



AIGA



2020 Year in Review

Purposeful Change

There is amazing power in coming together
to share resources, to learn together,
and to draw strength from each other.

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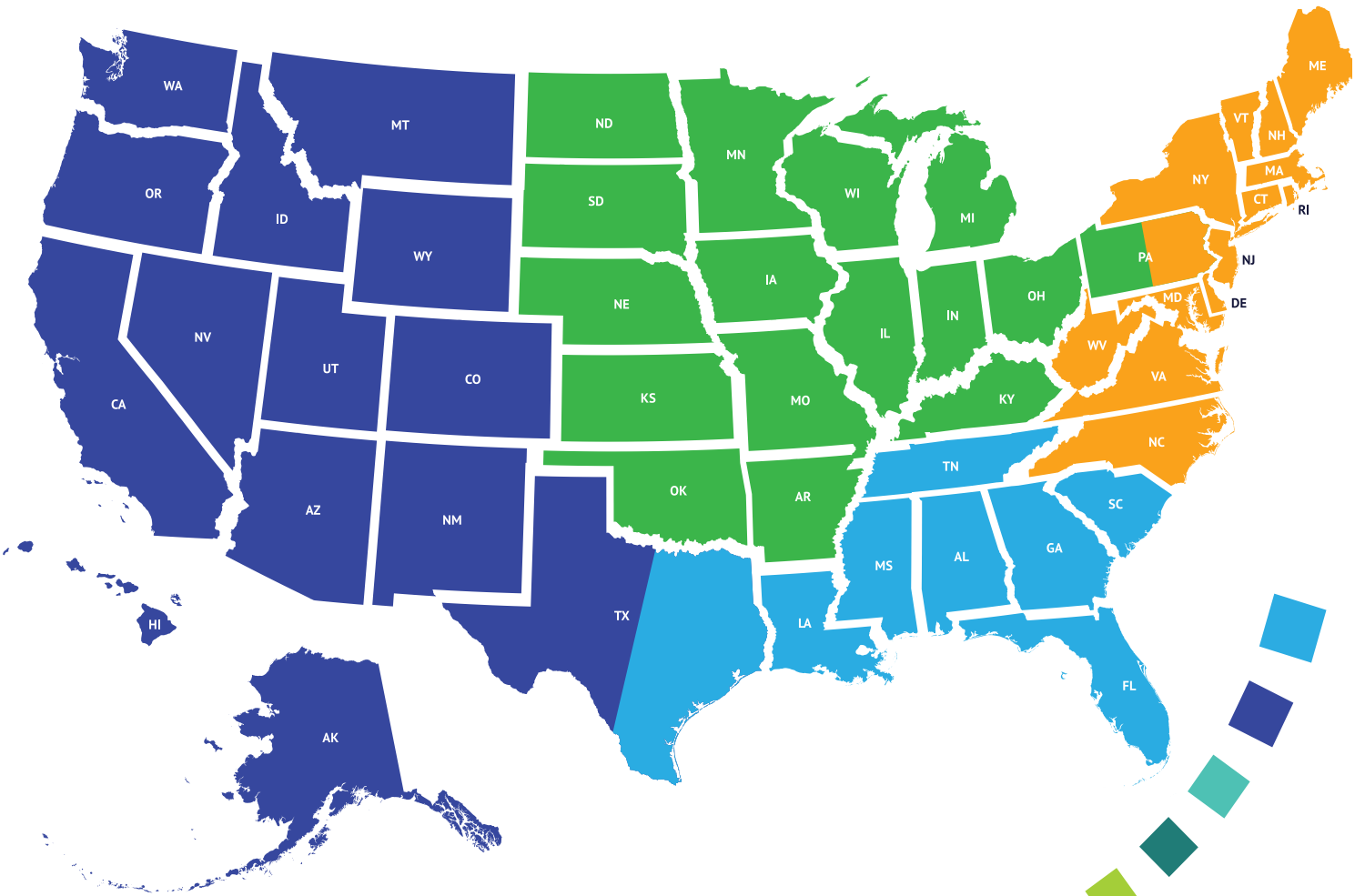
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About AIGA

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

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



AIGA Chapters

In 2020, AIGA committed to strengthening our network of 75 chapters and 200 student groups across the U.S. and raising the voices of chapter leaders nationally by improving our lines of communication and providing vital new resources.

With the necessary and urgent call for change raised by the year’s heightened anti-racism movements, AIGA held a town hall meeting and discussions with volunteers and chapter leaders to address systemic racism in the profession and the association.

AIGA is proud of our national Board, Diversity, Equity and Inclusion (DEI) Task Force, and chapter volunteers who are doing the hard work to build greater diversity, equity, and inclusion throughout all of AIGA and the design profession. As of 2020, more than 20 chapters had DEI chairs appointed and the national Task Force began the process of re-organizing to create greater

impact and work more strategically across the chapters and throughout the industry.

To reinforce our DEI commitment, chapter volunteer leadership training in 2020 included an intensive anti-bias course hosted by World Trust Education Services. Leaders also participated in a four-day virtual retreat with courses offered by the Yale School of Management, the Society for Human Resource Management, and BoardSource.

We expanded the lines of communication between the national Board, staff, and local chapters with monthly leadership calls to discuss key issues and share strategic advice on dealing with the various socio-economic impacts created by the pandemic and political unrest.

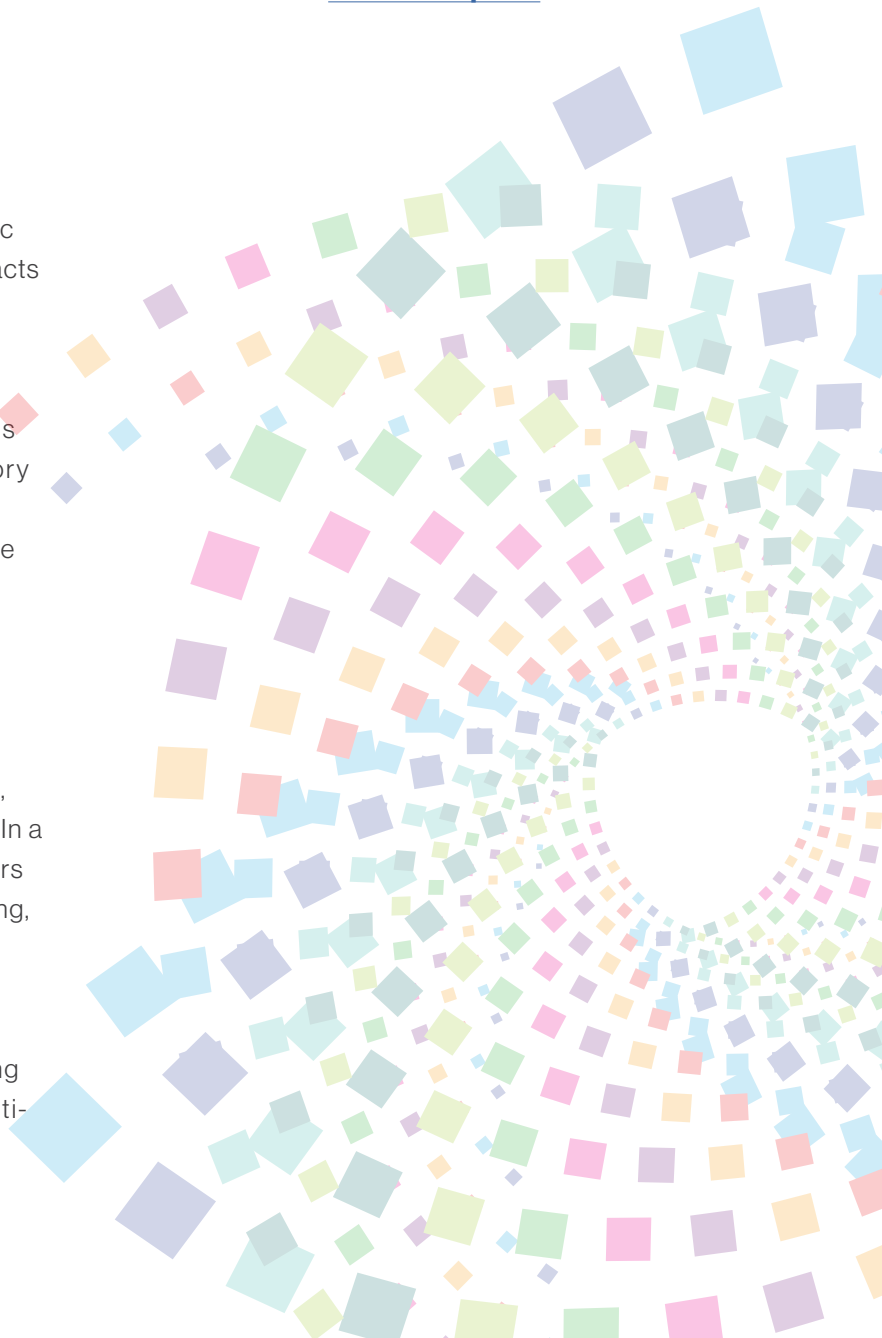
AIGA also increased transparency and awareness of national volunteer opportunities by holding open calls for nominations and elections for the Chapter Advisory Council (CAC) chair and regional representatives, encouraging members to volunteer and become more involved in their association.

