers, writers, and researchers creating the future of experiences and devices at Microsoft. His team currently drives incubation for the Windows ecosystem, focused on the responsibility of design to create intelligent and inclusive experiences.

Watch Now →



Fireside Chat with Doug Powell, IBM

Doug Powell is an award-winning designer with more than 30 years of experience in a wide range of design disciplines. As Vice President of Design at IBM, he is responsible for design leadership, design practices, and the community of designers company-wide.

Watch Now →



AIGA 2021 AIGA DESIGN CONFERENCE
A BRIEF HISTORY OF NOW
VIRTUAL **SEPT. 20-24**

AIGA Design Conference

The AIGA Design Conference is the biggest event of the year for creative thinkers. It is a different experience; we ask provocative questions and challenge designers to think about the future. It is an opportunity to participate in fresh ideation for design along with leaders in the industry.

The 2021 conference theme, brought to life by Conference Chair Rick Griffith, Designer and Partner at MATTER, was “A Brief History of Now”. Designers and design collaborators are constantly seeking to understand design’s influence on intimate spaces and systemic structures. So in 2021, we asked ourselves, “what are the possible futures of design as both a cultural force and a strategic advantage?”

The AIGA Design Conference convened virtually once more to ask the questions:

- How big are the influence of design and designers on our world?
- How can we be the collaborators we want to be—now—to impact our future positively?
- How can I create a unique path for myself that speaks to my individuality and talent in a plurality of ways?

- How is new design research uncovering new historical narratives, helping us to re-examine our traditional conceptions about design’s past?

Speakers shared their own experiences answering some of these questions, sparking participants’ ideas and imagination about what the future holds for design.



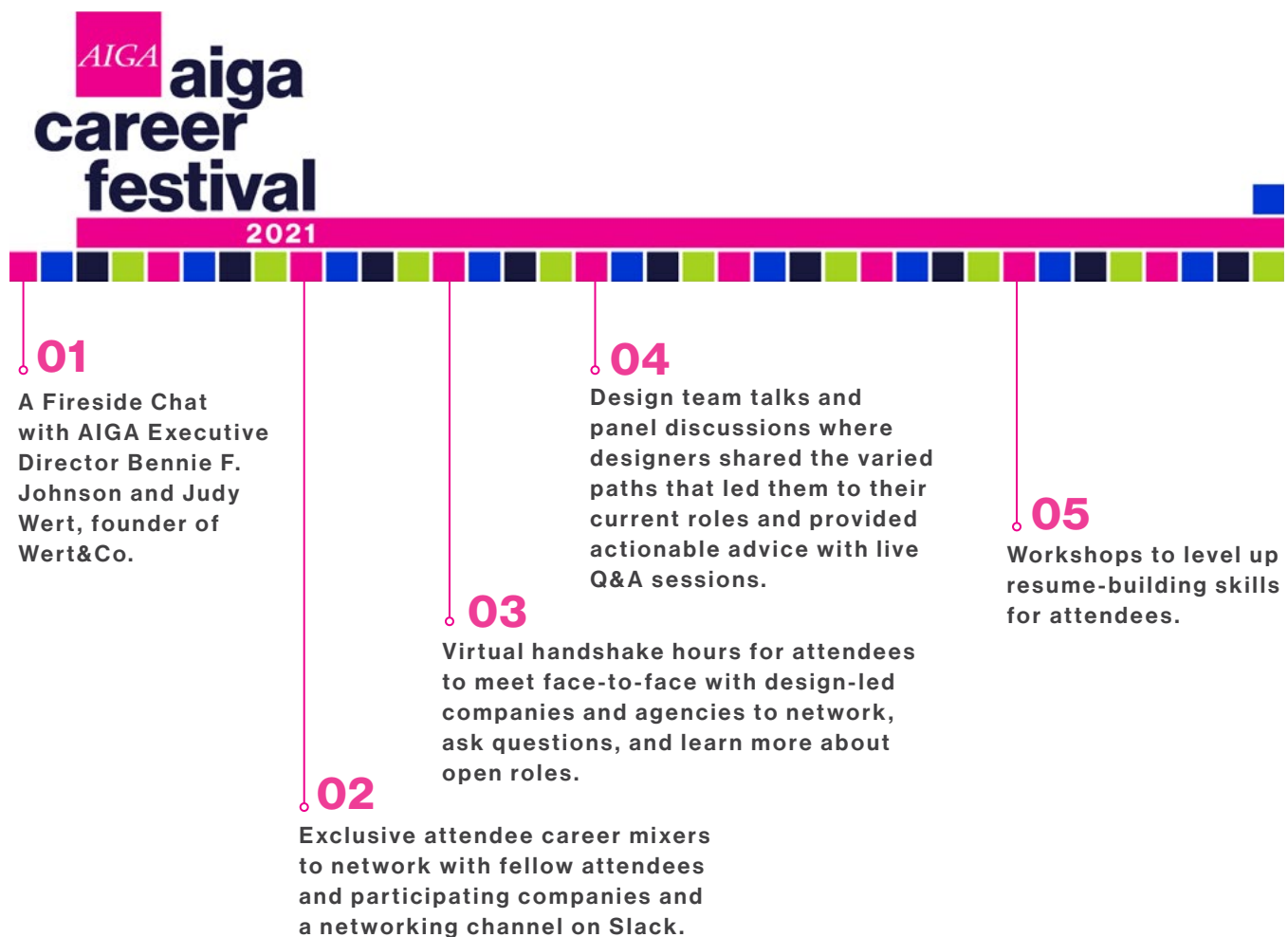
One of the highlights of the 2021 Design Conference were the Fireside Chats between AIGA’s Executive Director, Bennie F. Johnson, and design leaders discussing leadership in design, design culture, and their inspirations. Conversations were held with Frank Schulenburg, Executive Director at Wiki Education and Ravi Hampole, SVP, Global Brand Creative at lululemon.

