B.C. Baccalaureate Outcomes
2022 Survey of 2020 Baccalaureate Graduates

Detailed Summary of Survey Results
All Institutions
50.0401: Design and visual communications, general

BCStudent Outcomes
Shaping Post-Secondary Education

SYSTEM	▬
50.0401	▬

RESPONSE RATE

Survey Response Rate:	50.0401		SYSTEM	
Baccalaureate Graduates Survey Cohort	114	100%	24,752	100%
Survey Respondents and Response Rate	57	50%	9,423	38%

Response Rate
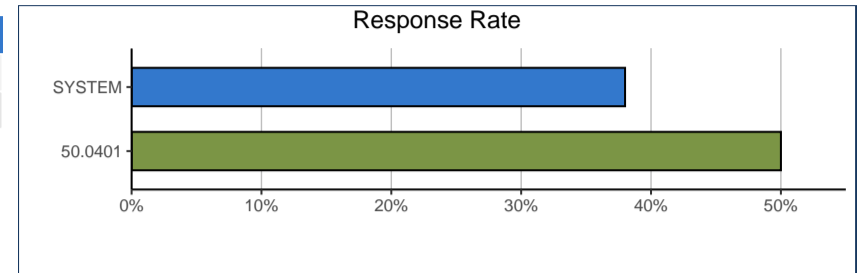
DEMOGRAPHIC INFORMATION

Self–Reporting Subgroups:	50.0401		SYSTEM	
Disabled	8	15%	1,082	12%
International	15	26%	1,205	13%
Aboriginal	0	0%	357	4%

Self–Reporting Subgroups
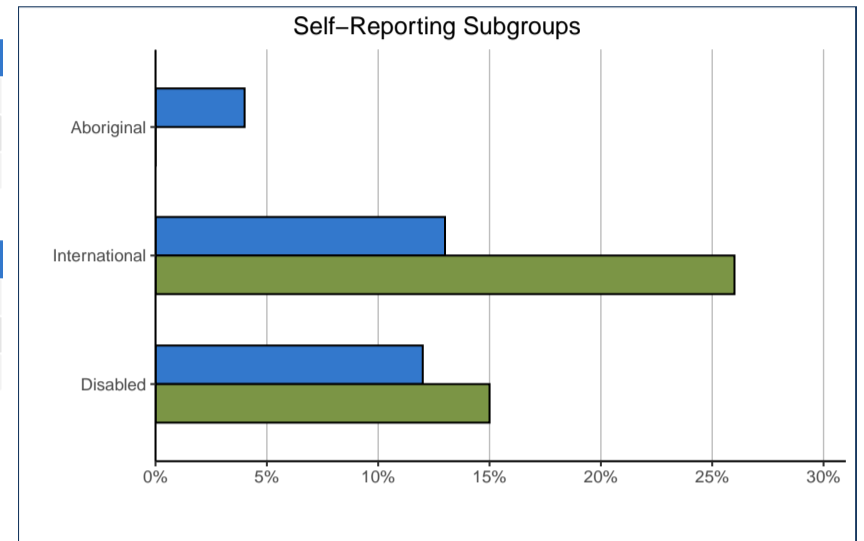
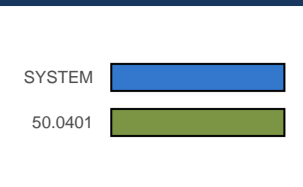| Gender:*	50.0401		SYSTEM	
Male	15	26%	3,744	40%
Female	42	74%	5,675	60%
Total	57	100%	9,419	100%

*Due to zero or low counts, institution–reported "Non–binary" demographic data are not included.

Age (at time of survey):	50.0401		SYSTEM	
< 25	24	42%	1,496	16%
25 to 29	28	49%	5,860	62%
30 to 34	~	~	1,035	11%
35 to 39	~	~	421	4%
40 to 49	0	0%	397	4%
50 to 64	0	0%	186	2%
> 64	0	0%	22	0%
Total	57	100%	9,417	100%
Median Age	25		26	
Average (mean) Age	26		28	

Age Distribution
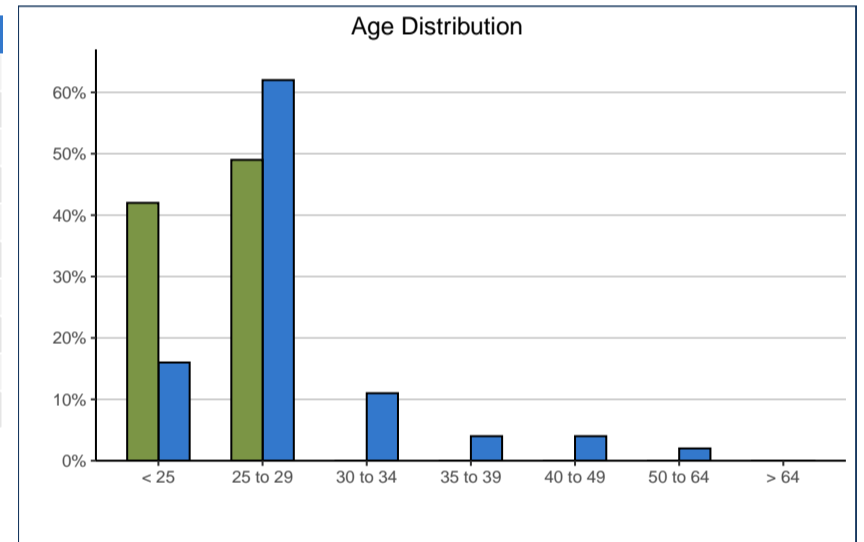
Place of Residence (at time of survey):	50.0401		SYSTEM	
BC – Mainland/Southwest	~	~	5,472	65%
BC – Vancouver Island/Coast	~	~	1,112	13%
BC – Northern B.C.	~	~	270	3%
BC – Interior/Kootenays	0	0%	672	8%
BC Subtotal	41	87%	7,526	90%
Canada – Alberta	~	~	343	4%
Canada – Ontario	~	~	280	3%
Canada – Other	~	~	176	2%
U.S.A.	~	~	80	1%
Non–BC Subtotal	6	13%	879	10%
Total	47	100%	8,405	100%

