



March 23rd, 2011

Careers In Design Workshop

Welcome!

Thank you for coming! In our Careers In Design series we'll discover the many different fields and disciplines that emerging designers can explore in their careers.

This workshop will be the first event in this series. We'll ask a few questions to help you determine what career paths you might be suited for, and briefly talk about the many design disciplines you can specialize in. We'll also gauge the interest in certain fields so we can plan the order of speakers for the next events in this series.



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Questionnaire

- One** Would you rather develop concepts or execute concepts someone else has developed?
- Concept
 - Execute
 - Both
- Two** Would you rather design projects that are printed/constructed or purely digital?
- Physical
 - Digital
 - No preference
- Three** Would you rather design projects for multiple mediums or for a single medium?
- Multiple mediums
 - Single medium
 - No preference
- Four** Do you enjoy working with your hands (hand-process, construction, etc.)?
- Yes
 - No
- Five** In a design project, do you concentrate on the details or the layout as a whole?
- Details
 - Whole layout
 - Both
- Six** Would you rather figure out how things work, or stick to designing how things look?
- How things work
 - How things look
 - Both
- Seven** Would you rather work in two-dimensions, three-dimensions, or four?
- Two-dimensions (brochures, websites)
 - Three-dimensions (packages, products, environments)
 - Four-dimensions (movie titles, animation)



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- Eight** Do you enjoy making your own typefaces?
- Yes
 - No
- Nine** Are you interested in studying people and observing how they interact with design?
- Yes
 - No
- Ten** Do you like a fast-paced environment, a slower pace, or working at your own speed?
- Faster pace
 - Slower pace
 - Own speed
- Eleven** Would you rather work with intangible qualities and concepts, or with hard data?
- Intangible qualities
 - Hard data
 - Both
- Twelve** Would you rather work in a large team, a smaller team, or by yourself?
- Large team
 - Small team
 - By myself
- Thirteen** Do you like a wide variety of projects, a limited range, or a single type of project?
- Wide variety
 - Limited range
 - Single type
- Fourteen** How organized and structured do you consider yourself?
- Very organized
 - Somewhat organized
 - I throw caution to the wind, man!
- Fifteen** Do you think you could consistently exceed expectations in the workplace?
- Yes
 - No



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Sixteen How well do you handle tight deadlines and juggling multiple projects?

- Very well
- Somewhat well
- Not very well at all

Seventeen Are you a risk taker or do you like to play it safe?

- Risk taker
- Play it safe

Eighteen Would you rather work on a few on long-term projects or many short-term projects?

- Long-term projects
- Short-term projects

Nineteen Do you enjoy ideation and thoughtwork, or would you rather just design?

- Thoughtwork
- Just design
- Both

Twenty Would you rather design a product that a single person uses or an environment multiple people can experience?

- Single person interaction
- Multiple person experience

Twenty-one Do you enjoy working with different materials, textures and patterns?

- Yes
- No

Twenty-two Would you rather work in a team environment or by yourself?

- Team
- By myself

Twenty-three Are you comfortable with grid systems and multi-page documents?

- Yes
- No



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Twenty-four

Would you rather do the hands-on design work or direct someone else?

- Hands-on
- Direct someone else

Twenty-five

What types of projects have you enjoyed working on in school or in freelance work?

- Logos
- Brochures
- Annual reports
- Ad campaigns
- Website designs
- Package designs
- Magazine layouts
- Signage or physical spaces
- Custom typefaces
- Postcards or invitations
- Information graphics
- Flash or video (if applicable)



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Design Disciplines

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Pg. 8	Advertising
Pg. 9	Interactive Design
Pg. 10	Marketing & Communication Design
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Employment Types

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Production Design

Description

Production designers put together technical layouts and mechanicals of design projects. Production artists work closely with designers and art directors to execute design layouts for printed pieces, web pages or multimedia projects, making sure they are ready for final production.

Subsets

Pre-press Production (commercial printing)

Practicing Firms

Most agencies, design firms, commercial printers and sign fabrication shops employ production designers.