AIGA Career Festival

In 2021, for the first time, AIGA hosted a Career Festival. The event—an immersive virtual experience—helped connect organizations with qualified professionals at every level and design discipline, and showcased companies and open design positions to a dynamic audience of job seekers looking for their next career opportunity.

Attendees had opportunities to: present their portfolios to design hiring managers and team leads from hiring companies; gain actionable insights from recruiters; and hone their personal pitches.

Festival activities included:





member meetups



AIGA Member Meetups

2021 also saw AIGA pilot a small cohort of networking opportunities for members called Member Meetups. These were informal and intimate sessions offered free to members. These unrecorded meetings provided members the opportunity to connect live with peers, to network, learn, and discuss key topics of interest. Meetups were facilitated by design leaders in the AIGA community.

Topics and themes for Member Meetups included:

- Career Transition and Resiliency
- Design Leadership
- Change by Design
- Industry Trends
- Design and Life
- Professional Craft

The 2021 facilitators included:

- **Joseph Carter-Brown**, Global UX Manager, Stanley Black & Decker
- **Meaghan Dee**, Associate Professor, Virginia Tech
- **Lauren Dougherty**, Director, Design and User Experience, FS Investments
- **Timothy Hykes**, User Experience Designer, World Wide Technology
- **Jennifer Marin Jericho**, Strategist, Jericho Vinegar Works
- **Anthony Welborn**, Creative/Marketing, Senior Flexonics Pathway



Webinars



One Designer, One Work

In 2021, AIGA launched a new webinar series for the design community—AIGA One Designer, One Work—which features a designer sharing an inspirational design piece that inspired them and helped build their love of design. Our 2021 guests included:

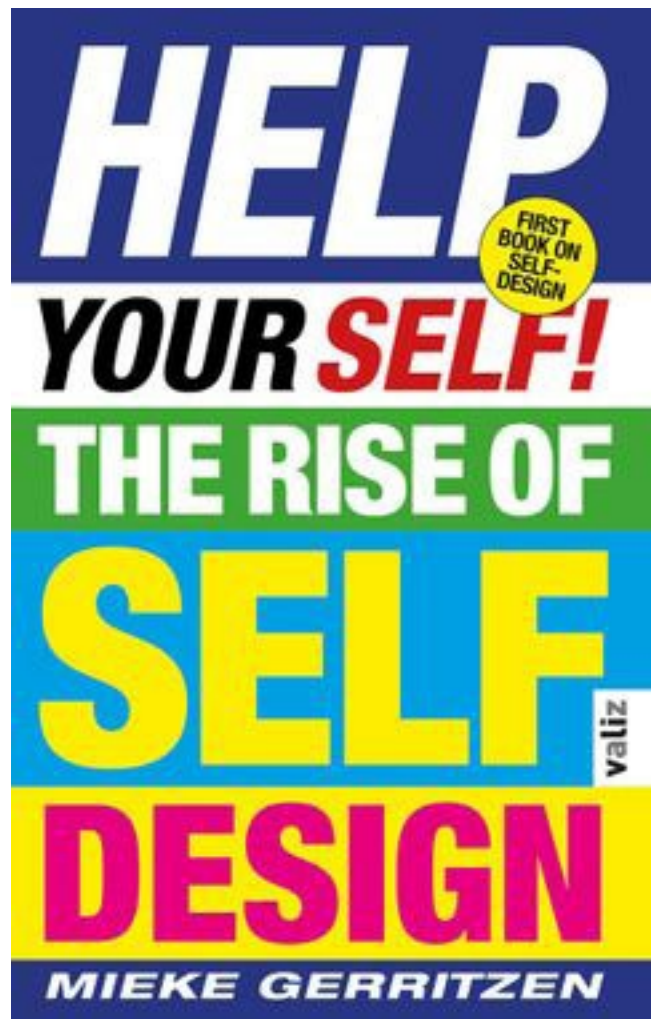
- **Dian Holton** discussed Nina Chanel Abney's Mattel UNO deck.
- **Paul Mendoza** examined a compelling educational television show on Netflix: Patriot Act by Hasan Minhaj, that celebrated a team of talented AAPI creatives, and innovative graphic design.
- **Ambica Prakash** highlighted the work of Tibor Kalman and his commentary in Colors Magazine.
- **Abigail Ayers** explored how the virtual reality experience, "Where Thoughts Go" encourages vulnerability and community in its users, through storytelling and purposeful design.
- **Gaby Hernández** discussed pinhole photography—a metaphor of simplicity, slowness, and uniqueness in design processes.
- **Batsheba Castro Martinez** shared a site-specific video piece, "The Oculus" by Shantell Martin, which explores some of the questions and repetitions we find ourselves asking: Are You being You? Are You being true? Who are You? Are you YOU?
- **Lisa Babb** explored Black Lives: 1900 Paris Exhibition.
- **Phim Her** discussed the history of tarot design, starting with the Rider-Waite tarot deck and ending with the evolution of modern tarot decks.
- **Lucille Tenazas** shared thoughts about The Vernacular as Typographic Inspiration: The Street Signs Project, Detroit.
- **Sam Yates** discussed the work of Emory Douglas, a prolific Black creator, designer, and activist. Sam shared their experience learning about Douglas's monumental impact on design history and the basics of visual communications.
- **Liese Zahabi** explored Gone Home, a powerful example of a non-traditional video game, moving away from the tropes found within the very popular first-person shooter games on the market, instead creating a user experience that is about exploration, narrative, family relationships, memory, and material culture.