Place of Residence

Within BC

BCStudent Outcomes
Shaping Post-Secondary Education
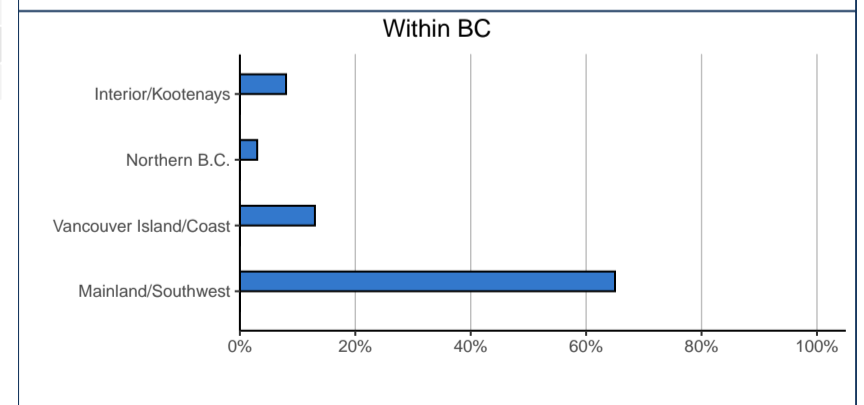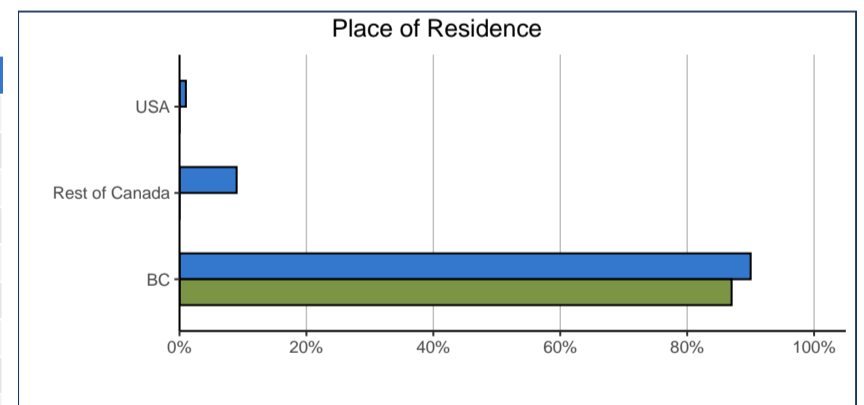
SYSTEM
50.0401

EDUCATION EVALUATION AND SKILL DEVELOPMENT

Program Satisfaction:	50.0401		SYSTEM	
Very Satisfied	10	18%	2,332	25%
Satisfied	34	60%	5,914	64%
Dissatisfied	12	21%	831	9%
Very Dissatisfied	1	2%	188	2%
Total	57	100%	9,265	100%

Usefulness of Knowledge, Skills, and Abilities Acquired during Program in Work:	50.0401		SYSTEM	
Very Useful	18	43%	3,011	38%
Somewhat Useful	19	45%	3,664	47%
Not Very Useful	4	10%	886	11%
Not at All Useful	1	2%	283	4%
Total	42	100%	7,844	100%

Took upgrading, access, bridging, or other preparatory courses during or prior to studies:	50.0401		SYSTEM	
Yes	4	7%	902	10%
No	51	93%	8,298	90%
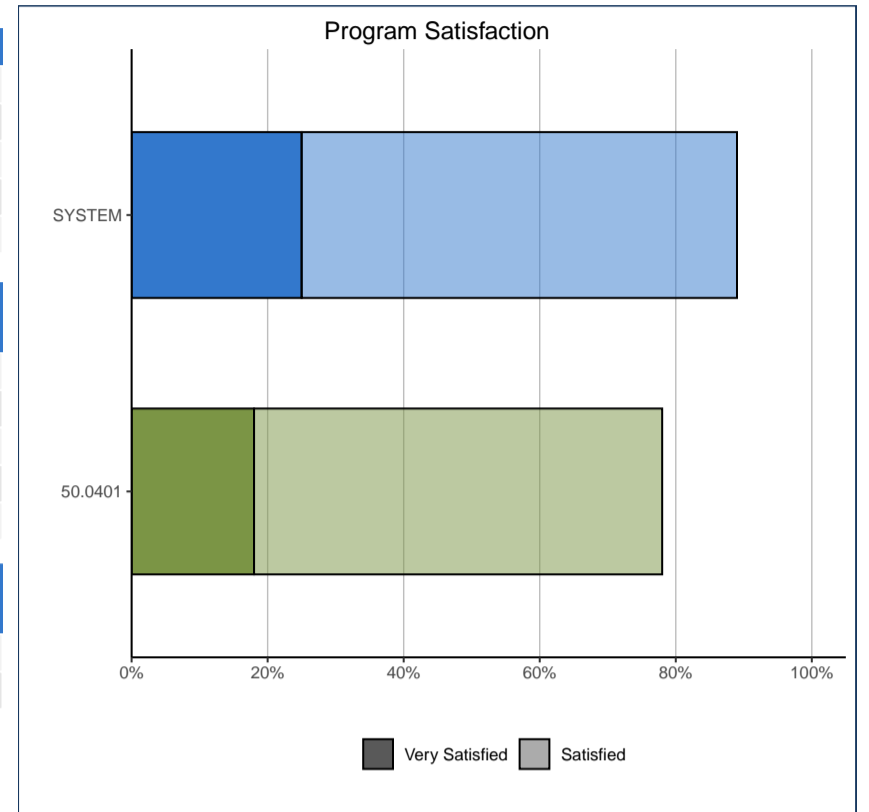
Would select the same program again:	50.0401		SYSTEM	
Yes	30	60%	5,963	72%
No	20	40%	2,334	28%