Further Reading

Books

- The Digital Designer's Bible
- The Little Book of Layouts
- _____

Blogs

- _____
- _____
- _____

Notes



Advertising

Description

Designers who work in advertising develop concepts and strategies for multimedia advertising campaigns. They work on a multitude of projects online and off - print ad campaigns, web sites and interactive campaigns, point-of-sale displays, and direct mail programs.

Subsets

Examples



Practicing Firms

Local

- Drake Cooper
- Davies Moore
- Mitchell + Palmer

Regional

- Wieden + Kennedy (Portland)
- Wong Doody (Seattle)
- Goodby, Silverstein & Partners (SF)

Further Reading

Books

- Confessions of An Advertising Man
- Advertising By Design
- _____

Blogs

- Brand Flakes For Breakfast
- AdRants
- Idaho Ad Agencies Blog

Notes



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Interactive Design

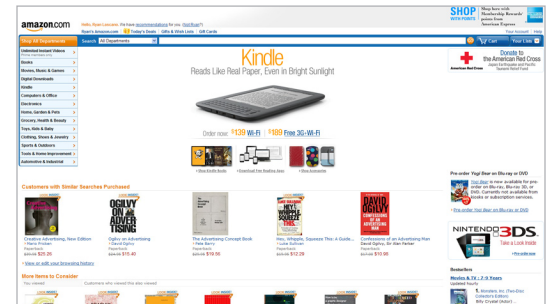
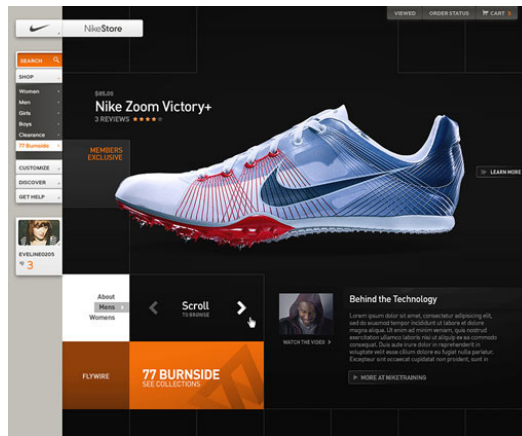
Description

Interactive designers create and produce web sites, mobile applications, and anything that exists online or in a digital medium. This discipline also focuses on the interactions between consumers and technology, ensuring the experiences are pleasant and usable. Many aspects of interactive design are very technical.

Subsets

Interaction Design (IXD), User Experience Design (UX), Information Architecture (IA), Information Design, Front-end Development

Examples



Practicing Firms

Local

- Creative Soapbox
- Drake Cooper
- Wirestone

Regional

- Second Story (Portland)
- Odopod (San Francisco)
- Hello Design (Los Angeles)

Further Reading

Books

- Principles of Beautiful Web Design
- Designing With Web Standards
- Handcrafted CSS

Blogs

- A List Apart
- Smashing Magazine
- UX Booth

Notes



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Careers In Design Workshop

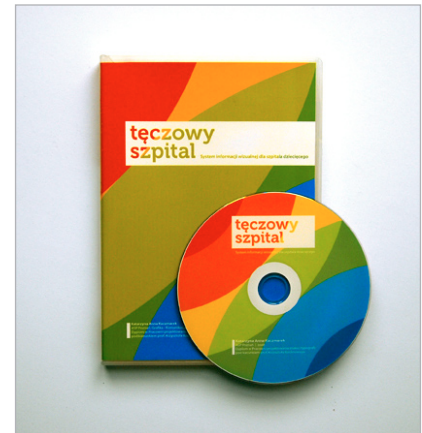
Marketing & Communication Design

Description

Similar to Advertising, designers in marketing firms design marketing materials and promotions for multiple mediums and a wide range of clients. These include brochures, websites, promotional campaigns, email marketing, catalogs, annual reports, etc. Design and marketing firms see a variety of projects and clients.