AIGA & PHAIDON

Book Series

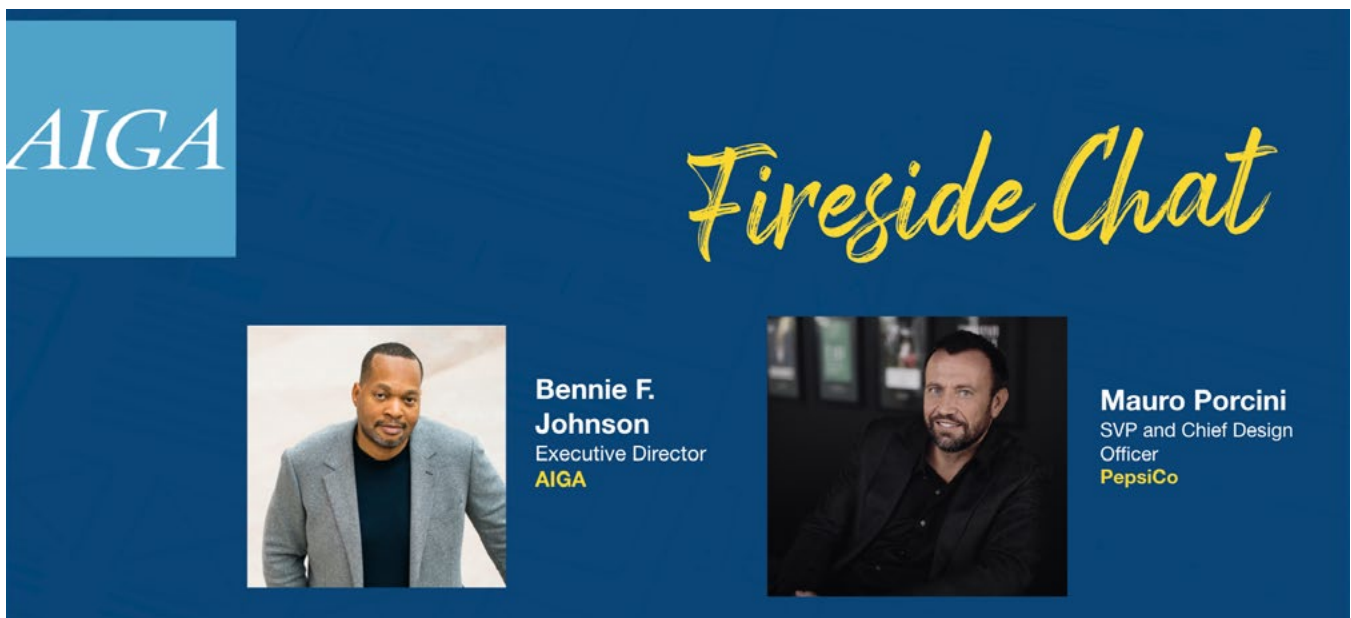
In 2021, AIGA built upon its partnership with publishers, Phaidon, Artbook, and Princeton Architectural Press, to bring the AIGA community several book events.

- **Designing Phaidon Books** with Julia Hasting, Creative Director, Phaidon
- **“Black, Brown + Latinx Design Educators: Conversations on Design and Race”** by Kelly Walters
- **“Patented: 1,000 Design Patents”** by Thomas Rinaldi
- **“Nike: Better is Temporary”** by Sam Grawe
- **“How to Become a Successful Artist”** by Magnus Resch
- **“How Design Makes Us Think: And Feel and Do Things”** by Sean Adams
- **“Help Your Self!: The Rise of Self Design”** by Mieke Gerritzen
- **“Woman Made: Great Women Designers”** by Jane Hall
- **“A New Program for Graphic Design”** by David Reinfurt
- **“Big Data, Big Design: Why Designers Should Care About Artificial Intelligence”** by Helen Armstrong
- **“Soled Out”** by Simon Wood
- **“CAPS LOCK: How Capitalism Took Hold of Graphic Design, and How to Escape from It”** by Ruben Pater



AIGA Fireside Chats

AIGA Fireside Chats are live, on-line events where Executive Director Bennie F. Johnson talks with today's leaders in design, business, and technology, focussing on the topics of leadership growth, the future of work, and creating a culture of design.