Quality of Instruction:	50.0401		SYSTEM	
Very Good	10	18%	2,498	27%
Good	37	66%	6,007	64%
Poor	8	14%	685	7%
Very Poor	1	2%	131	1%
Total	56	100%	9,321	100%
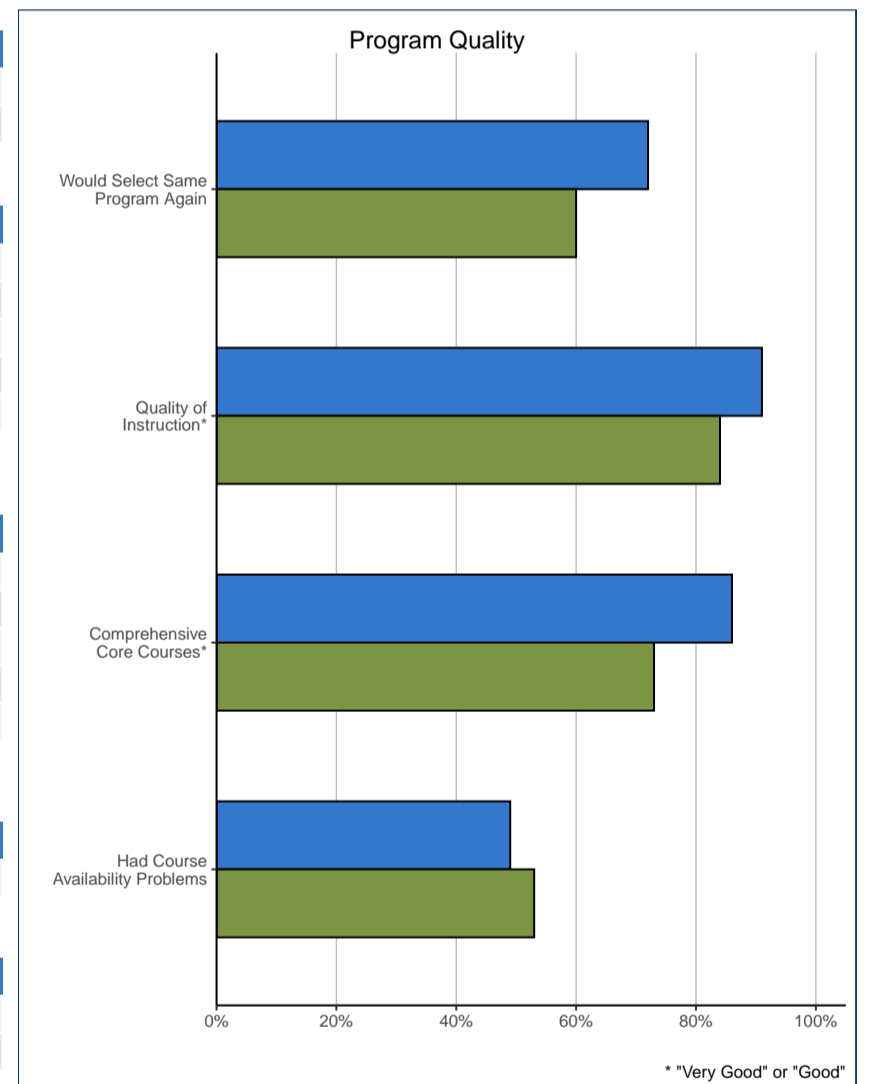
Comprehensiveness of Core Courses:	50.0401		SYSTEM	
Very Good	10	18%	2,303	25%
Good	31	55%	5,649	61%
Poor	14	25%	1,073	12%
Very Poor	1	2%	172	2%
Total	56	100%	9,197	100%

Course Availability:	50.0401		SYSTEM	
Encountered course availability problems	29	53%	4,485	49%

Financial Constraints:	50.0401		SYSTEM	
Had to interrupt studies for financial reasons	2	4%	987	11%
Had to take program part–time for financial reasons	3	5%	1,629	18%

Program Satisfaction

SYSTEM
50.0401

0%   20%   40%   60%   80%   100%

■ Very Satisfied   ■ Satisfied

Program Quality

Would Select Same Program Again
Quality of Instruction*
Comprehensive Core Courses*
Had Course Availability Problems

0%   20%   40%   60%   80%   100%

* "Very Good" or "Good"

BCStudent Outcomes
*Shaping Post-Secondary Education*
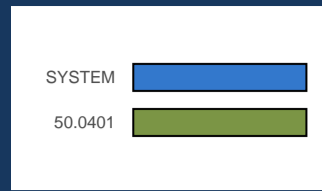
	SYSTEM
	50.0401