AIGA was also able to provide chapters with Zoom enterprise accounts so they could meet the increasing need for virtual programming and meetings; allowing members the opportunity to continue to connect, learn, network, and advance their skills during the pandemic. In a year where in-person events were not possible, chapters were able to provide over 200 inspirational programming, networking, and online educational opportunities to engage members of the design community.

In 2021, AIGA will continue to expand volunteer training with more frequent leadership webinars, additional anti-racism workshops, and new programming to promote

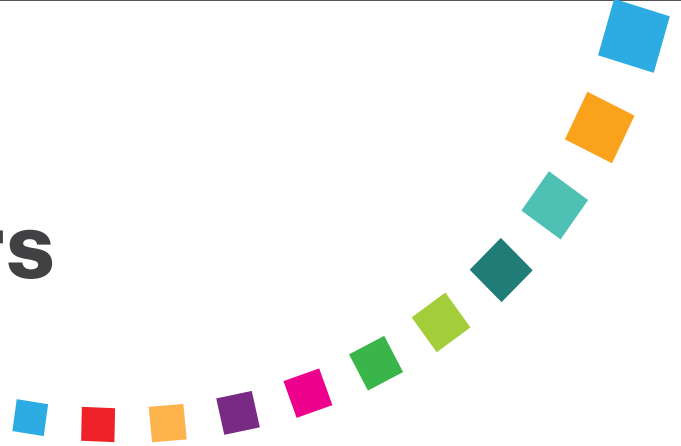
advocacy for the design profession. The national Board will continue to support chapters with dues revenue sharing, technological tools, and expert staff and training resources as the chapters work to deliver AIGA members excellent service, networking, and programs in their local design communities.

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



AIGA National Board of Directors

July 1, 2020–December 31, 2020



Ashleigh Axios
Chief Experience Officer, Coforma
President; Executive Committee Chair

Lorenzo Gonzalez
Finance Manager - AMXL, Amazon
Treasurer; Finance Committee Chair

Ann Marie Puente
Attorney; Consultant; Adjunct Faculty,
Parsons School of Design
Secretary

Frances Yllana
Experience Director, projekt202
Presidents Council Chair

Lisa Babb
Lecturer, School of Industrial Design,
Georgia Institute of Technology
Community Committee Chair

Manuhua Barcham
Managing Director, Archetekt
Membership Structure Committee Chair

Rumman Chowdhury
CEO and Founder, Parity

Maribeth Kradel-Weitzel
Assistant Provost, Associate Professor and
Program Director of MS Health Communication
Design, Thomas Jefferson University

Cesar Rivera
Supervisor Visual Information Specialist,
Centers for Disease Control and Prevention (CDC)

Elise Roy
Accessibility and Inclusion Lead, Google

Art Taylor
President & Chief Executive Officer,
BBB Wise Giving Alliance
Audit & Ethics Committee Chair

Christine Taylor
Creative Manager, Licensing,
Hallmark Cards, Inc.
Corporate Relations Committee Chair



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

January 1, 2020–June 30, 2020

Dana Arnett

Vice Chairman and Founding Partner,
VSA Partners

President

Ashleigh Axios

Chief Experience Officer, &Partners

President Elect; Executive Committee Chair

Terry Marks

Principal, TMarks

Treasurer; Finance Committee Chair

Andy Rich

Principal and Designer, RICH Brand Creative

Presidents Council Chair

Helen Armstrong

Associate Professor of Graphic Design,
North Carolina State University

Lisa Babb

Lecturer, School of Industrial Design,
Georgia Institute of Technology

Sarah Brooks

Distinguished Designer,
IBM Design Program Office

Sara Frisk

Senior Director, Office of Innovation,
Salesforce

Richard Hollant

Principal, Strategist, and Design Director, CO:LAB

Governance Committee Chair

Marty Maxwell Lane

Associate Professor of Graphic Design,
School of Art, University of Arkansas

Jamie Myrold

Vice President, Adobe Design

Christine Taylor

Creative Account Manager, Licensing,
Hallmark Cards, Inc.

Corporate Relations Committee Chair

Richard Ting

EVP, Global Chief Experience Officer and Partner,
R/GA Ventures

Hugh Weber

Managing Director, The Great Discontent

Membership Committee Chair

Forest Young

Global Principal, Wolff Olins

Financials

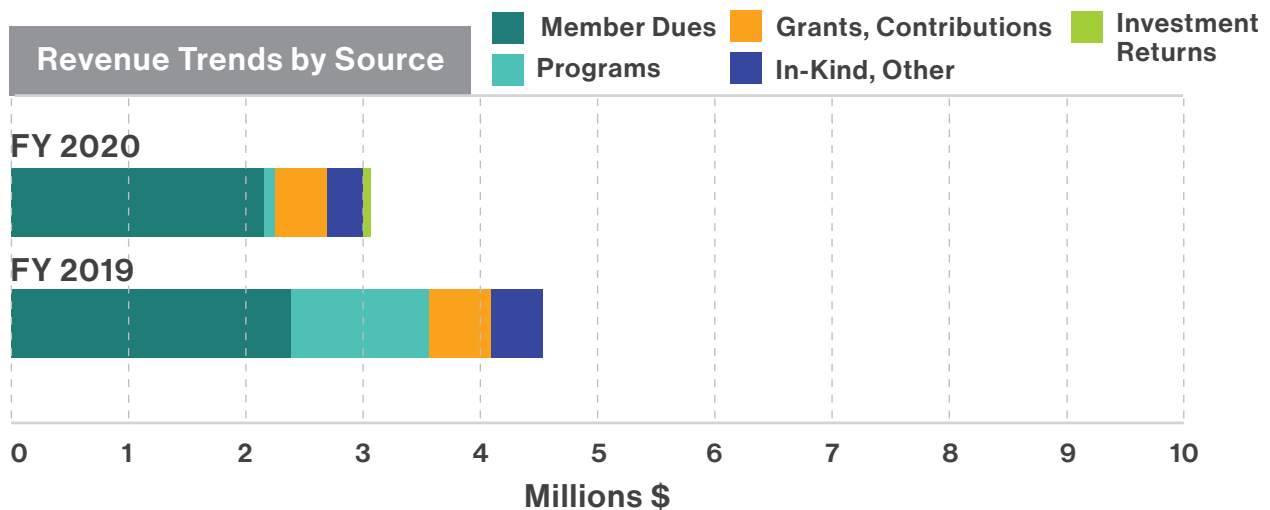
At a Glance

In 2020, AIGA was focused on renovating content and programming and re-energizing the association with the appointment of a new Executive Director Bennie F. Johnson, who took the helm in mid-January 2020.

With a mandate from the board of directors to build a more contemporary organization, AIGA embarked on an assessment of our operations, programming, services and the resources we provide to the community to build a stronger AIGA.