Subsets

Examples



Practicing Firms

Local

- Oliver Russell
- Rizen Creative
- Stoltz Marketing Group

Regional

- Hornall Anderson (Seattle)
- Parliament (Portland)
- Hatch (San Francisco)

Further Reading

Books

- Design Matters: Brochures
- The Art of Promotion
- Business Graphics

Blogs

- idsgn
- Method & Craft
- _____

Notes



Environmental Design

Description

Environmental design is graphic design in the built environment. A loose combination of design and architecture, environmental design firms develop wayfinding programs, interpretive exhibits and retail spaces, among others. Environmental designers should have a good understanding of space and scale, as well as materials and fabrication.

Subsets

Wayfinding, Interpretive Design, Information Design, Exhibit Design, Retail Design

Examples



Practicing Firms

Local

- Classic Design Studio
- Oliver Russell
- Advanced Sign Design

Regional

- Hornall Anderson (Seattle)
- Second Story (Portland)
- Hunt Design (Los Angeles)

Further Reading

Books

- Signage & Wayfinding Design
- Information Design Handbook
- 1000 Retail Graphics

Blogs

- DesignWorkPlan
- Arrows & Icons
- _____

Notes



Packaging Design

Description

Package design encompasses all types of product, beverage and food packaging. Designers working in packaging can design information on the packaging as well as the shape and format of the container itself. This includes wine and alcohol bottles, consumer product packaging, pharmaceuticals, or food containers.

Subsets

Examples



Practicing Firms

Local

- Foerstel Design
- Drake Cooper
- Stoltz Marketing Group

Regional

- Sandstrom Parnters (Portland)
- Hatch (San Francisco)
- Hornall Anderson (Seattle)

Further Reading

Books

- Box Bottle Bag
- Package Design Workbook
- Experimental Formats & Packaging

Blogs

- The Dieline / The Dieline Wine
- _____
- _____

Notes



Branding & Identity Design

Description

Designers in branding develop identity programs and visual language systems that communicate the intangible qualities, values and personalities of companies. This includes everything from logos and stationery to websites, corporate environments, or collateral material.

Subsets

Naming, Brand Strategy

Examples



Practicing Firms

Local

- Oliver Russell
- Carew Co.
- Noot Group

Regional

- Hornall Anderson (Seattle)
- Liquid (Portland)
- WOW! Branding (Vancouver B.C.)

Further Reading

Books

- The Brand Gap
- Brand Identity Essentials
- What Is Branding?

Blogs

- Under Consideration: Brand New
- idsgn
- _____

Notes



Careers In Design Workshop

Publication & Editorial Design

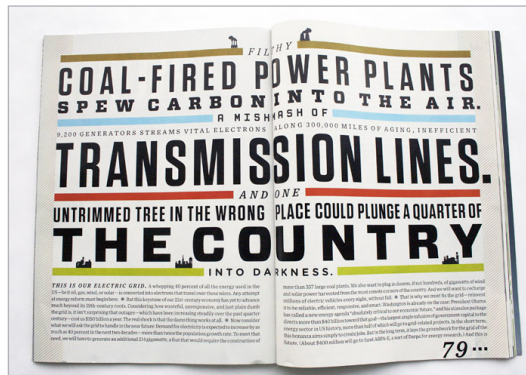
Description

Publication and editorial design includes design for magazines, books, newspapers and any other periodicals, online and off. Designers working in this field lay out articles and multi-page content through the use of grids and style guides, placing emphasis on legibility and ease of retention and comprehension.

Subsets

Book design

Examples



Practicing Firms

Local

- Idaho Business Review
- Idaho Statesman
- Motive Media

Regional

- _____
- _____
- _____

Further Reading

Books

- 100 Habits of Successful Publication Designers
- Making And Breaking The Grid
- Art Direction & Editorial Design

Blogs

- _____
- _____
- _____

Notes



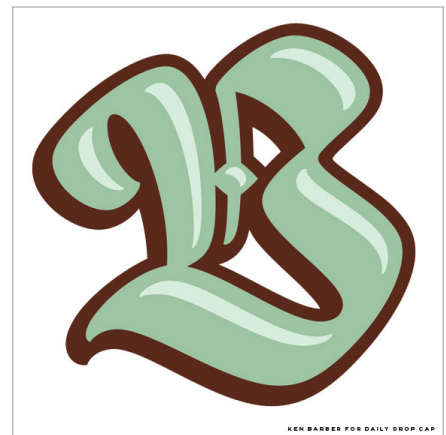
Type Design

Description

Type design is a fairly specialized field concerning the design and development of custom typefaces. This can be as limited as a simple unique logotype, or the construction of a complete family. Designers who specialize in type design need to have a thorough understanding of letter forms and type history.