SKILL DEVELOPMENT

Skill Development: How helpful was institution?	Very Helpful	Helpful	Not Very Helpful	Not at All Helpful	# Resp.
50.0401					
Written Communication	9%	62%	27%	2%	55
Oral Communication	25%	63%	12%	0%	57
Reading and Comprehension	16%	48%	34%	2%	56
Group Collaboration	25%	51%	21%	4%	57
Critical Anlysis	53%	46%	2%	0%	57
Problem Resolution	20%	54%	20%	7%	56
Use of Mathematics	5%	23%	41%	32%	22
Conducting Research	25%	53%	20%	2%	55
Learning on Your Own	36%	51%	7%	5%	55

Skill Development: How helpful was institution?	Very Helpful	Helpful	Not Very Helpful	Not at All Helpful	# Resp.
SYSTEM					
Written Communication	27%	57%	14%	3%	9,025
Oral Communication	24%	57%	17%	3%	9,114
Reading and Comprehension	28%	57%	13%	2%	9,119
Group Collaboration	28%	53%	17%	3%	9,187
Critical Anlysis	41%	50%	8%	2%	9,297
Problem Resolution	23%	56%	17%	3%	9,057
Use of Mathematics	20%	47%	25%	9%	7,165
Conducting Research	30%	50%	17%	4%	8,871
Learning on Your Own	38%	50%	10%	2%	9,189

Helpful with Skill Development

"Very Helpful" or "Helpful"
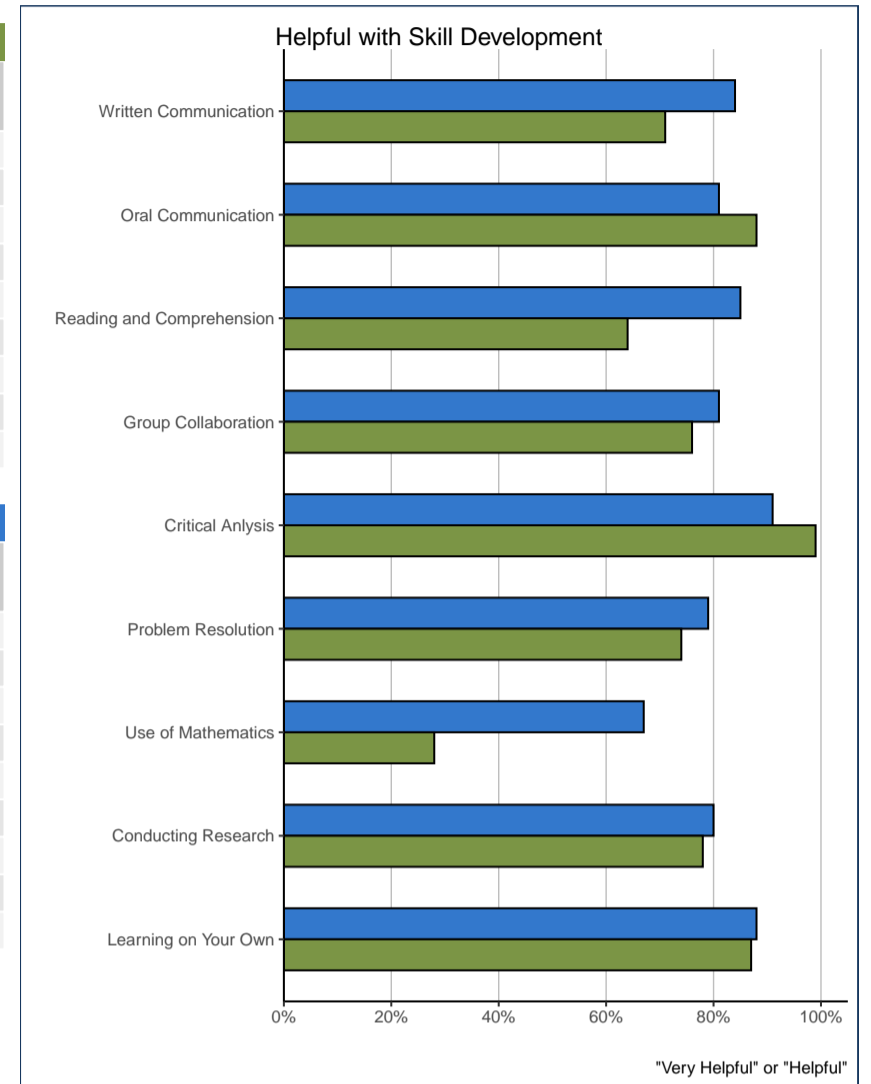
FURTHER EDUCATION

Took further education since 2020 graduation:	50.0401		SYSTEM	
Yes	14	25%	4,119	44%
Not currently enrolled	6	11%	1,831	20%
Currently enrolled full–time	5	9%	1,602	17%
Currently enrolled part–time	3	5%	637	7%
No	43	75%	5,244	56%
Total	57	100%	9,363	100%

Have you taken further education since graduation?

