

*The purpose of AIGA is to further excellence in communication design as a broadly defined discipline, strategic tool for business and cultural force. AIGA is the place design professionals turn to first to exchange ideas and information, participate in critical analysis and research and advance education and ethical practice.*

AIGA is the oldest and largest professional association to serve designers in the United States. It is dedicated to the advancement of excellence and professionalism among practitioners, educators and students engaged in all manners of design—from traditional editorial and book design, corporate communications and packaging to broadcast and motion graphics, interactive multimedia and design for the built environment.

AIGA serves more than 17,000 members organized in 52 local chapters, through communities of interest and on-campus student groups. AIGA activities offer designers the opportunity to develop relationships within the profession, share information and advance the understanding of the value of design excellence among the business community and general public.

AIGA conducts a program of competitions, exhibitions, seminars, educational activities and publications that communicate the importance of design to a wide-ranging audience, and awards the AIGA medal—the most prestigious honor in the graphic design profession.

## Benefits of Membership

### Staff benefits that serve the firm

Group membership in AIGA for staff members provides the employee with a benefit that is also in the interest of the employer. It provides for professional development of the staff, helps keep them informed and provides a sense of community for hard-working designers. Instead of a benefit that a designer takes away from the studio, this is an investment in the professional capabilities of the practice.

### Keeping staff in touch with design

When all studios—large and small—are working so hard on challenging assignments, they can become isolated from what else is going on in the profession and what other studios are doing. AIGA is a community of designers and offers a chance to see and discuss what others are doing.

### Keeping the firm in view of the profession

Designers who are actively involved in AIGA, its events and competitions bring attention to their firm. This helps to promote the work of the firm and also helps in attracting designers to the firm when it is recruiting.

### Local connection

Through 52 chapters nationwide, AIGA members participate in local events and explore professional challenges with their colleagues in the design community.

### Publications

*365: AIGA Year in Design* is AIGA's all-color annual that chronicles and contextualizes the year's best work. *Voice: AIGA Journal of Design* is published online and contains lively, authoritative and often controversial articles on design culture. *Gain*, an online journal, covers design's role in commerce and communication. Finally, *Loop* is an online journal that deals with the issues surrounding interactive design education.

### Design competitions and exhibitions

AIGA-sponsored competitions celebrate excellence within the profession, and tell a story about the current state of design. AIGA sponsors juried competitions each year, including "50 Books/50 Covers" and "365: AIGA Design Competitions." AIGA members may enter their work at discounted rates. The competitions are documented in exhibitions appearing in the AIGA's Fifth Avenue gallery, and also travel to selected AIGA chapters around the country. In addition, AIGA curates various themed exhibitions that explore the ever-growing connections between design and popular culture.

### National conferences

The AIGA Design Conference brings designers together for a sense of community and inspiration. The AIGA Business and Design Conference concentrates on the practices, processes and strategies of designing for business. Conferences are also developed on specific professional interests, such as creative integration in digital media or critical skills for design education. Members receive early notification of these special events.

### Health and disability insurance

AIGA offers health, life and disability insurance options to members who might otherwise have difficulty finding local alternatives.

### Discounts

AIGA members receive discounts on practical products and services. These include up to one-third off on express delivery services and long-distance phone service.

**Yes! I'd like an AIGA group membership**

**How to purchase a group membership**

You save more than 15 percent by purchasing a group membership rather than individual professional memberships for your employees.

In addition, your firm owns the memberships and can manage its investment. If a staff member leaves your employment, your designated contact person need only notify us of his or her replacement, and the new person will immediately begin receiving the benefits of membership.

To get started, complete this application. You must designate one person to manage your group membership, i.e., be the contact person to receive dues, invoices and communicate all changes to your AIGA group membership roster (in writing, fax to 212 255 4410).

If you are enrolling more than three members, copy the application and fill in the information for each group member. If you want to include the designated contact person as a member, make sure you repeat his or her information in this section. You must provide a name for each membership you are purchasing.

The special group rate of \$730 U.S. applies to the first group of three memberships; additional individuals are added at the group discount rate of \$245 U.S.

**Contact person (required):**

Name Mr./Ms. \_\_\_\_\_  
FIRST MIDDLE LAST  
Title \_\_\_\_\_  
Company \_\_\_\_\_  
Business address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_  
Home address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_  
Daytime telephone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_  
Email address \_\_\_\_\_

**Payment information:**

Number of AIGA members listed (must be 3 or more) \_\_\_\_\_  
Total dues \_\_\_\_\_ (\$730 for the first 3; \$245 each additional)  
Method of payment: Check  Amex  MasterCard  Visa   
Credit card number \_\_\_\_\_ Expiration date \_\_\_\_\_  
Signature \_\_\_\_\_

Please make checks payable to **AIGA**

**Group members (required):**

Name Mr./Ms. \_\_\_\_\_  
FIRST MIDDLE LAST  
Title \_\_\_\_\_  
Business address \_\_\_\_\_

Telephone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_  
Email address \_\_\_\_\_  
Home address  same as above \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_  
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Telephone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_  
Email address \_\_\_\_\_



Send your completed application and payment to:  
AIGA Membership, 164 Fifth Avenue, New York, NY 10010  
Fax 212 807 1799