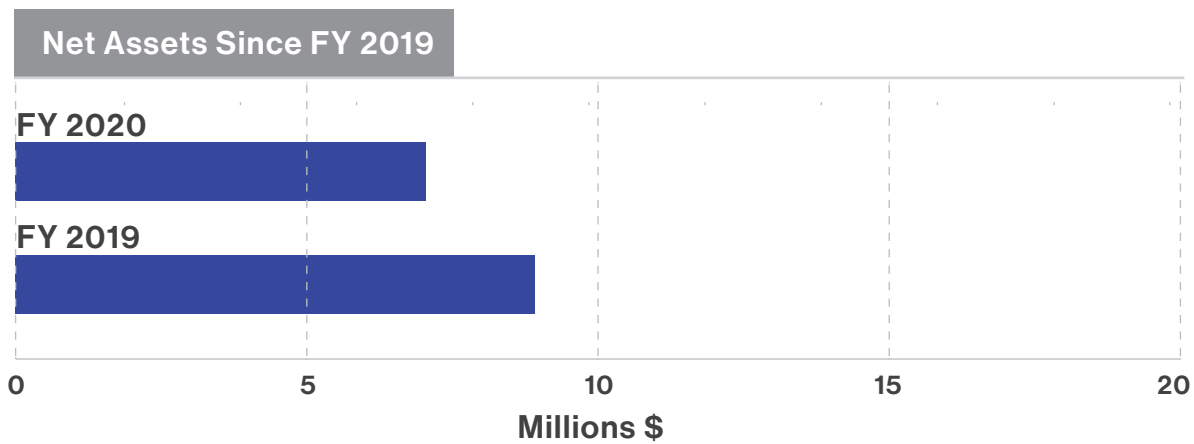
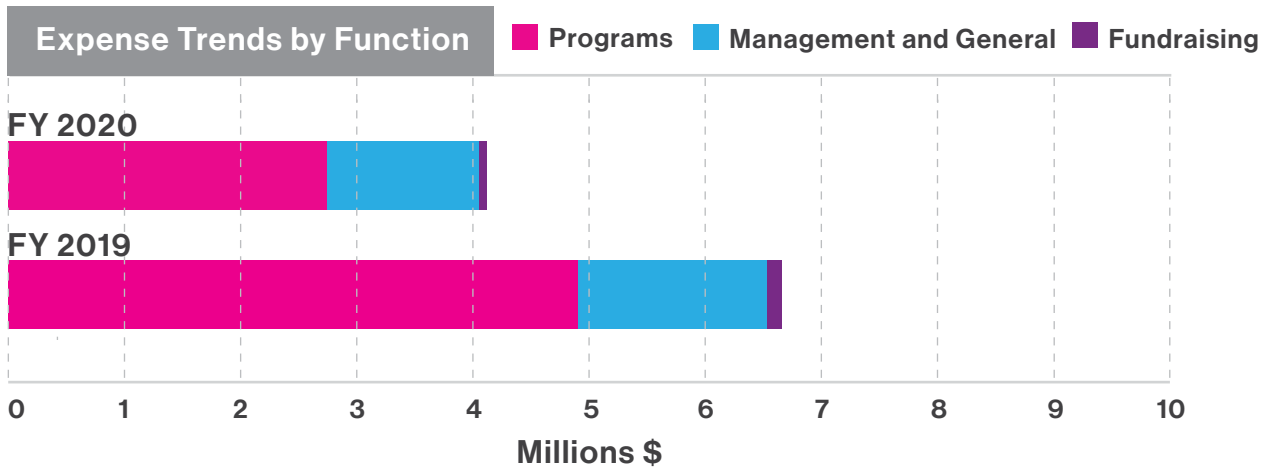
Membership, communications and marketing, and corporate partnerships all played a larger role than in previous years as AIGA sought avenues to balance a contraction of revenue streams due to the pandemic while racing to meet the growing needs of our community and industry at-large.

Faced with pandemic restrictions on gatherings, AIGA was able to quickly pivot the annual Design Conference, slated for March 2020 to a virtual format in November 2020. As a result, sponsorship and registration revenues for the event—a significant portion of the organization’s annual income—shifted to our next fiscal year, resulting in a reduction in program revenue for 2020.





In place of our in-person Spring conference, AIGA doubled down on virtual programming as part of a new community engagement strategy, delivering the highest output of programming content in the association’s history—all of which was free to the community at-large.



Purposeful Change

Looking back on the previous year, the power of community, our community, is what stands out. There is amazing power in coming together to share resources, to learn together, and to draw strength from each other.

AIGA took time last year to listen. As a professional organization, we have the opportunity, and responsibility, to empower our members, to support our small businesses and designers in a year that was full of continual change. We asked what was needed and worked to bring those needs to life, and to share those resources with our broader community.

While there were numerous roadblocks set in everyone's path last year, our community took up the challenge and navigated around each, creating new endeavors such as

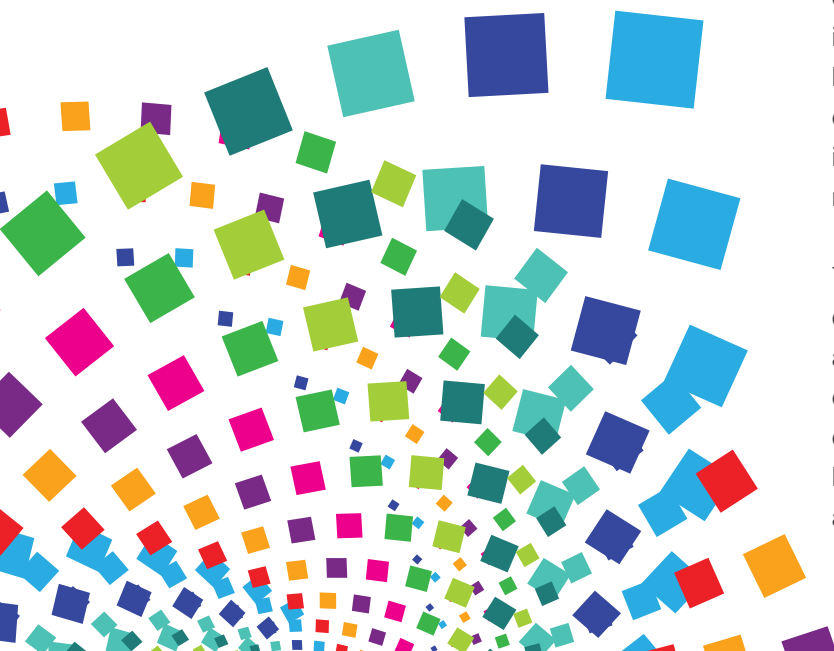
AIGA Unidos—a multi-chapter collaboration which created a space to celebrate the lives, work, stories, and needs of creatives with a Latinx and Hispanic cultural heritage. AIGA Unidos hosted talks throughout Hispanic Heritage Month that were free and open to everyone.

AIGA's Design Educators Community (DEC) brought SHIFT to life, a virtual summit focused on themes of teaching, research, and community, and featured multiple ways for participants to engage with each other and the content—including asynchronous panel presentations, synchronous virtual roundtables, online forums for discussion, and more. The summit was free and open to all design educators.

In consultation with our DEI Task Force, we partnered with World Trust Educational Services to advance social justice and racial equity with a customized three-part training series for AIGA's national staff, national Board of Directors, past and current chapter leaders, and special interest groups.

AIGA's Executive Director, Bennie F. Johnson, shared his vision for the future throughout 2020 and on an episode of The Culture Design Show podcast, he noted that “the idea that a profession can come together, that there can be an organization that champions the work and strategy of its members and leads the profession and amplifies its impact on the world—I think that's an incredibly timely mission today.”

The world has changed dramatically, but also dynamically, and with the help of our chapter leaders and members, AIGA has changed its vision for the future of our profession and community. AIGA is helping to empower its members and the design community to lead, to advance design as a professional craft, strategic advantage, and vital cultural force.



From the Executive Director

As I think back over the last year, one thing comes to mind and that is the concept of change. Change with a purpose that helps us to focus on what is truly important.

In a year where multiple pandemics struck simultaneously—COVID-19, the ensuing economic crisis, the focus on social justice, and awareness around mental health—I keep coming back to how we changed in our own community in purposeful ways.

2020 brought us together, challenged us in ways we never thought possible, and I believe we will emerge stronger in 2021 with a better understanding of who we are and how we can work together to create a better future, not just for our industry, but our world.

Through innovation, we have the opportunity to lift up and change our community and our profession in exciting ways. Our mission is truly about change: from individual to team, organization to industry, neighborhood to country, and on.

Over the last year, I had the chance to talk to design professionals from all over the U.S. I learned a lot about our community, our members, and the design world. And I am more committed than ever to continue this process of rebuilding AIGA as a contemporary professional association that is the leader in the design community.