Yes – Currently enrolled part–time   Yes – Currently enrolled full–time
Yes – Not currently enrolled   No
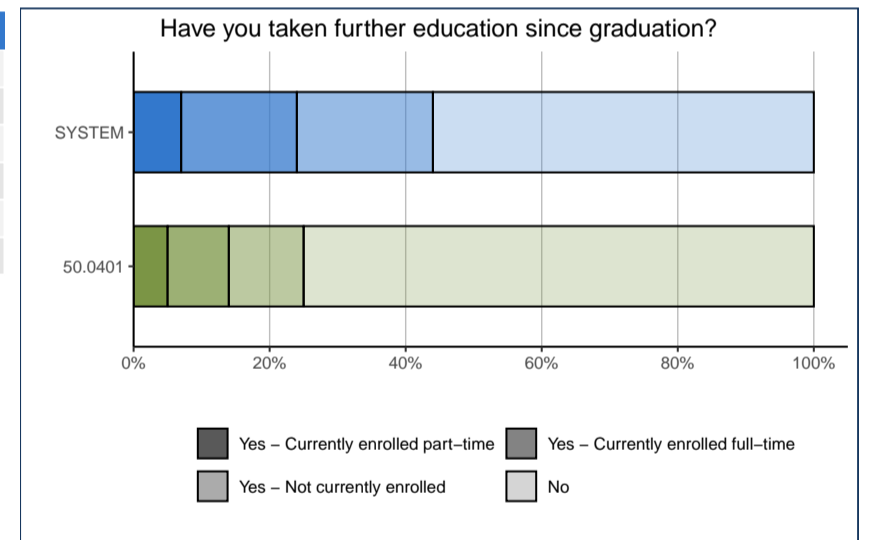
Type of Formal Post–Secondary Education:	50.0401		SYSTEM	
Masters Degree	6	43%	1,307	32%
Doctoral Degree	0	0%	167	4%
Another Undergraduate Degree	1	7%	789	19%
Certificate or Diploma below Bachelor level	5	36%	527	13%
Professional Association Certification	1	7%	603	15%
Postgraduate Certificate or Diploma	1	7%	431	11%
Other	0	0%	236	6%
Total	14	100%	4,060	100%

Further Education/Training Type

BCStudent Outcomes
Shaping Post-Secondary Education

Detailed Summary of Survey Results
All Institutions
50.0401: Design and visual communications, general
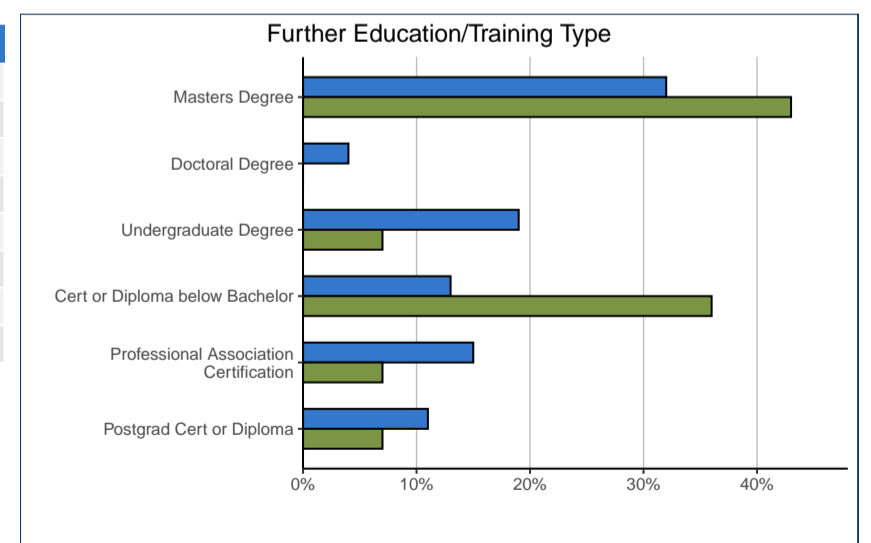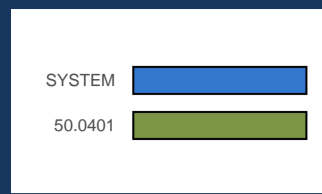
SYSTEM
50.0401

EMPLOYMENT

Labour Fource Status:	50.0401		SYSTEM	
In Labour Force (working or seeking work)	50	91%	8,412	91%
Not in Labour Force	5	9%	857	9%
Total	55	100%	9,269	100%

Employment:	50.0401		SYSTEM	
Employment Rate*	42	74%	7,900	84%
Unemployment Rate**	8	16.0%	512	6.1%

*Percent = Total employed divided by total number of respondents
**Percent = Total unemployed divided by total number in Labour Force
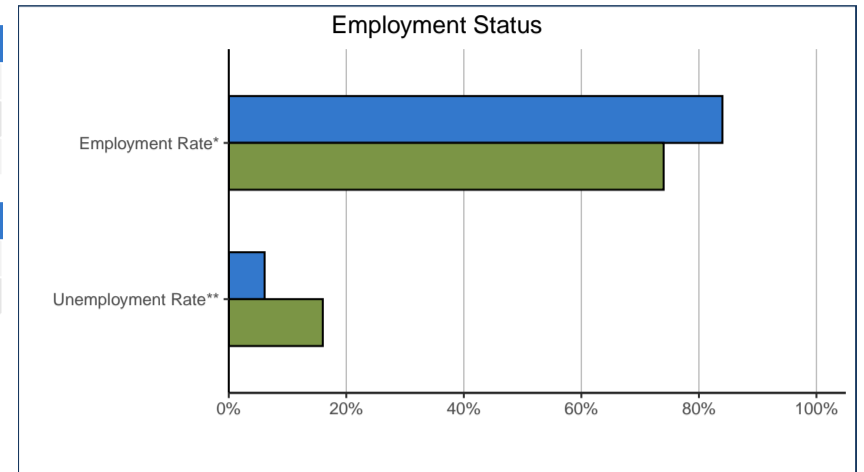
Employment Status