In 2021, we hosted 15 Fireside Chats:

- Tim Riley of Warby Parker
- Scott Belsky of Adobe
- Attica Jaques of Google
- Yocasta Lachapelle of Collins
- Albert Shum of Microsoft
- Doug Powell formerly of IBM
- Mauro Porcini of PepsiCo
- Frank Schulenburg of Wiki Education
- Ravi Hampole of lululemon
- Robbie Tseng of HBO Max
- Judy Wert of Wert&Co.
- Art Taylor of BBB Wise Giving Alliance
- Alex Center of CENTER
- Randy Hunt, Designer
- Theresa Fitzgerald of Sesame Workshop

Initiatives



In October 2021, AIGA announced the winners of the 2021/2022 AIGA Worldstudio Scholarships. The scholarships are awarded annually to encourage social and environmental responsibility and cultural awareness in the next generation of artists and designers. Jurors selected 23 students to receive awards for the 2021/2022 academic year. Due to the increased community support during the 2020 #AIGATogether campaign, AIGA was able to increase the amount of individual scholarship awards for the 2021/2022 academic year—making a greater impact for each student.

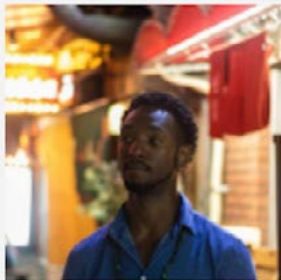
The AIGA Worldstudio Scholarships program increases diversity in creative professions by providing an opportunity for undergraduate and graduate students from underrepresented and economically disadvantaged backgrounds to achieve their educational goals and give back to their communities through their work. Since its inception in 1995, over \$1.3 million dollars

has been awarded to more than 800 college students studying art and design.

In 2021, 209 applications were received and 23 were awarded—four scholarships at \$3,500 each, eight scholarships at \$3,000 each, five honorable mentions at \$500 each, two chapter scholarships at \$2,500 each, two chapter scholarships at \$1,000 each, and two chapter honorable mentions at \$500, for a grand total of \$48,500. Each student also received a certificate of achievement, and a one-year, complimentary AIGA membership.

“We must provide support to the next generation of diverse, creative talent, to make our society more inclusive and reflective of who we truly are,” said Mark Randall, Principal, Worldstudio; Associate Dean / Assistant Professor, Parsons School of Design Strategies and Partner, AIGA Worldstudio Scholarships.

You can find additional information and artwork for the 2021/2022 recipients at [AIGA.org](https://www.aiga.org).
The recipients are:



GRAPHIC DESIGN

Kofi Bazzell-Smith

Graduate Student,
University of Illinois



GRAPHIC DESIGN

Camrien Cooper

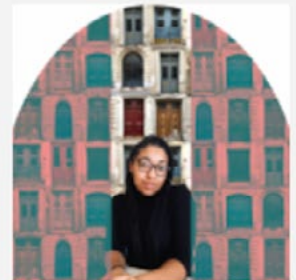
Junior, University of
California Berkeley



GRAPHIC DESIGN

Miriam Flores

Junior, University of Utah



GRAPHIC DESIGN

Jonai Gibson-Selix

Senior, The University of
the Arts



GRAPHIC DESIGN

Sulaiman Jackson

Sophomore, Baker College



GRAPHIC DESIGN

Gawon Lee

Graduate Student, George
Mason University



GRAPHIC DESIGN

Olivia Quesada

Senior, University of
Washington - Seattle



GRAPHIC DESIGN

Olivia Santangelo

Freshman, North Carolina
State University College
of Design

Graphic Design

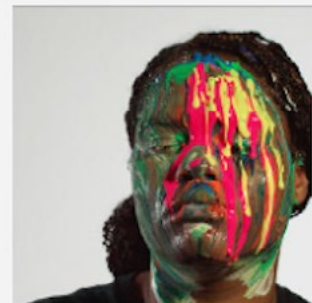
**Total Awarded: \$20,000 and
\$500 in chapter awards**



GRAPHIC DESIGN

Nick Tallent

Senior, University of
Houston



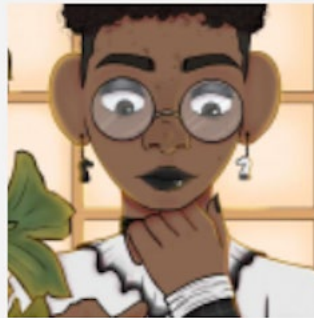
GRAPHIC DESIGN

**Adreenah "Dreezy"
Wynn**

Graduate Student,
University of Florida

Illustration

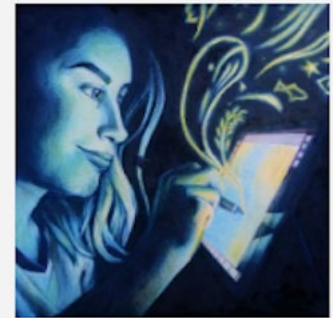
Total Awarded: \$11,000 and \$6,000 in chapter awards