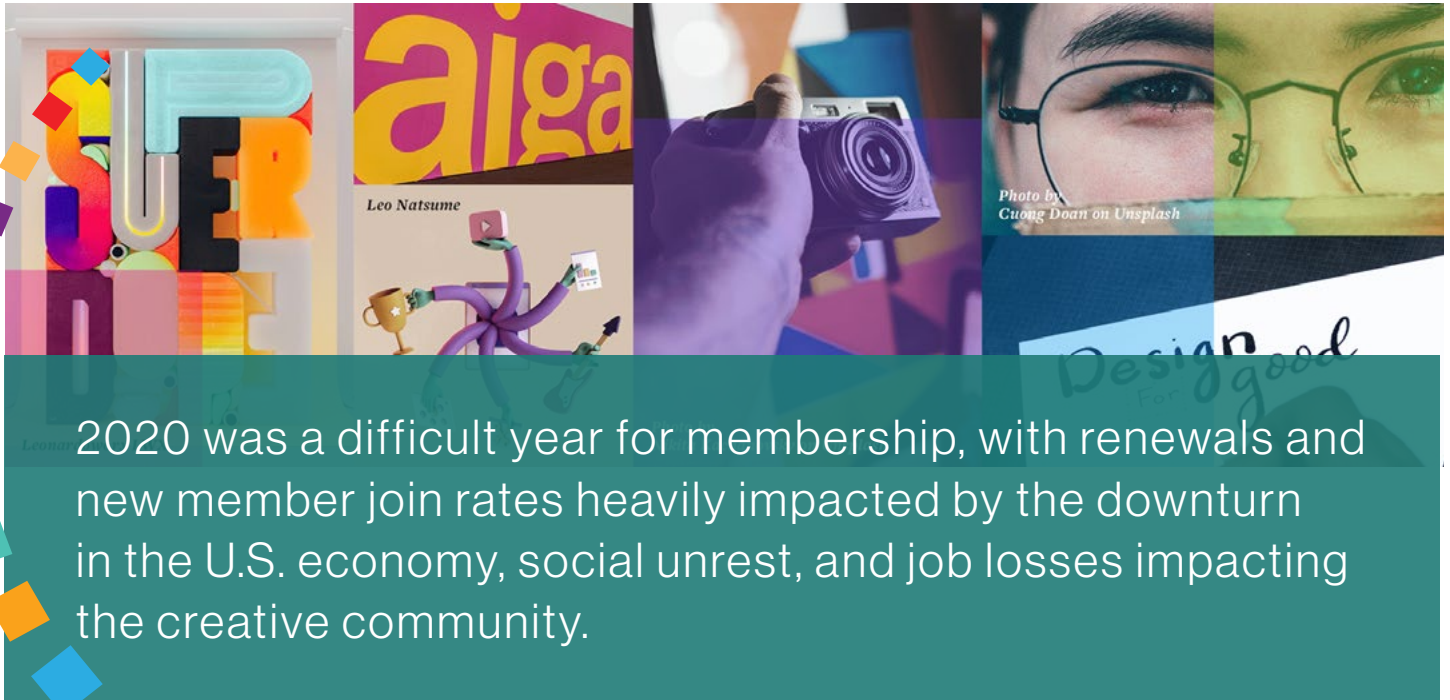
We have the opportunity to empower and celebrate our members and leaders and strengthen our common community of design professionals.

What 2020 has given us is the perfect opportunity to rebuild and renew, to create purposeful change for our community and profession.

Yours creatively,

Bennie F. Johnson | AIGA Executive Director

Membership and Community



To combat these challenges and maintain its market relevance, AIGA invested heavily in new resources to build its member and chapter support infrastructure. New 2020 initiatives to transform membership included:

- **Launching of the Community Committee of the national Board** to enhance chapter relations and build more meaningful member engagement
- **Appointing the Membership Structure Committee** to create an optimized and simplified membership model that better reflects the dynamic professional needs and interests of the creatives supporting the AIGA community
- **Contracting with a new team of developers** to work on our member database integration to resolve technical issues and streamline operations
- **Acquiring enterprise level Zoom, G-Suite, BoardSource, and Wordpress accounts** for all AIGA chapters
- **Hiring of a new membership director** to focus on membership development, engagement, and increased chapter support

Looking ahead, big strategic changes are on the horizon for AIGA membership. We have a new emphasis on enhancing and communicating the value of AIGA membership, voicing the strength created by a diverse and engaged design community, and launching a comprehensive redesign of our basic membership structure for 2022.

AIGA Diversity, Equity, and Inclusion Task Force

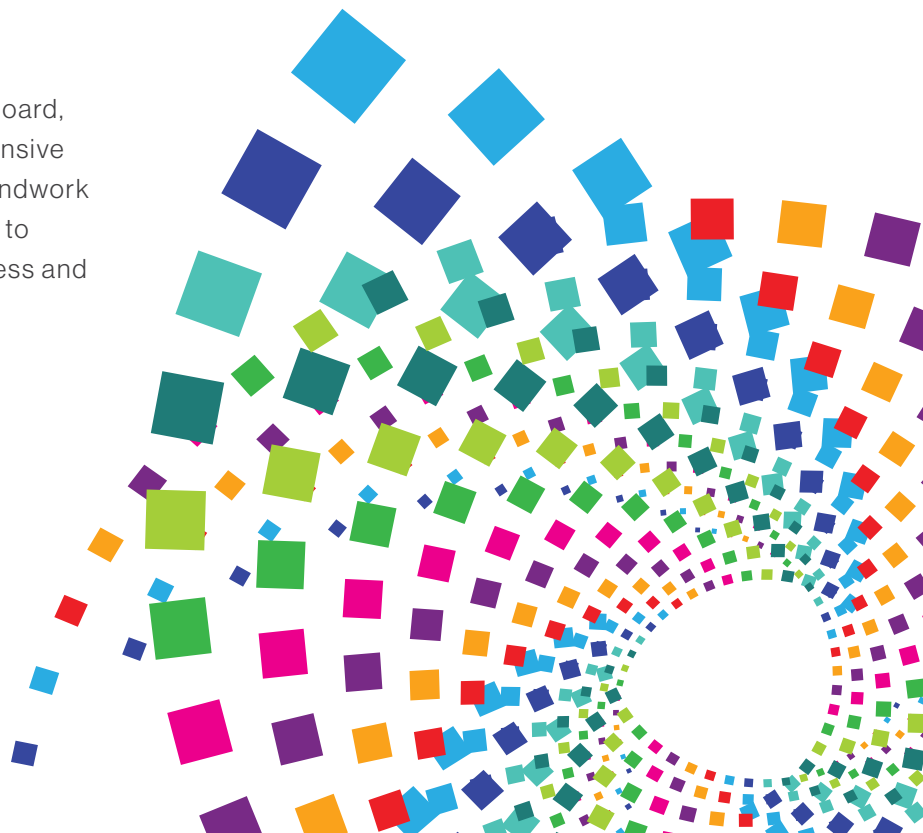


Diversity, Equity, & Inclusion

The Diversity, Equity, and Inclusion (DEI) Task Force—charged with championing diversity, equity and inclusion within the design profession, with a special focus on race, ethnicity, gender, disability, LGBTQIA+ and age—focused their time on developing a strategy for amplifying AIGA’s efforts to diversify the profession, chapter leadership, and building pathways for broader, more inclusive, and equitable access to organizational events and initiatives.

The DEI taskforce played a crucial role in 2020 in identifying a training partner to lead AIGA’s staff, Board, chapter and interest group leaders through an intensive anti-bias training. The task force also laid the groundwork for a new recruitment process and meeting format to provide more equitable participation, broader access and clarity on member roles and terms.

Learn more about the [DEI Task Force](#).



AIGA Unidos



AIGA UNIDOS



In 2020, AIGA Unidos launched a multi-chapter collaboration that created a space to empower and celebrate the lives, work, stories, and needs of creatives with a Latinx and Hispanic cultural heritage.



The first event under the AIGA Unidos banner was “Hispanic Heritage Talks 2020.” From September 15 through October 15, Latinx and Hispanic creatives from different backgrounds and disciplines convened for a series of virtual talks to share their stories, their work, and celebrate their culture. The talks were free and open to everyone.

The Hispanic Heritage Talks 2020 is a first-time, multi-chapter effort spearheaded by AIGA chapters in San Antonio, Orlando, Atlanta, Connecticut, Detroit, Dallas-Ft. Worth, Gainesville, Houston, Jacksonville, Austin, Kansas City, Miami, and St. Louis.

