

what do we stand for?

ALIGA

and how do we explain it

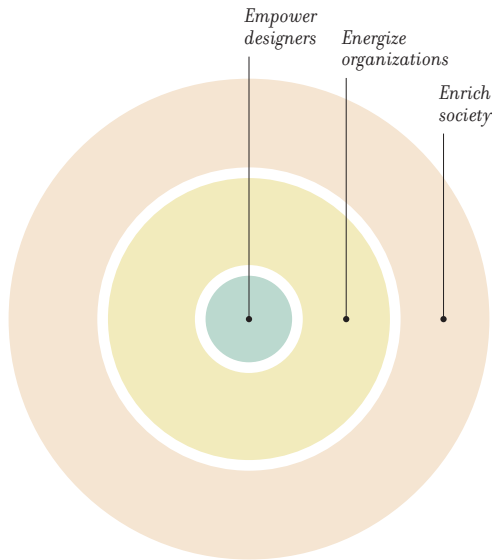
to the rest of the world?

The new AIGA messaging system

After a century of success, AIGA has outgrown its original purpose as a club for New York graphic artists—book designers, typographers and printers. We're now the leading association for communication designers—visual designers, identity designers, environmental designers, information designers, editorial designers, package designers, motion-graphics designers, interaction designers, customer-experience designers, strategic designers and others.

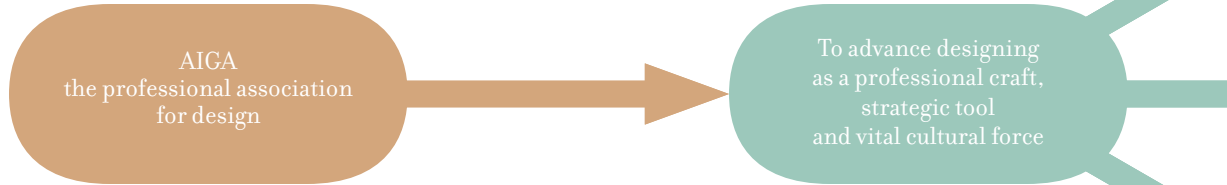
The initials that originally stood for American Institute of Graphic Arts must now stand for something much bigger.

This little booklet is designed to help you *a)* understand our mission in the midst of accelerating change, and *b)* communicate our bigger value to the outside world. You'll find it useful when you get stuck for a concept, stuck for the right phrase, or just stuck in an elevator with someone who asks: "Tell me again what AIGA stands for?"



Who are we?

What's our mission?



What are our goals?

How will we get there?

1
To empower designers through information, inspiration, education, recognition and advocacy



Publish information about design and the designing process



2
To energize organizations with strategic thinking, creative collaboration and design excellence



Promote designing as a strategic organizational competency



3
To enrich society by infusing people's lives with clarity, delight, meaning and value



Clarify complexity to make the world more understandable



*Organize events
that inspire thinking, learning
and the exchange of ideas*

*Support education
across the arc
of designers' careers*

*Facilitate collaboration
among all professionals
engaged in designing*

*Foster exceptional talent
to address the full range
of design roles*

*Bring aesthetic delight
to everyday objects
and experiences*

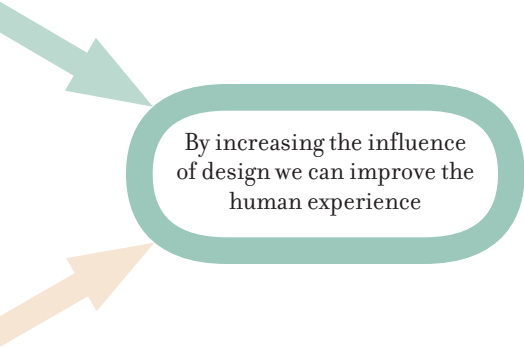
*Add meaning
by communicating with clarity,
depth and compassion*

*Give recognition
to those who further
design excellence*

*Advocate designing
to business, government
and the public*

*Create value
by doing valuable things*

Why does it matter?