Subsets

Examples



Practicing Firms

Local

- Neighborhood All-Stars
- _____
- _____

Regional

- _____
- _____
- _____

Further Reading

Books

- The Elements of Typographic Style
- Typography Essentials
- Thinking With Type

Blogs

- I Love Typography
- Typedia
- Typophile

Notes



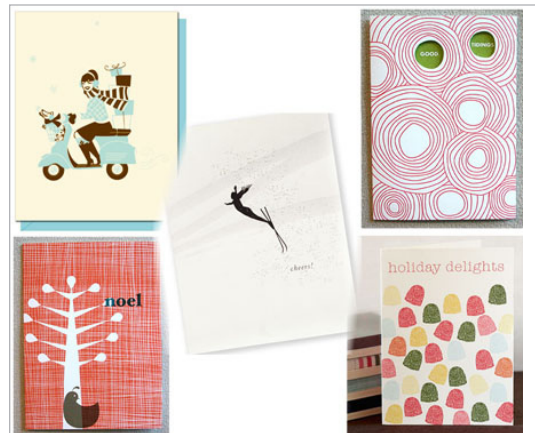
Promotions, Stationery & Invitations

Description

Another fairly specialized field, this can include designing band posters, wedding invitations, greeting cards or stationery systems. Designers in this field often work closely with stationers, paperies or specialized printers (screen-printing, letterpress), and often have their own production equipment.

Subsets

Examples



Practicing Firms

Local

- Paisley Roberts
- Ampersand Studios
- Cheers

Regional

- Paper Source
- Egg Press (Portland)
- Mandate Press (Salt Lake City)

Further Reading

Books

- 1000 Greetings
- Paperie For Inspired Living
- _____

Blogs

- Design Work Life
- Oh So Beautiful Paper
- _____

Notes



Motion Design

Description

Motion designers design and animate text and graphics for movie titles, television commercials, interactive campaigns, or animated sequences. Motion designers work closely with video production teams and understand designing in three dimensions along a timeline. Many aspects of motion design are very technical.

Subsets

Examples

<http://www.artofthetitle.com/2007/12/25/the-kingdom/>

<http://www.youtube.com/watch?v=2YY3f-4yH7Q>

Practicing Firms

Local

- SOVRN Creative
- Wirestone
- North By Northwest

Regional

- 2advanced Studios (Los Angeles)
- Filter (Seattle)
- Deep Sky Studios (Portland)

Further Reading

Books

- Creating Motion Graphics
- Design Essentials for the Motion Media Artist
- Type In Motion

Blogs

- Mograph TV
- Grayscale Gorilla
- Motionographer

Notes



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Industrial Design

Description

Industrial design is somewhat loosely related to graphic design, but still relates to how consumers interact with products and places. Industrial designers design and fabricate physical objects like kitchen appliances, furniture or vehicles. Industrial designers need to have a firm grasp on materials and designing in three dimensions.

Subsets

Interaction design (IXD), Product design

Examples



Practicing Firms

Local

- Guigon Olson Studio (GOSpad)
- _____
- _____

Regional

- Ziba (Portland)
- Apple (San Francisco)
- Element 3 (Seattle)

Further Reading

Books

- The Design of Everyday Things
- 1000 Product Designs
- Materials And Design

Blogs

- Core 77
- Design Sojourn
- ReadyMade Magazine Blog

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General Firm or Agency

Description

Agencies are the most common entities in the design world. Firms can run from 5 people in a single office, to 5000 people globally. While some agencies specialize, most attract a wide range of projects and client industries. Agency life is typically fast-paced, deadline driven and with high expectations of performance. Designers are typically grouped into teams based on the client or a specific skill set. Agencies carry a slightly higher risk, however: teams change as clients come and go or the markets fluctuate. It's not unheard of for an entire team to be dismissed following the departure of large clients.