The 2020 speakers were from diverse creative disciplines, and included musicians, chefs, filmmakers, and designers. Virtual talk topics ranged from Inclusive Design at the Intersection of Fashion and Health by Ecuadorian fashion designer Camila Chiriboga, The Power of Teamwork by designers Eduardo Juarez and Arturo Guzmán, and Designing for the World’s Most Vulnerable Children by Matías Delfino, Global Brand Lead Designer at Unicef. Additionally, there was a panel discussion on the role of artists in activism, as well as two panel discussions on education from the point of view of students, and educators alike.

Learn more about [AIGA Unidos](#).

AIGA Design Educators Community (DEC)

The events of 2020 required design educators to shift many things: priorities, expectations, formats, locations, modalities, and perspectives.

The suddenness of these shifts revealed many previously unseen or overlooked aspects of design education: weaknesses, biases, inequities, issues of accessibility—as well as opportunities for innovation and evolution.

To help address these questions and concerns, members of the DEC came together to present SHIFT: AIGA DEC Virtual Summit, August 3–7, 2020. This week-long online event gathered the design education community to take stock of where they are now, what they have learned, and what they want to do next. The summit focused on themes of teaching, research, and community, and featured multiple ways for participants to engage with each other and the content—including asynchronous panel presentations, synchronous virtual roundtables, online forums for discussion, and more. The summit was free and open to all design educators and sessions are available on the [DEC YouTube channel](#).

In 2020, the DEC continued its [Beyond the Bauhaus series](#), publishing four articles discussing how a Chicago-based art collective defined their own aesthetic, highlighted how women are the original pioneers of code, investigated the I AM A MAN placard from the 1968 Memphis sanitation workers strike, and examined a Chinese type archive.

Additionally, the DEC shared two articles in the [Perspectives and Reflections series](#) sharing thoughts on identity, race, and design education. **Learn more about the [Design Educators Community](#).**

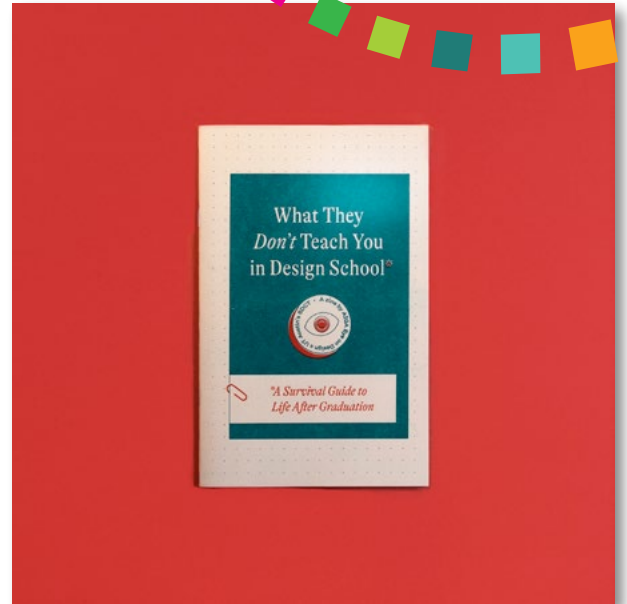


Publications and Content

AIGA Eye on Design

AIGA Eye on Design, AIGA's largest online publication and magazine, inspires and informs the design community through impactful storytelling about the issues designers care about.

- AIGA Eye on Design worked with a diverse and growing list of contributors who published stories exploring how design intersects with our current moment. Our coverage was linked to in publications including "The New Yorker", "Quartz", and "The Atlantic."
- We sent 50 newsletters to our 144,000 subscribers.
- Our social channels reached more than 850,000 people cumulatively.
- AIGA Eye on Design partnered with UT Austin's School of Design + Creative Technologies to produce the zine, "What They Don't Teach You in Design School: A Survival Guide to Life After Graduation." The printed zine sold out in less than a day, and the digital version garnered more than 4,500 downloads.



AIGA Eye on Design's most popular articles from 2020:

- [For Decades, Cartographers Have Been Hiding Covert Illustrations Inside of Switzerland's Official Maps](#)
- [How Democrats Designed Branding for the First Virtual National Convention](#)
- [A Guide To Self-Isolation For Designers](#)

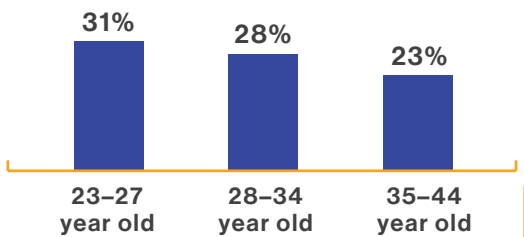
Design Future Now Podcast

AIGA’s design education manager, Lee-Sean Huang, explored questions about how design is changing as a discipline and profession, and how we face these opportunities as a community on the Design Future Now! podcast.

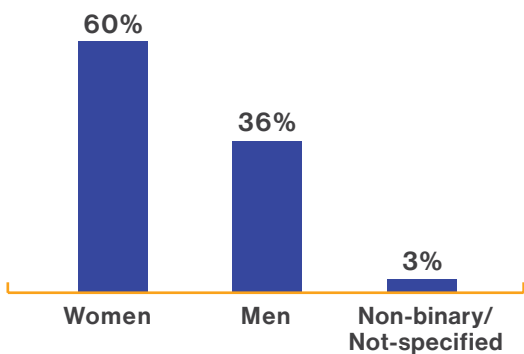
In 2020, we are pleased to report that we have shared 17 episodes and have listeners in 52 countries and a total of ~10,500 podcast listens.



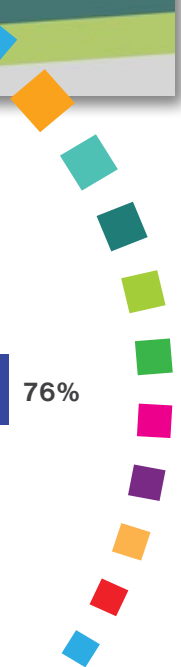
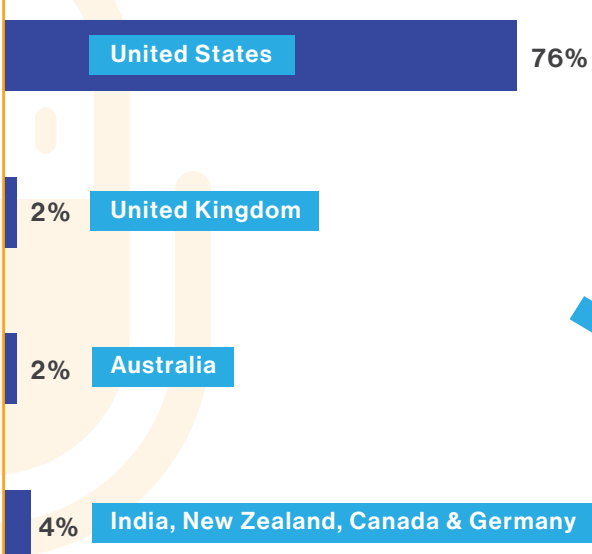
Segments by Age



Segments by Gender



Segments by Country



Social Media

As of year end 2020 on AIGA's social media channels:



326,594



526,578



94,708



140,866



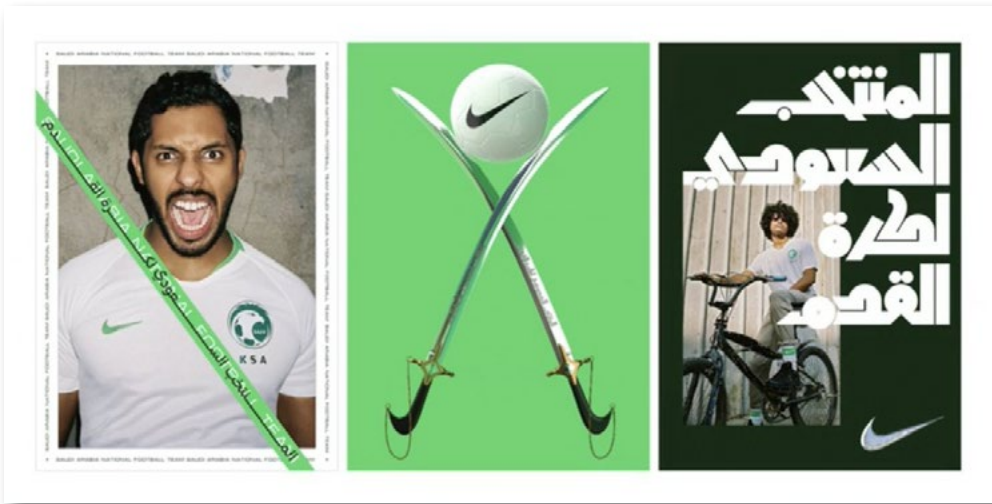
1,249*



*This channel was launched in late 2020.