ILLUSTRATION

Ty Campbell

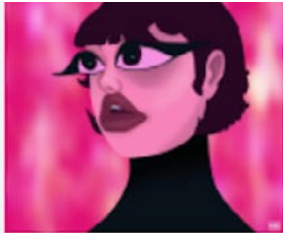
Freshman, Virginia Commonwealth University



ILLUSTRATION

Alex Driskell

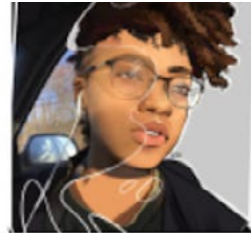
Freshman, Ringling College of Art and Design



ILLUSTRATION

Matilda Gonzales

Freshman, Northwest Vista College



ILLUSTRATION

Yeala Grimes

Freshman, Virginia Commonwealth University



ILLUSTRATION

Ajane Lawrence

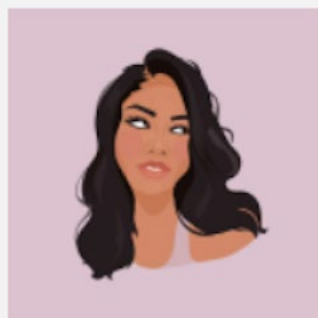
Sophomore, North Carolina State University



ILLUSTRATION

Avery Luthardt

Freshman, Minneapolis College of Art and Design



ILLUSTRATION

Sydnei Pitts

Junior, Loyola Marymount University



ILLUSTRATION

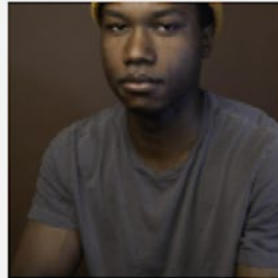
Duha Shreiteh

Freshman, Kansas City Art Institute

This program would not be possible without the generous support of our donors. Special thanks to participating chapters and supporters of the AIGA Charlotte Design Continuum Fund and the AIGA DC Design Continuum Fund, as well as the supporters of the #AIGATogether campaign, including the Richard and Jean Coyne Family Foundation, Betty Designs, and CASE Agency.

Photography

Total Awarded: \$9,500 and \$1,500 in chapter awards



PHOTOGRAPHY

Jamil Fatti

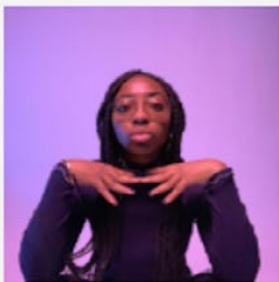
Graduate Student, Rhode Island School of Design



PHOTOGRAPHY

Xavier Hadley

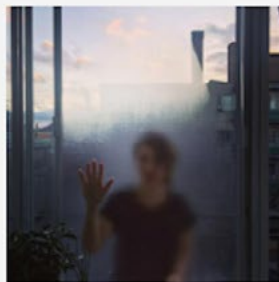
Graduate Student, New York University



PHOTOGRAPHY

Lia Latty

Senior, Maryland Institute College of Art



PHOTOGRAPHY

Marilyn Montúfar

Graduate Student, East Los Angeles College



PHOTOGRAPHY

Stevia Ndoe

Freshman, New York University

Special thank you to the 2021/2022 jurors:

Carlos Estrada, Principal/CD, Agency 512 / Vice Chair, AIGA DEI / Equity Director, AIGA Detroit

Sabrina Hall, Senior Product Design Manager, Justworks / CUP Board of Directors

Dian Holton, Deputy Art Director, AARP

Natacha Poggio, Assistant Professor of Graphic Design, University of Houston-Downtown / Director, Design Global Change

Sadie Red Wing, Student Success Coach, American Indian College Fund

Gil Ashby, Visual Artist / Associate Professor of Illustration, College for Creative Studies Detroit

Robyn Ng, Art Director / Illustrator, Independent Freelance

Sarah Siddiqui, Lead Graphic Designer, Experience Kissimmee

Claudia Grimaldi Marks, Senior Art Director, Getty Images

Reggie Tidwell, Curve Theory / AIGA Asheville, Founding President

Tom Koken, Designer, Worldstudio

Mark Randall, Principal, Worldstudio / Associate Dean and Assistant Professor, Parsons School of Design Strategies

Initiatives



AIGA Certificates for Creatives

As the professional association for design, AIGA empowers designers to continue reaching new heights throughout their career journey. Through our new research initiative, the AIGA Design POV, we have come to understand that designers are lifelong learners. The community told us they wanted professional development opportunities, and AIGA looked at ways to help fill this gap. In August of 2021, the new AIGA Certificates for Creatives program was launched; and since, over 220 individuals have registered for a certificate.

We want to be able to support designers at every career stage and our goal in creating this certification program does just that. Depending on where designers are in their careers, we find they are seeking to adapt to technology and social change alongside increasing business skills. We learned that there are some non-design specific competency gaps that designers need to close to best position themselves to advance their careers and the profession overall.