Pros

Great place to start out and get some hands-on experience with a variety of different projects and clients; higher pay, full benefits package; working closely with other designers in a team-based environment; more opportunities for growth and advancement up the corporate ladder; designers can get by with more specialized skill sets; agencies often attract larger, high-profile clients with budgets that allow for more creativity and experimentation.

Cons

Carries a higher risk, less job security; potentially working on a single client account; agency jobs can bring longer hours and higher stress; higher competition, egos.

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Design Studio

Description

Although known by many different names, the idea of a design studio is that of a smaller, independently owned firm as opposed to the big corporate conglomerates. Design studios can range from 3 people to around 100 people. Studios can also attract a wide range of clients and projects, but often specialize in certain disciplines or client markets, and partner with other individuals or firms to round out their offerings. Creative teams are more intimate and share the workload - designers frequently need broad skill sets and have many roles, touching every phase of a design project.

Pros

Smaller firms are not quite as stressful as larger agencies, and life is a little bit slower pace; opportunity to work on a fairly wide range of projects and clients; intimate design team; opportunity to wear many hats and touch many stages of a project; more client contact with designers; shallow organization, less emphasis on titles.

Cons

Designers need to have a wide range of skills, print and web; less opportunity for advancement up the corporate ladder; lower pay, smaller benefits package; smaller clients and project budgets; gaps of time between projects or tasks.

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In-house Design Team

Description

On the other side of the spectrum is a client-side in-house design team. Many large corporations have their own design teams that handle their self-promotion and marketing efforts. In-house designers handle a variety of projects across a range of mediums for the company.

Pros

More secure placement; great opportunity to gain experience and grow as a designer in a stable environment; despite the perception, lots of room for creativity; opportunities for growth and advancement; close team environment with constant team members; better pay and benefits packages, continuing education benefits.

Cons

Adherence to corporate standards and style guides may limit creative innovation; still working for a single client; withdrawn from creative communities that exist around firms and agencies; working around levels of corporate bureaucracy; need to have a broader skill set.

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Independent Designer

Description

The ultimate goal of many designers is to end up as their own boss - working as an independent or freelance designer. Independent designers run their own businesses, choose their own clients and pursue the types of work that interest them. Independent designers often partner with other designers for projects, or take overflow work from agencies. Many independent designers also make time to pursue their own creative projects or hobbies.

Pros

You are your own boss; greater creative freedom; good choice for those with an entrepreneurial spirit; control and ownership over every aspect of a project; choice to pursue clients and projects that interest you; opportunity to pursue self-driven creative projects.

Cons

More stress having to deal with running a business, finances, client relations; designing in a vacuum with no team to collaborate with; independent designers running their own business usually work longer hours than most; bigger risk of mistakes in finances or with clients, with the sole responsibility falling on a single person; more challenge keeping a balanced work- and cash-flow.

Notes

Writing / Analytical

- Art Curriculum Writer
- Art Historian
- Art Critic
- Arts Administrator
- Arts and Cultural Planner
- Website Owner / Blogger
- Graphic Novel Author

Graphic Design

- Advertising Director
- Logo / Branding Designer
- Advertisement Designer
- Sign Writer
- Magazine Layout Designer
- Book / eBook Designer
- Packaging Designer
- Calendar / Stationery / Wallpaper Designer
- Typographer

3D Product Design

- Industrial Designer / Bridge Designer
- Toy Designer / Kite Designer / Utensil Designer
- Miniature Model Maker / Mock-up Artist
- Stained Glass Window Designer
- Prop Designer
- Food Product Designer
- Potter / Ceramic Designer
- Wood Turner / Carver
- Mosaic Designer
- Jeweller
- Weaver
- Glass Artist