Conferences and Events

AIGA Design Conference



In November 2020, AIGA shifted to a fully virtual format for the Design Conference which was originally scheduled to take place in March of 2020 in Pittsburgh, Pennsylvania.

Approximately 1,700 attendees joined us for six days of dynamic exploration into the power of design to ignite passions, spark creativity, drive inspiration, and fuel business. Participants heard from inspiring thought leaders, joined roundtable discussions, participated in virtual workshops and cultural tours, gained practical advice and engaged in peer-to-peer connection in a custom conference Slack space. The conference lineup included 115 speakers from a broad range of design and design adjacent fields and the virtual format allowed us to feature some last-minute additions including the Biden-Harris Campaign Design Team just days after the 2020 Presidential Election.

Recorded conference content was shared exclusively with attendees post-event, and was made available for purchase to the general public post-conference.

While attendees were not able to take in the Pittsburgh scene in-person, we created virtual tours to explore some iconic arts and cultural institutions including the Andy Warhol Museum, the Museum of Everything, the Mattress Factory Museum, the Heinz History Center.

One of the highlights of the 2020 Design Conference were the three Fireside Chats between AIGA's Executive Director, Bennie F. Johnson, and design leaders from leading design companies talking about leadership in design, design culture, and what inspires them.

- Twitter Chief Design Officer, Dantley Davis
- 3M Design Officer, Kayo Roehm
- R/GA Global Chief Experience Officer, Ben Williams

AIGA Leadership Retreat



Leadership Series

In October 2020, we convened the largest AIGA Leadership Retreat in AIGA's history, for our chapter, volunteer leaders, and key community stakeholders in a completely virtual learning and engagement format.

The 2020 retreat was completely restructured to hyperfocus on the leadership skills, mindsets, and resources to help re-equip our volunteer leaders for our emerging challenges in the professional design community and community at-large.

Approximately 575 designers from AIGA's 75 chapters participated in a four day virtual conference and heard from world class experts from the Yale School of Management, Society for Human Resource

Management, and BoardSource who led half-day training sessions about legal and ethical nonprofit management and human resources to ensure new and veteran chapter leaders are informed of best practices. The retreat kicked-off and concluded with a multi-part, in-depth training hosted by World Trust Educational Services on identifying and eliminating racial bias and building AIGA as an equitable organization. This meaningful series was attended by AIGA chapter leaders, interest group leaders, staff, and national Board members.

Positive benefits of our first-ever virtual retreat, including broadened access with attendees able to participate from home without incurring travel or lodging expenses, and the ability to record content and make it available asynchronously after the event contributed to higher participation rates. Additionally, cost savings on staff travel and venue expenses allowed us to reinvest funds into high-quality trainers and subject matter experts.



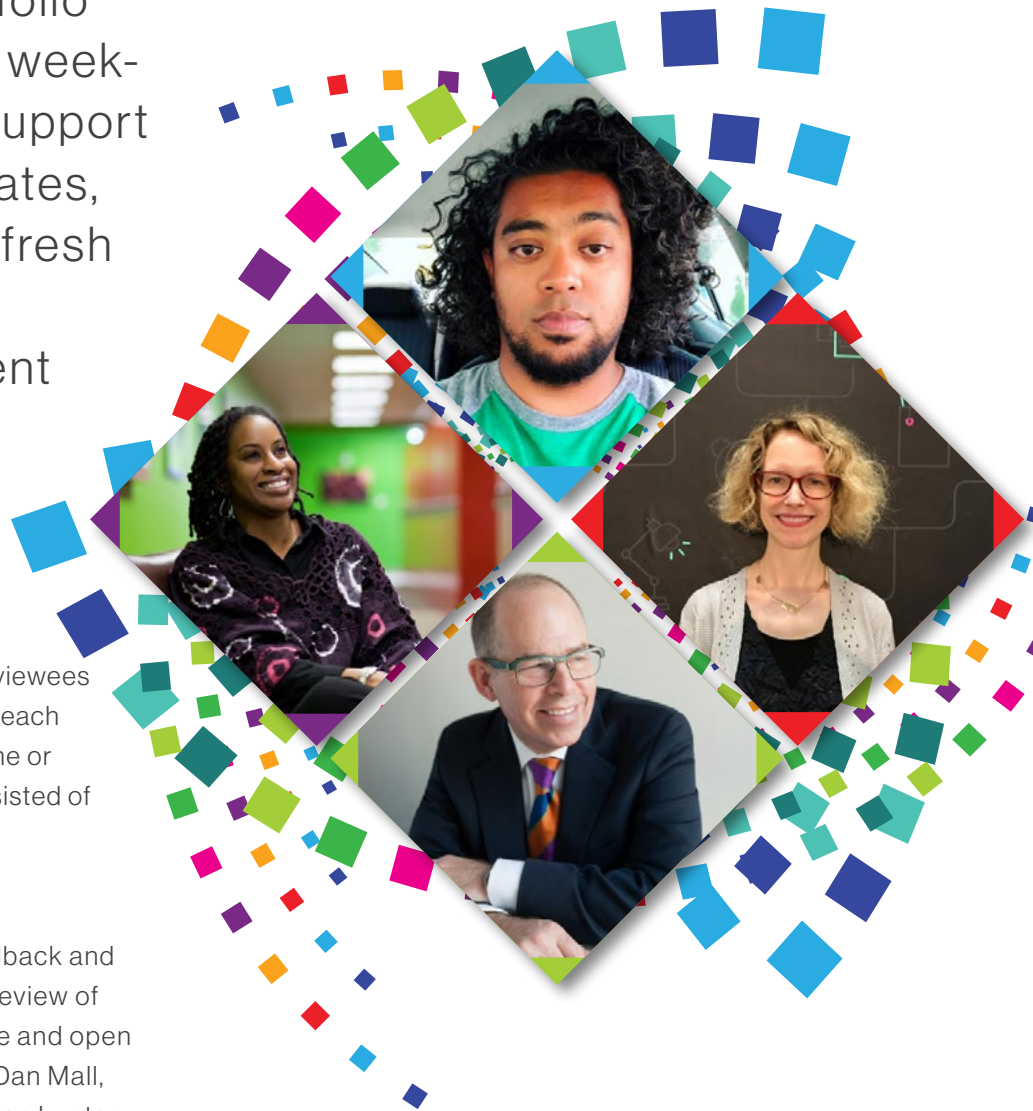
AIGA Portfolio Festival

In response to the design community's need for resources and support during the pandemic, AIGA produced the first Portfolio Festival in July 2020, a week-long virtual festival to support students, recent graduates, and those looking to refresh their portfolios as they look for new employment opportunities.

The festival featured webinars and written content with themes around portfolio building and best practices, job searching, and more. Over 1,000 livestream viewers participated and 80 reviewers and 300 reviewees joined for review sessions. AIGA matched each participant with a reviewer in their discipline or specialty and each one-hour session consisted of one reviewer and three reviewees.

Each day, programming kicked off with a livestreamed 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. Portfolio Festival presenters were: Dan Mall, founder and director of SuperFriendly; Ellen Lupton,

Senior Curator of Contemporary Design at Cooper Hewitt, Smithsonian Design Museum; Michael Bierut, partner, Pentagram; Lisa Babb, lecturer, School of Industrial Design, Georgia Tech. Following the public review sessions, private review sessions for AIGA members took place in Zoom breakout rooms.



Webinars and Commitment to Community Campaign

To support the community during the pandemic, AIGA began a series of “At Home” webinars in 2020 that were free to members and nonmembers and were broadcast on Zoom and on social media platforms.



Events drew anywhere from 75 to 800 live viewers to learn about the CARES Act for small businesses and to hear designers talk about staying inspired while at home.

Through AIGA's Commitment to Community campaign, we created a space for members and nonmembers to share learning, find professional growth opportunities, and to bring the community together.