By increasing the influence
of design we can improve the
human experience

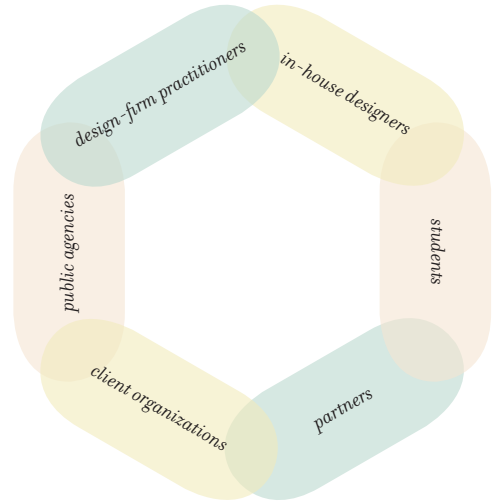
to be more precise...

AIGA messaging by audience

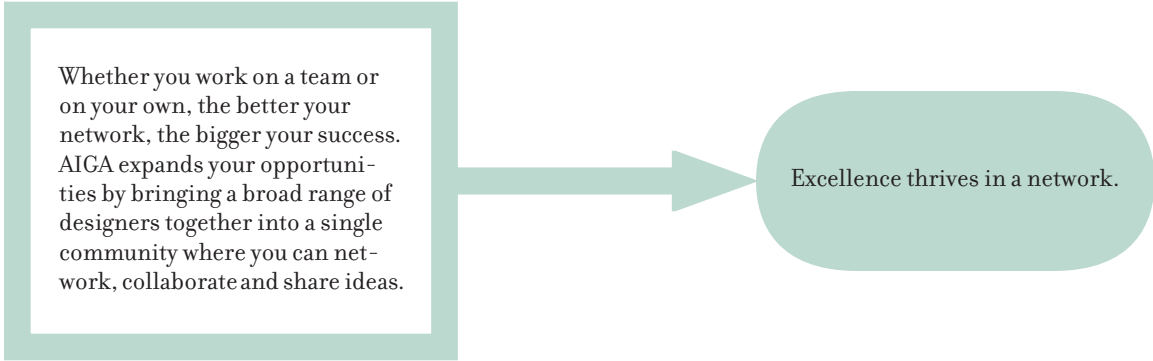
It feels good to talk about “improving the human experience,” but what does that mean to our particular audiences—students, practitioners, client organizations, government agencies, the public? All they really want to know is, “What’s in it for me?”

This next section contains sample messages that address each of our six main audiences. You can use it as a quick reference guide when you’re designing communications for your chapter, lining up a sponsor, or simply trying to explain AIGA to a student. Of course, you needn’t feel limited by these messages—they’re only here to make your life easier, and to help you align your own messages with the overall mission. As long as you don’t contradict our mission, you should be on solid ground.

The next time someone asks, “What does AIGA stand for?” you can simply say, “the professional association for design.” And take it from there.



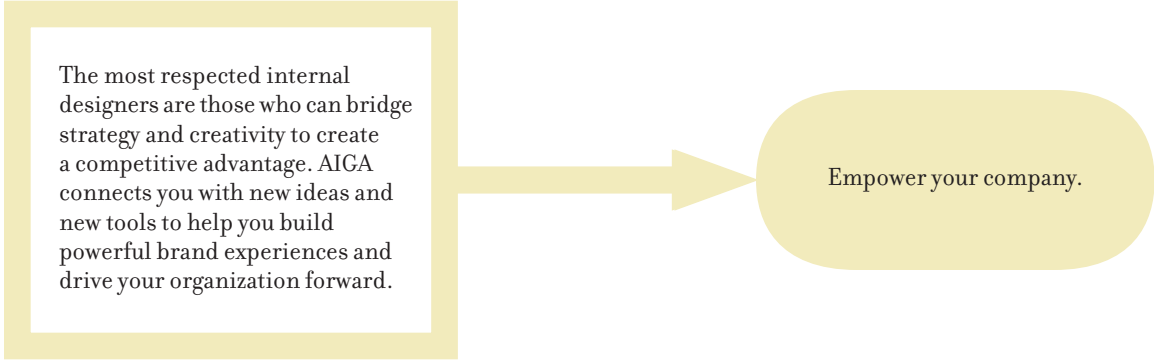
For design-firm practitioners:



Whether you work on a team or on your own, the better your network, the bigger your success. AIGA expands your opportunities by bringing a broad range of designers together into a single community where you can network, collaborate and share ideas.