Fine Art

- Airbrush Artist / Spray Painter
- Architectural Illustrator
- Book Illustrator
- Graphic Illustrator
- Technical / Textbook Illustrator
- Story Board Illustrator
- Cartoonist / Caricaturist
- Commercial Artist
- Fine Artist (Painter)
- Printmaker / Screen Printer
- Courtroom Artist
- Art Conservationist
- Special Effects Makeup
- Mural Artist
- Tattoo Artist

Organisation / People Management

- Art School Director
- Primary / Elementary Teacher
- Middle / High School Art Teacher
- University Lecturer / Professor
- Private Art Instructor
- Art Therapist
- Art Dealer
- Artist Agent
- Art Supplies Retailer

Fashion / Textiles

- Fibre Artist
- Accessory Designer (Shoes / Bags / Hats)
- Dressmaker
- Embroiderer
- Fashion Consultant
- Fashion Designer / Sports Apparel Designer
- Fashion Merchandising
- Pattern Maker
- Costume Designer
- Quilt / Rug / Linen Designer
- Fabric / Textile Designer
- T-Shirt Designer

Spatial Design

- Architect
- Landscape Architect
- Urban Designer / Town Planner
- Playground / Theme Park / Sports Arena / Golf Course Designer
- Interior Designer / Decorator
- Set / Stage Design

Digital / Multi-Media

- Animator
- Concept Artist
- Digital Illustrator
- Digital 3D Modeller
- Web Designer
- iPhone / Android App Designer
- Television / Film Producer
- Documentary Filmmaker
- Camera Operator
- Film Editor
- Special Effects Designer
- Video Game Design
- YouTube Video Creator

Photography

- Advertising Photographer
- Fashion Photographer
- Photo Journalist
- Food Photographer
- Portrait Photographer
- Underwater Photographer
- Wedding Photographer
- Stock Photo Seller
- Director of Photography

Arranging / Display

- Food Stylist
- Floral Arranger
- Display and Exhibition Planner
- Art / Design / Colour Consultant
- Gallery Owner / Assistant
- Museum Curator
- Personal Stylist
- Picture Framer
- Online Curator

Any Other Career!