CARES Act Small Business Support Q&A

Chris Pinkerton, White House Policy Advisor and former General Counsel for the U.S. Small Business Administration, shared critical information about the new CARES Act including how to apply to the Paycheck Protection Program and Disaster Loan Assistance.

Data & Design Pop-Up Q&A with Giorgia Lupi

AIGA's Lee-Sean Huang talked with Giorgia Lupi, partner at Pentagram, about her work in data driven design and data humanism, reflecting on this moment in time and what it meant for design moving forward.

Book Events



AIGA introduced a new partnership with publisher, Phaidon, and held three book events in 2020:

Bruce Mau in Conversation about his new book “Bruce Mau MC24: Bruce Mau,” An Afternoon with Annie Atkins featuring her book “Fake Love Letters, Forged Telegrams, and Prison Escape Maps,” and “The Best of Nest: Celebrating the Extraordinary Interiors from Nest Magazine” with Todd Oldham.



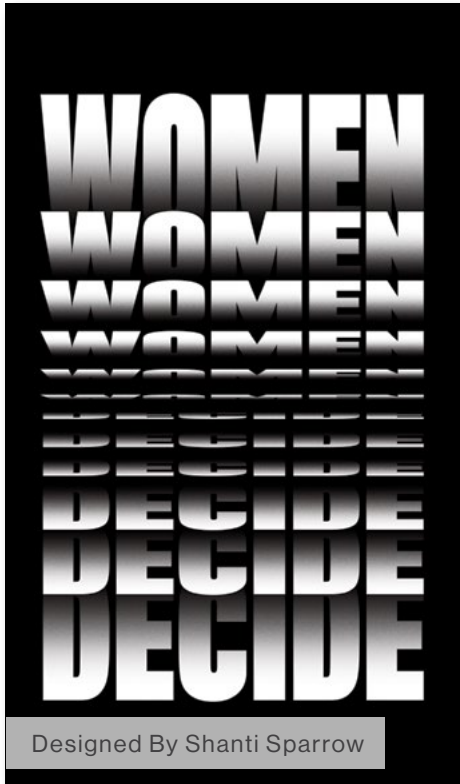
Initiatives and Exhibitions

Get Out the Vote Campaign

2020 marked the centennial of ratification of the 19th Amendment, granting women the right to vote in 1920. It was the first legislation for women's voting rights. Not until the passage of the Voting Rights Act in 1965 were voting rights of all women protected and enforced, and intimidation tactics progressively eliminated. AIGA commemorated this milestone with a poster campaign empowering the women's vote, in addition to a countdown of design challenges encouraging Get Out the Vote efforts across the nation.

This civic engagement initiative wields the power of design to motivate American citizens to register and cast their ballots in the 2020 general election, as well as their local elections. In collaboration with the League of Women Voters and Nonprofit VOTE, AIGA activated its community of designers to create a collection of public art and messages used to commemorate 100 years of the women's vote and encourage and inspire all voting-age populations to exercise their civic rights. Get Out the Vote is part of AIGA's Design for Democracy initiative.





The Get Out the Vote: Empowering the Women's Vote poster campaign, invited AIGA members to design nonpartisan posters to commemorate 100 years of women's voting rights. This campaign aspired to not only support voter participation, but to also serve as a backdrop for dialogue and examination of the history of voting rights and women's fight for equality.

As part of this year's Get Out the Vote campaign, a core group of curated posters by women of design from the Empowering the Women's Vote campaign were on exhibit at Carnegie Mellon's Institute for Contemporary Art (Pittsburgh,

Pennsylvania); Michigan State University's Union Art Gallery (East Lansing, Michigan); Museum of Contemporary Art San Diego (San Diego, California); The Printing Museum (Houston, Texas); the RISD Museum (Providence, Rhode Island); Theatre Squared (Fayetteville, Arkansas); among other institutions. In total, there were 164 posters submitted for the Empowering the Women's Vote campaign and 135 posters submitted for the Get Out the Vote campaign.



"Civic engagement is part of the heart of design. Making information, especially voter information, accessible and understandable strengthens and enhances our democracy," said AIGA Executive Director, Bennie F. Johnson. "I'm proud of the work our design community has done to celebrate 100 years of empowering women's vote and to inspire their fellow citizens to take action in November."

Scholarships

AIGA Worldstudio Scholarships

The AIGA Worldstudio Scholarships program increases diversity in the creative professions by providing an opportunity for undergraduate and graduate students from underrepresented and economically disadvantaged backgrounds with positive social agendas to achieve their educational goals and give back to their communities through their work.



“AIGA’s mission is truly about positive change—direct support through scholarships is a tangible and often critical entry point in the professional journey of aspiring designers,” said Bennie F. Johnson, AIGA’s Executive Director. “I know that working together, we can transform our community by supporting the dreams of future designers.”



In 2020 AIGA awarded \$38,000 in scholarships and honorable mentions to 24 students out of a pool of 312 applicants. 13 Scholarships ranging from \$2,500–\$5,000 each were awarded, as well as 11 honorable mentions at \$500 each. Student recipients also received certificates of achievement, and a one-year, complimentary AIGA membership to help jump start their design journey.



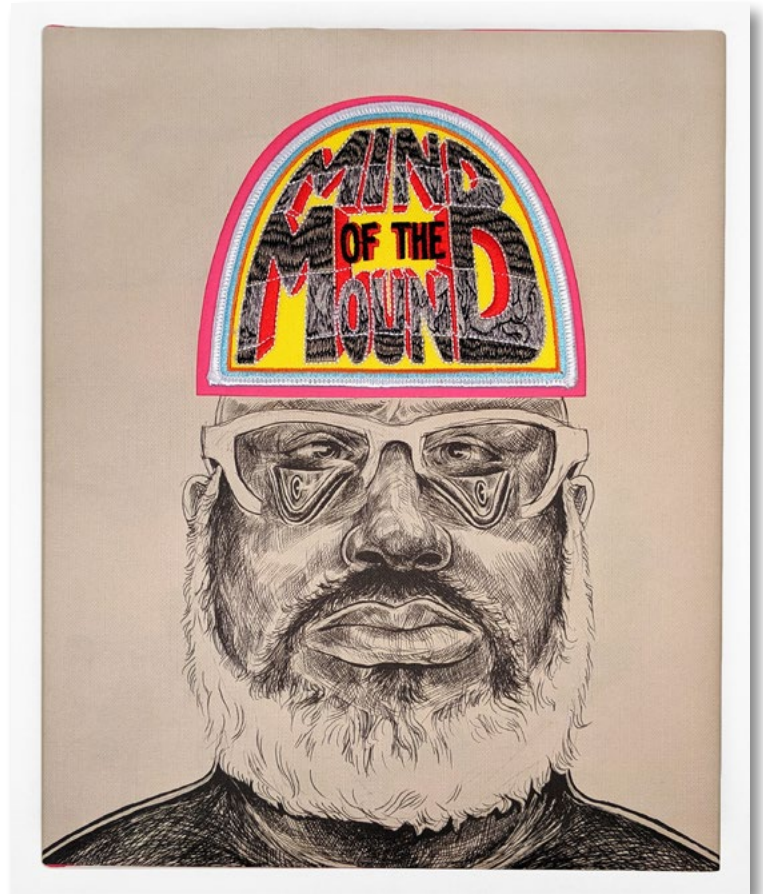
Professional Excellence

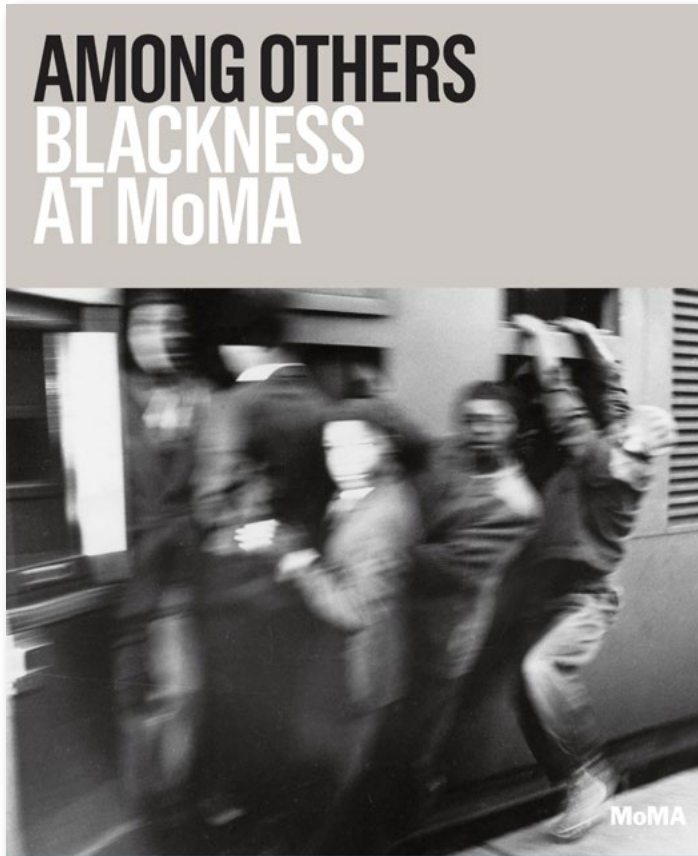
50 Books | 50 Covers of 2019

Book designers and publishers entered nearly 800 book and cover designs from 32 countries and the jury recognized submissions that successfully demonstrated design excellence in the book and cover categories.