Excellence thrives in a network.

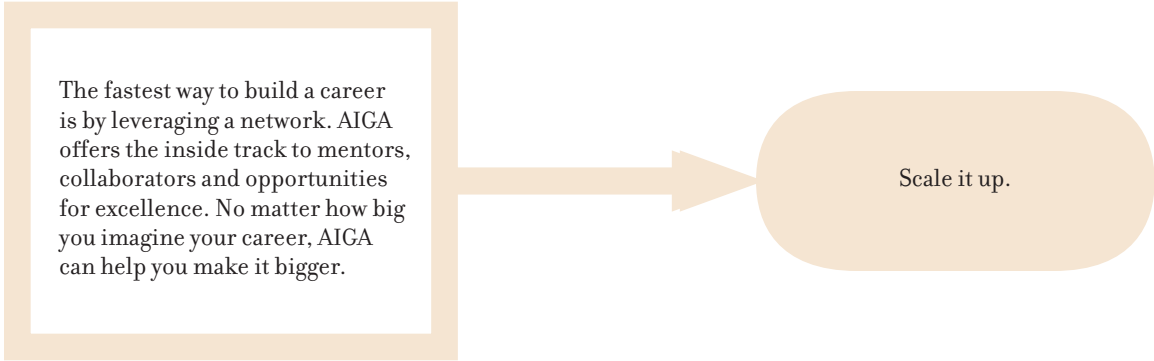
For in-house designers:



The most respected internal designers are those who can bridge strategy and creativity to create a competitive advantage. AIGA connects you with new ideas and new tools to help you build powerful brand experiences and drive your organization forward.

Empower your company.

For students:



The fastest way to build a career is by leveraging a network. AIGA offers the inside track to mentors, collaborators and opportunities for excellence. No matter how big you imagine your career, AIGA can help you make it bigger.

Scale it up.

For partners:



Influence starts at the top.
By partnering with AIGA, our
sponsoring companies can reach
the influence leaders who define
the way stories are told at every
level of the industry.

The buzz begins here.

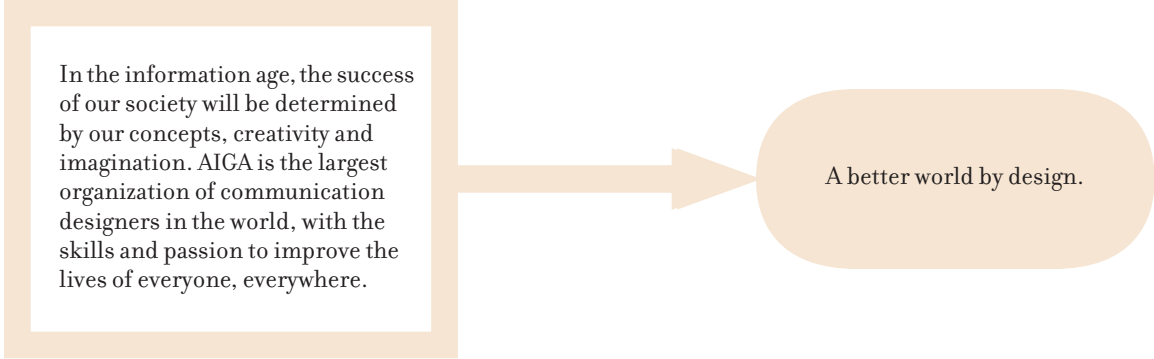
For client organizations:



In an age of marketplace clutter, differentiation always wins. AIGA is where companies come for the most outstanding talent—to connect with customers, build brand value and help design the way forward.

Design is differentiation.

For public agencies:



In the information age, the success of our society will be determined by our concepts, creativity and imagination. AIGA is the largest organization of communication designers in the world, with the skills and passion to improve the lives of everyone, everywhere.

A better world by design.

*This booklet would not have been possible
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Printing

Hemlock Printers, a pioneer in stochastic printing,
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