Status of Graduates NOT in Labour Force:	50.0401		SYSTEM	
Attending School FT	3	60%	597	70%
Attending School PT	0	0%	23	3%
Other	2	40%	237	28%
Total NOT in Labour Force	5	100%	857	100%

Primary Employment Type:	50.0401		SYSTEM	
Paid worker	34	81%	7,394	94%
Self–employed	8	19%	493	6%
Total	42	100%	7,887	100%

Job Characteristics:	50.0401		SYSTEM	
I hold more than one job*	6	14%	1,463	19%
My main job is full–time (>= 30 hours per week)**	38	93%	6,655	89%

*Of total Employed
**Of those who provided data on hours/week worked

"Under–Employment" Assessment
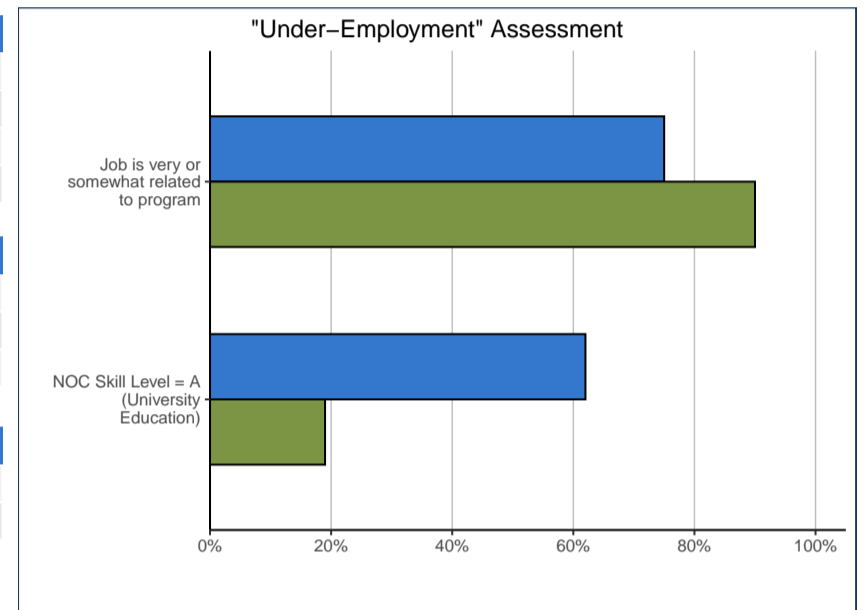
How related is your main job to your program?	50.0401		SYSTEM	
Very Related	20	48%	3,386	43%
Somewhat Related	18	43%	2,530	32%
Not Very Related	3	7%	1,013	13%
Not at All Related	1	2%	954	12%
Total	42	100%	7,883	100%

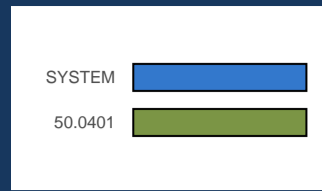| "Under–employment" Assessment:	50.0401		SYSTEM	
Job is very or somewhat related to program	38	90%	5,916	75%
NOC Skill Level = A (University Education)*	8	19%	4,631	62%

*Of total valid responses

Gross Annual Income from Main Job:*	50.0401		SYSTEM	
Less than $20,000	0	0%	328	6%
$20,000 to $39,999	5	14%	725	12%
$40,000 to $59,999	19	54%	1,773	30%
$60,000 to $79,999	6	17%	1,673	28%
$80,000 to $99,999	5	14%	799	13%
$100,000 and Above	0	0%	659	11%
Total	35	100%	5,957	100%
Median Annual Income (full–time) ($)	55,558		63,000	
Average Annual Income (full–time) ($)	57,788		70,455	

*Where data provided

Gross Annual FT Income From Main Job ($,000)

NOC Skill Type of Main Job:	50.0401		SYSTEM	
Business, finance & administration	2	5%	1,844	25%
Natural & applied sciences & related	3	7%	1,422	19%
Health	0	0%	933	13%
Education, law and social, community & government	2	5%	1,946	26%
Art, culture, recreation & sport	31	74%	438	6%
Sales & service	3	7%	658	9%
Trades, transport & equipment operators & related	0	0%	104	1%
Natural resources, agriculture & related production	0	0%	42	1%
Manufacturing & utilities	1	2%	39	1%
Total	42	100%	7,426	100%

Employed Graduates by NOC Skill Type

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Shaping Post-Secondary Education

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All Institutions
50.0401: Design and visual communications, general
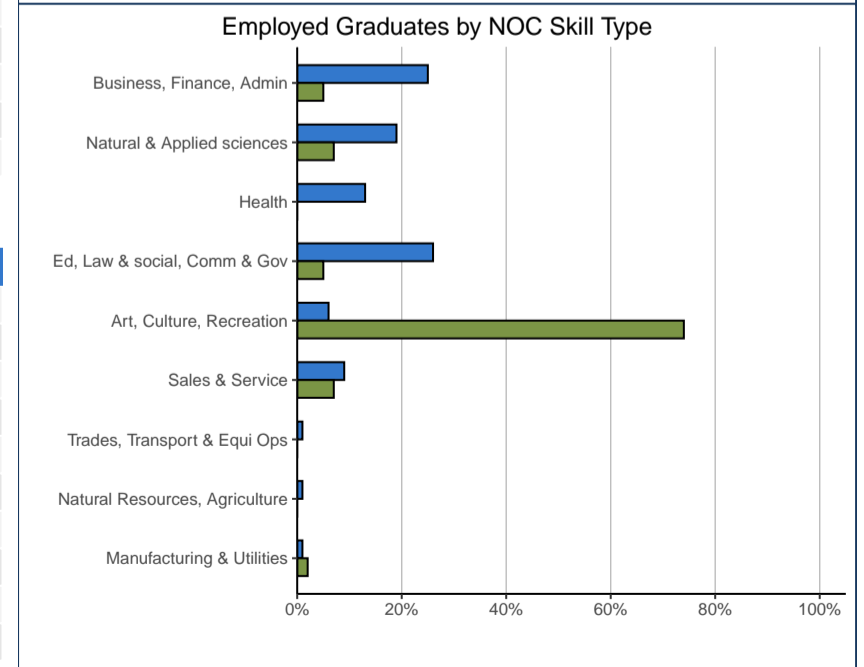
SYSTEM
50.0401