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. MindEdge has a comprehensive catalog of professional development courses and certificates for busy professionals. Through this partnership, AIGA is able to offer this benefit to members.

Certificates are available in several focus areas:



Executive Education: Yale Program

AIGA's executive education program, Creative Perspectives for Business 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 levels in their careers.

Acting as the perfect blend of business and design, this program has expanded to include a wide, diverse network of architects, graphic designers, industrial designers, developers, and other creative professionals, all pushing the boundaries of their leadership potential in order to move themselves and their respective organizations forward.



Yale SCHOOL OF MANAGEMENT

Program Purpose

Design-industry professionals broaden their management skills to complement their deep creative skills and become well-rounded senior leaders.

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 strategic thinking 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 and learn the basics of accounting and finance to communicate better with their financial team.

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

Initiatives

New Learning Series



Career Success for Creative Introverts

Launched at the end of 2021, this new course from AIGA and Janice Chaka, an international HR professional, virtual business owner, introvert coach, and professional podcaster, helps introverts maximize their strengths. The goal of this course is to help designers discover the right mindset to thrive as an introverted creative, personally and professionally.

Chaka explains that listening to oneself to better understand and know what one needs to succeed and thrive is important. Our mindset is an incredible asset that needs to be nurtured. This is especially true for creatives that identify as introverted. This course provides a way to harness an individual's skills and energy to set goals and boundaries, and create impact while maintaining a life balance.



a dedicated meeting series that empowers design organizations and their leaders to drive their teams towards professional success, career growth and practice excellence.

Design Ops Ed Salon Series

Design Ops 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

There is no one, singular way to do business in design anymore. 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.

Professional Excellence

AIGA 50 Books | 50 Covers Competition

In June 2021, AIGA announced the results of the 50 Books | 50 Covers of 2020 competition. With 696 book and cover design entries from 36 countries, the 2021 competition recognized and showcased design excellence from a year marked by unparalleled change.



Since its inception in 1923 as the Fifty Books of the Year competition, this annual event highlights AIGA's continued commitment to uplifting powerful and compelling design in a familiar format we know and love. As book jackets became more prevalent, the competition evolved with the field to acknowledge excellence in cover design, changing the name of the competition to 50 Books | 50 Covers in 1995.

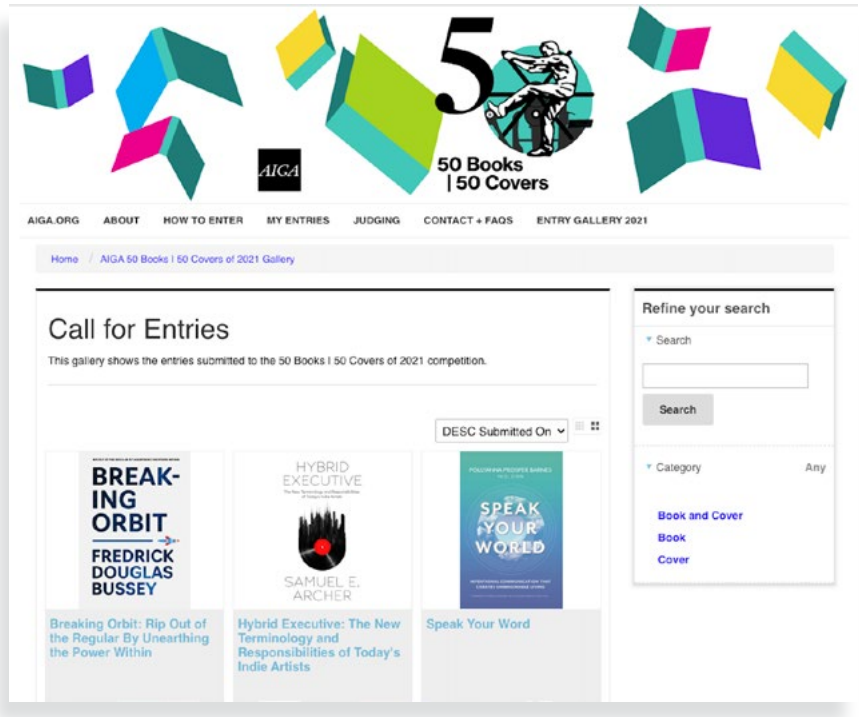
Winning selections are part of the AIGA collection at the Rare Book and Manuscript Library at New York's Columbia University's Butler Library.

Special thank you to the panel of esteemed jurors: Gail Anderson (chair), Jennifer Morla, Paul Sahre, and Kelly Walters. The jurors evaluated each work's integrated design approach, including concept, innovation, and visual elements such as typography, illustration, and/or information design. A notable trend in this group of entries included handwriting and hand illustrated covers which art directors turned to when pandemic restrictions impacted book design workflows.



Gail Anderson | Juror Chair

"People know how high the bar is in the competition, so they choose their entries carefully. This makes the cherished 50 a bit of a stressful edit, but wow. Print books rule."



"In a year where many of us felt and were disconnected in numerous ways, books provided us that connection to each other and to our world. Books play a vital role in our lives, and while our world and the ways we access and interact with stories may have changed, our appreciation for books has not," said Bennie F. Johnson, AIGA's Executive Director. The 50 Books | 50 Covers of 2020 winners can be viewed in the AIGA winner gallery.