The 50 Books | 50 Covers of 2019 winners can be viewed in the [AIGA winner gallery](#). The books became part of the AIGA collection at the Rare Book and Manuscript Library at Columbia University's Butler Library in the city of New York.

The jurors—Michael Bierut, chair, Hilary Greenbaum, Lisa Lucas, and Silas Munro—evaluated each work's integrated design approach, including concept, innovation, and visual elements such as typography, illustration, and/or information design. Entries were open to books published and used in the marketplace in 2019.

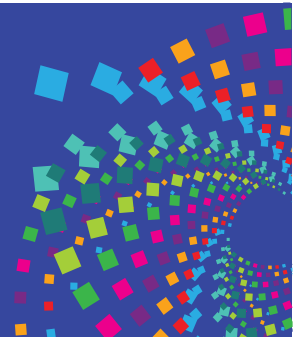




As 50 Books | 50 Covers competition chair, Michael Bierut noted, good book design builds a case for sustainability, permitting us to connect with the world in thrilling and relevant ways. “In an increasingly digital world where so many of us are isolated, a well-designed book provides opportunities to share knowledge and create shared experiences,” he said.

AIGA is committed to uplifting powerful and compelling book design. Beginning in 1923, the Fifty Books of the Year competition became an annual event, and as design morphed over the years and items such as dust jackets became more common, covers were added to the competition. View the entries in our [online gallery](#).

“We are delighted to share the winning 50 Books | 50 Covers for 2019,” said Bennie F. Johnson, AIGA’s Executive Director. “Our world has changed since the inception of this competition. **How we interact with books has shifted thanks to technological and societal advances, but it has not changed the power of a book. The elements that make up the entirety of a book play an important role in how we communicate and share knowledge.** This competition honors the best of book and cover designs and I’m proud to be able to share this year’s winners with everyone.”



Research

Pulse Check



— **Help us
advance design
opportunities.**



With the onset of COVID-19, the design community, like many others, was immediately affected.

To better understand the significant and sudden changes brought on by the pandemic, AIGA reached out to members and the community at-large to better grasp the full impact. As part of this survey, AIGA found that approximately one out of two professionals had their income negatively impacted, with more than 80 percent of self-employed/small business owners and freelancers being impacted. Not surprisingly, insecurity was noted as another concern within the community with 73 percent

(versus 56 percent in 2019) a little concerned about the stability of their job (or business). Even in the midst of the pandemic, however, there was still inspiration to be found in the design community. Almost all survey respondents said that they believe design is essential to organizations, and overall, respondents were optimistic about the future of the profession.

What we found with this brief survey was that the design community has a unique opportunity to show leadership, to do good, and to inspire. Unprecedented times lead us in new and unexpected directions that allow relationships to be strengthened, and provide opportunities for expanding networks and connecting in exciting ways with family, friends, and colleagues. The ability to adapt in purposeful ways is what is needed in these times.

AIGA Design Point of View (POV) Research Initiative Launches



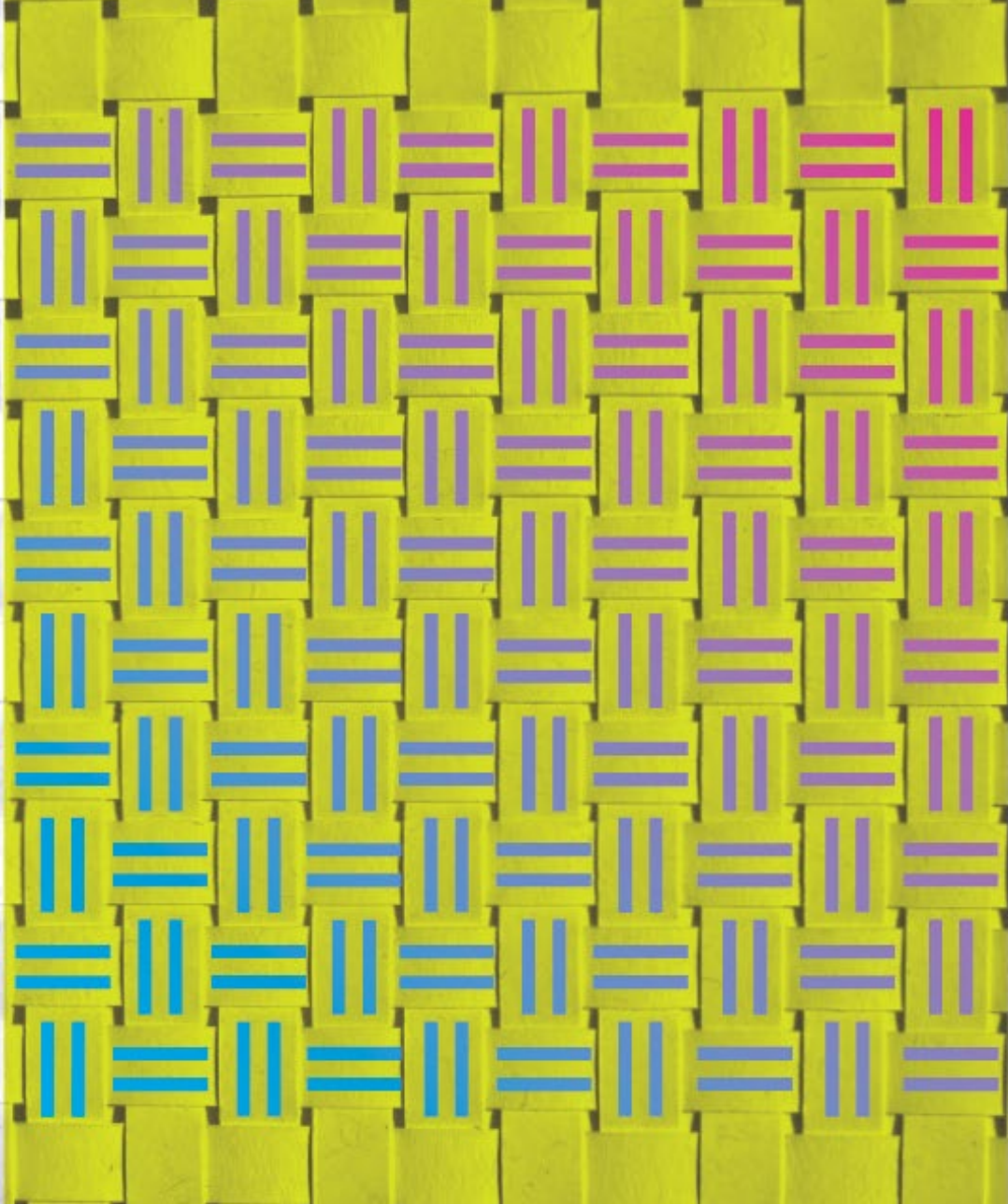
With the onset of the pandemic, we decided to take the opportunity to rethink the scope of the research that was planned for 2020 and re-conceptualize what it can be based on the initial findings from the Pulse Check survey that was conducted in early 2020.

Thanks to the early outreach and participation by members of the design community, we incorporated new capabilities and methods into our research including focus group sessions with educators, freelance designers, small business owners, students, senior design leaders, design influencers, and hiring managers to better understand the needs and concerns of the larger community. We also reached out to design adjacent industries to talk with community members that have a design connection. In 2021, the Design POV research initiative will launch its first report.



S T R O N G E R

T O G E T H E R



WE ARE = WHEN WE

VOTE



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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