EMPLOYMENT, continued

NOC Skill Level of Main Job:	50.0401		SYSTEM	
A. University education	8	19%	4,631	62%
B. College education/trade apprenticeship	33	79%	2,082	28%
C. Secondary school + job–specific training	1	2%	647	9%
D. No formal education	0	0%	86	1%
Total	42	100%	7,446	100%
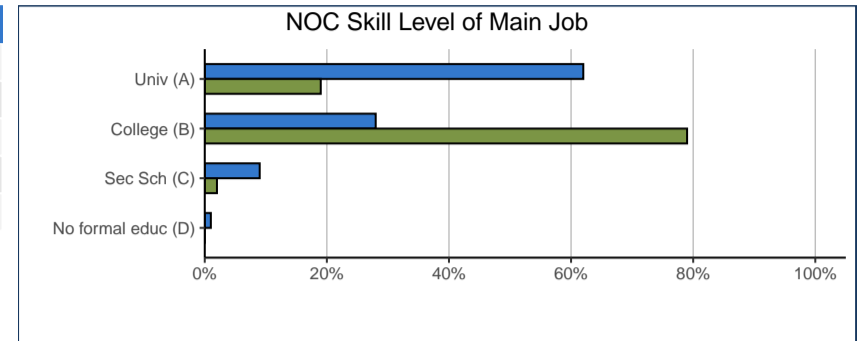
NOC Skill Level of Main Job

	50.0401				
How useful are the following skills and abilities in doing your main job?	Very Useful	Somewhat Useful	Not Very Useful	Not at All Useful	# Resp.
Written Communication	57%	33%	7%	2%	42
Oral Communication	67%	24%	7%	2%	42
Reading and Comprehension	50%	36%	10%	5%	42
Group Collaboration	69%	29%	2%	0%	42
Critical Anlysis	52%	45%	2%	0%	42
Problem Resolution	69%	21%	5%	5%	42
Use of Mathematics	18%	21%	21%	41%	39
Conducting Research	49%	32%	17%	2%	41
Learning on Your Own	66%	29%	5%	0%	41
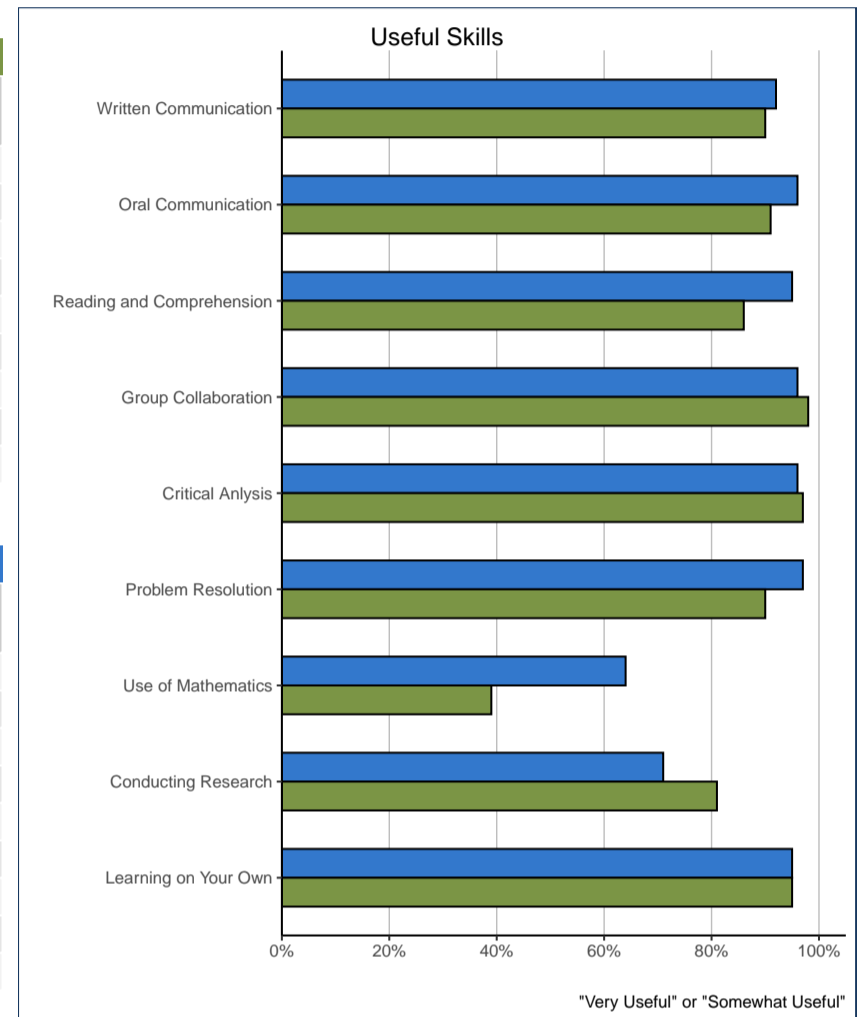
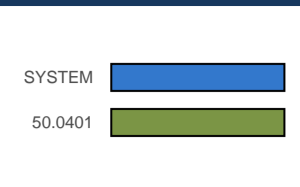|	SYSTEM				
How useful are the following skills and abilities in doing your main job?	Very Useful	Somewhat Useful	Not Very Useful	Not at All Useful	# Resp.
Written Communication	67%	25%	5%	3%	7,839
Oral Communication	75%	21%	3%	1%	7,837
Reading and Comprehension	70%	25%	4%	1%	7,836
Group Collaboration	76%	20%	3%	1%	7,841
Critical Anlysis	74%	22%	3%	1%	7,838
Problem Resolution	77%	20%	2%	1%	7,833
Use of Mathematics	28%	36%	21%	15%	7,634
Conducting Research	36%	35%	17%	12%	7,717
Learning on Your Own	68%	27%	3%	2%	7,819