AIGA Awards

In May 2021, 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 virtual AIGA Design Conference on September 21, 2021. The recipient of the AIGA Corporate Leadership Award was recognized at the virtual AIGA Design + Business Conference on May 12, 2021.

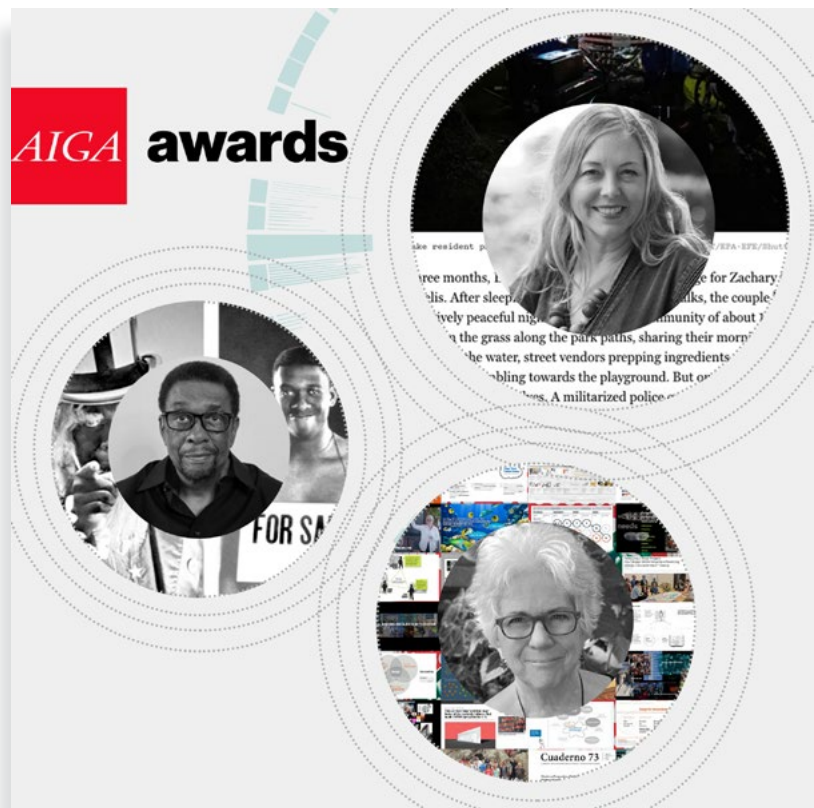
Since 1920, AIGA has awarded the AIGA Medal, the most distinguished honor in the profession, to designers whose influence, careers, and bodies of work represent unique and outstanding stories of dedication to craft, career growth, and the tightly woven fabric of design, technology, culture, and society. 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.

Forest Young | Co-Chair

"This is a slate of giants within our profession. Together, they inspire us to consider design as a vehicle to broaden the voices we amplify..."

The slate of AIGA Award recipients selected in April 2020 and, announced in May 2021 due to the pandemic, connect the past and present. "This is a slate of giants within our profession. Together, they inspire us to consider design as a vehicle to

broaden the voices we amplify, to expand access to the profession, reimagine the very boundaries of what it is we do, and also to realize we must be vigilant in recognizing great practitioners, and not to overlook any shining stars in their prime who are overshadowed," said Forest Young, co-chair of this year's Medalist Committee and Chief Creative Officer, Wolff Olins. "This distinguished group of awardees represent design's singular ability to encompass multiple futures while reflecting a truer and more inclusive story of our exceptional and expansive past," said Hugh Weber, co-chair of this year's Medalist Committee and Managing Director, We Must Be Bold and The Great Discontent. See the next page for AIGA Awards recipients.



AIGA Awards Recipients



AIGA Medalist “Expanding Voice”

Boston is recognized for his longstanding commitment to his students as an educator, mentor, and profound influence on the community of Los Angeles, as well as his bold, funny, polemical designs from a lifetime body of work.

AIGA Medalist “Expanding Access”

Miller is recognized for her outsized influence within the profession to end the marginalization of BIPOC designers through her civil rights activism, industry exposé writing, research rigor, and archival vision.



AIGA Medalist “Expanding Envelope”

Irwin is recognized for her vision and enduring provocation to shape design education and philosophy through Transition Design—the need for societal transitions towards more sustainable and plural futures.

Honorary AIGA Medalist (posthumous) “Expanding Recognition”

Miller is recognized for his tenacity and impeccable craft as a pioneering graphic designer and art director for global brands—based in Chicago, whose work culminated in the timeless DuSable Museum mosaics.





Steven Heller Prize for Cultural Commentary

Drucker is recognized for her prolific yet unpredictable work as a leading scholar of graphic design, print culture, and book history; as well as her impact through graphic design history textbooks, to shape students and welcome the next generation of designers.

Steven Heller Prize for Cultural Commentary

Walker is recognized for her writing on design and urbanism to promote design issues and thinking to a mass readership, as well as her commentary on public transportation and walking to connect people with where they live.



AIGA Corporate Leadership Award

Warby Parker is recognized for changing the eyewear industry by pioneering ideas, designing products and experiences, making proper vision care more affordable and accessible, and for leading the way for socially conscious businesses.

Bennie F. Johnson, AIGA's Executive Director, said, "This groundbreaking slate of award winners exemplifies the past, present, and future of not only our design community, but also design adjacent thought leaders and innovators, giving us the opportunity to create new conversations."

[Learn more about AIGA's awards.](#)

Research + Insights

AIGA Design Point of View (POV) Research Initiative

In April 2021, AIGA released the executive summary of the 2021 Design POV research, an in-depth analysis of the design profession. This ambitious new industry research initiative highlighted industry demographics, marketplace intelligence, career pathways, the economic impacts of COVID, diversity, equity, and inclusion, and design industry trends. The findings provide insights into new work dynamics impacting the profession and developments and trends that will help designers, and the profession, evolve.



“This major research initiative is an in-depth look at the design industry that will allow us to get a better understanding of the profession and its larger impact,” said AIGA Executive Director, Bennie F. Johnson. “AIGA’s goal with this new research is to build actionable insights into a dynamic profession that continues to evolve and expand in new directions. This ongoing research initiative will help us understand what the industry looks like today and tomorrow, and the ways in which design is transforming our world.”

The Design POV research initiative provides the knowledge and understanding to grow and share resources for our profession which includes designers, creative agencies and studios, and companies leading through design. It creates opportunities for design as a professional craft, a strategic and business advantage, and as a catalyst for positive impact in our communities and the world at-large.

The 2021 research initiative covered the following themes and will continue to explore these themes in 2022:



Dr. Rubens Pessanha
AIGA's Chief of Insights
& Learning

"What we found in this research is not only how much there is to celebrate in the design community, but also how much more needs to be done to continue creating a better community for all. These findings will help us better understand who makes up the profession and how we can create a sense of belonging and inclusiveness for the broader design community."

01 Market Reset

COVID-19 caused the marketplace to reset and this research looks at how the design industry is leading and showing value.

02 Future Foward

According to the design industry, new technologies are emerging that will have an impact on the profession.

03 Lifelong Learning

Adaptability has never been more critical and is where the profession perceives its most significant competency gap. To stay current, we found that designers continue learning new skills on-and-off the job.

04 Design Pathways

From early inspiration to ongoing development, design career pathways are multifaceted and nonlinear. This research examines the ways in which designers enter the design industry.

05 Being a Designer

Three main lenses: a Skillset ("visual problem solver, experience creator, and communicator/storyteller"); a Mindset ("to be a designer is more so a way of thinking than doing"); an Outcome- or Impactset ("force for change, progress, and good") are how the community explains being a designer.

06 Design Leads

Design leads people and organizations, but leadership in the design industry is not always easy. Using a new index, AIGA Design Forward™, AIGA examines progress over time to help empower designers to be a force for change.



07 Creative Communities

The industry must invest in diversity, equity, inclusion and accessibility. While women, younger professionals, LGBTQIA+, Asian Americans, and people with disabilities/difficulties, have higher representation in the community, dilemmas include: potential pay gaps, underrepresentation in leadership positions, and overall underrepresentation of certain groups in the profession.

08 Market Intelligence

Every designer is a potential business. Based on our research, 4 out of 10 designers have two or more sources of income and continue to hone their entrepreneurial spirit.

09 Value of Design

Design is essential to organizations, strengthening brand equity, creating a culture of innovation, and improving financial performance.

10 Design for Positive Impact

The design community continues to inspire and impress with its social conscience. Approximately 1 out of 2 designers say they have volunteered their skills to help their communities during this trying time.

Mauro Porcini

PepsiCo's Chief Design Officer

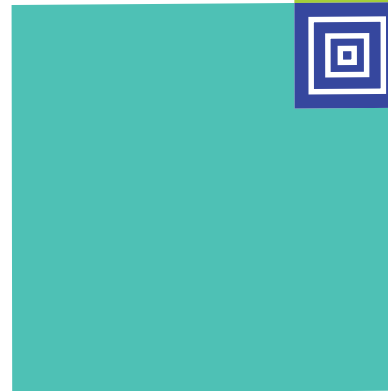
"The world has changed as we know it, and this new research from AIGA provides useful insights into adapting to and understanding our new reality, helping the design community to continue to deliver meaningful solutions for people. Design and designers are at the nexus of innovation and reimagining how we interact with each other and the world around us to drive positive change and produce a better world."

The Design POV was made possible thanks to the support of PepsiCo.

Partnerships

AIGA National Partners

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.



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.

We offer a host of opportunities to best align with partner organizations needs including:

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

AIGA Sponsors + Partners

In 2021 we partnered with:

- | | | |
|---------------------------|---------------------|----------------|
| • 3M | • Johnson & Johnson | • Poster House |
| • Adobe (The Stoke Group) | • Kimley-Horn | • Sarankco |
| • A+I | • lululemon | • Sterling |
| • Apple | • Microsoft | • Wix |
| • Coforma | • MURAL | • Xandr |
| • Datadog | • Pantone | |



AIGA, the professional association for design, 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.

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For more information about the Design POV, contact
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