Useful Skills

"Very Useful" or "Somewhat Useful"

Top 10 Full–time Occupations of 50.0401 Graduates:				50.0401
NOC	NOC Skill Level	Description		% Employed FT in this Occ.**
5241	B	Graphic designers and illustrators		67%
*				
*				
*				
*				
*				
*				
*				
*				
*				

* Data not displayed where n < 5
** Percentages cited are of those employed

Top 10 Full–time Occupations of SYSTEM Graduates:				SYSTEM
NOC	NOC Skill Level	Description		% Employed FT in this Occ.**
3012	A	Registered nurses and registered psychiatric nurses		6%
1111	A	Financial auditors and accountants		4%
XXXX	O	Unclassified occupations		3%
2173	A	Software engineers and designers		3%
4032	A	Elementary school and kindergarten teachers		3%
1123	A	Professional occupations in advertising, marketing and public relations		3%
4212	B	Social and community service workers		3%
2174	A	Computer programmers and interactive media developers		2%
4031	A	Secondary school teachers		2%
1221	B	Administrative officers		2%

* Data not displayed where n < 5
** Percentages cited are of those employed

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50.0401: Design and visual communications, general

SYSTEM
50.0401

EDUCATION FINANCING

Funding Sources (3 sources allowed):*	50.0401		SYSTEM	
Personal savings, investments	17	31%	2,849	31%
Employment while studying	28	52%	4,716	51%
Family/Friends	42	78%	5,423	59%
Personal bank loans	5	9%	600	7%
Government student loans	8	15%	3,008	33%
Scholarships/Bursaries/Grants	13	24%	2,803	31%
Other	11	20%	1,997	22%
Total	54		9,180	

* Percentage of respondents who identified this source

Financial Debt Incurred to Finance Bac. Ed.:*	50.0401		SYSTEM	
Incurred any form of financial debt	18	32%	4,031	44%
Incurred government–sponsored student loan debt	10	18%	3,331	36%

* Percentage of respondents who provided data

Education Funding Sources

Personal savings, investments
Employment while studying
Family/Friends
Personal bank loans
Government student loans
Scholarships/Bursaries/Grants

Financial Debt Amount:*	50.0401		SYSTEM	
< $1,000	0	0%	3	0%
$1,000 to $4,999	3	23%	106	3%
$5,000 to $9,999	2	15%	240	7%
$10,000 to $14,999	0	0%	332	10%
$15,000 to $19,999	1	8%	258	8%
$20,000 to $29,999	2	15%	644	20%
$30,000 to $39,999	2	15%	568	17%
$40,000 or More	3	23%	1,121	34%
Total	13	100%	3,272	100%
Median Financial Debt ($)	21,525		30,000	

* Includes only cases where financial debt was incurred

Financial Debt Incurred ($,000)

Gov't–Sponsored Student Loan Debt Amount:*	50.0401		SYSTEM	
< $1,000	0	0%	4	0%
$1,000 to $4,999	0	0%	78	3%
$5,000 to $9,999	0	0%	176	7%
$10,000 to $14,999	0	0%	239	10%
$15,000 to $19,999	0	0%	236	10%
$20,000 to $29,999	2	29%	514	21%
$30,000 to $39,999	2	29%	462	19%
$40,000 or More	3	43%	724	30%
Total	7	100%	2,433	100%
Median Gov't–Sponsored Loan Debt ($)	38,769		28,000	

* Includes only cases where government–sponsored debt was incurred

Government–Sponsored Debt Incurred ($,000)

Gov't–Sponsored Loan Debt Outstanding:*	50.0401		SYSTEM	
None – Loan repaid in full	2	22%	754	27%
< $1,000	0	0%	7	0%
$1,000 to $4,999	0	0%	120	4%
$5,000 to $9,999	0	0%	202	7%
$10,000 to $14,999	1	11%	216	8%
$15,000 to $19,999	1	11%	221	8%
$20,000 to $29,999	1	11%	432	16%
$30,000 to $39,999	1	11%	338	12%
$40,000 or More	3	33%	459	17%
Total	9	100%	2,749	100%
Median Gov't–Sponsored Loan Debt Outstanding** ($)	30,000		25,000	

* Includes only cases where government–sponsored debt was incurred, and valid "amount remaining" was provided
** Median amounts shown are based on those who had remaining government student loan debt

Outstanding Government–Sponsored Debt ($,000)