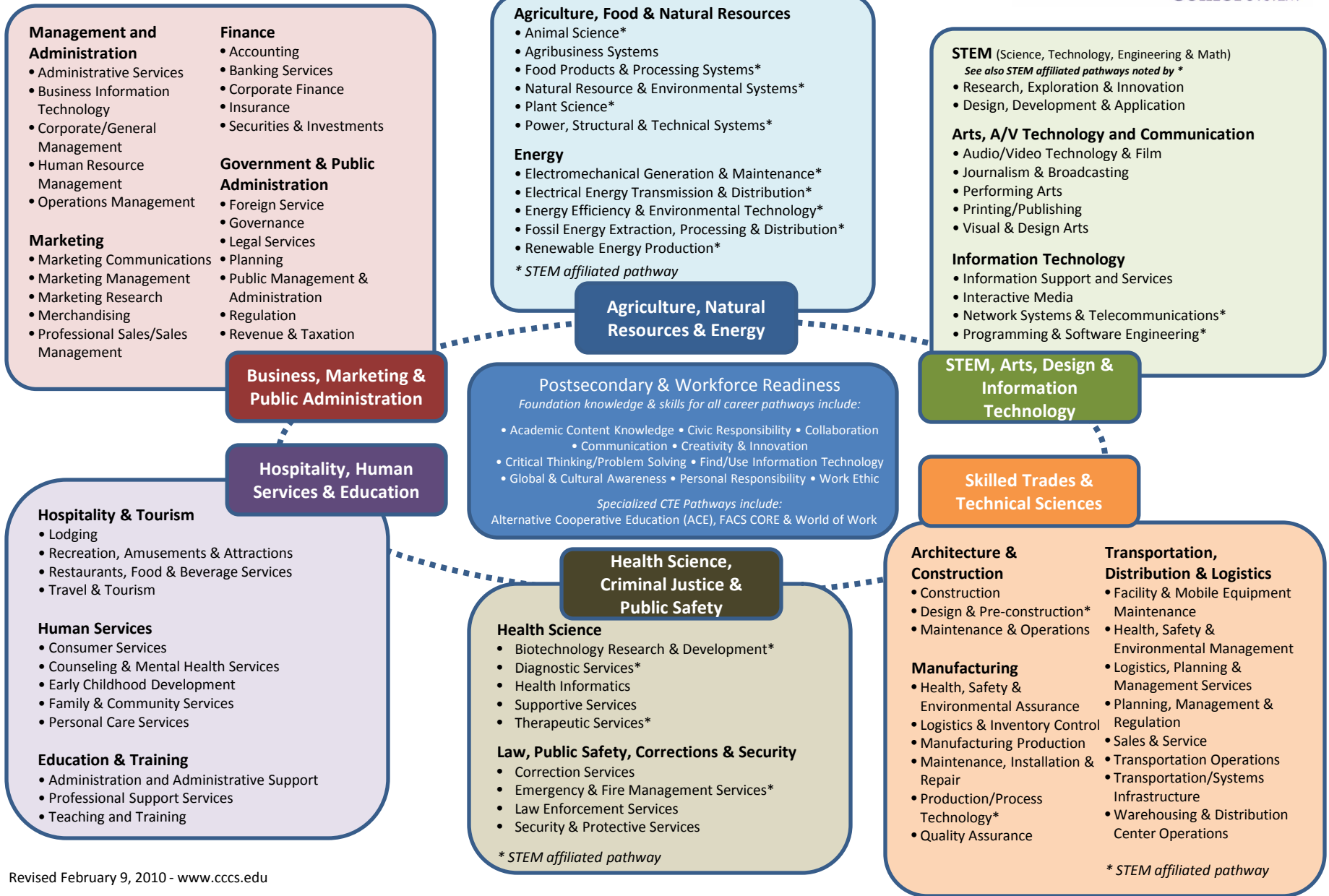
Art can be great preparation for any career that requires fine motor skills, presentation skills, an eye for aesthetics and creative thinking!



Colorado Career Cluster Model



COLORADO COMMUNITY
COLLEGE SYSTEM



ENTRY-LEVEL SKILL SET

POTENTIAL CAREER PATH

- Space planning, furniture specification, drawings, fabric selection
- Excellent organizer and communicator
- Strong client relation skills

ENTRY-LEVEL

Junior Interior Designer



MID-CAREER

Interior Designer
Senior Designer



TOP-LEVEL

Interior Design Director
Creative Director

- Work with one or more professional designers as trainees
- Handle multiple projects at once, coordinate deliveries and installations
- Help with job site visits, clerical duties, and updating resource library

Assistant Designer



Interior Designer



Principle Designer
Senior Designer

- Develop detailed floor plans, elevations, and isometric views
- Maintain and update electronic files
- Be technically-minded and have close attention to detail

AutoCAD Draftsperson



CAD Manager
Senior CAD Drafter



CAD Director

- Manage furniture processes, finish coordination, and installation documents
- Participate and work closely with client
- Interact with manufacturer vendors and representatives

Project Designer



Project Manager
Design Manager



Design Director

- Responsible for creation of layouts and space plans
- Excellent sense of space and detail-oriented

Space Planner



Interior Designer
Project Manager



Senior Designer
Design Director

Careers in Art

Jobs and professions in which art interest, knowledge, and skills are important.

Architect
Art Appraiser / Buyer
Artist
Art Therapist
Cinematographer
Fashion Designer
Graphic Designer
Film Animator
Children's Book Illustrator
Landscape Architect
Museum Curator
Jeweler

9 TYPES OF DESIGN JOBS FOR CREATIVE PEOPLE

ART DIRECTOR

ADVERTISING OR
PROMOTIONS
MANAGER



FASHION
DESIGNER

GRAPHIC
DESIGNER

FILM AND VIDEO
EDITOR

INTERIOR
DESIGNER



PHOTOGRAPHER

MULTIMEDIA
ARTIST OR
ANIMATOR

UX DESIGNER

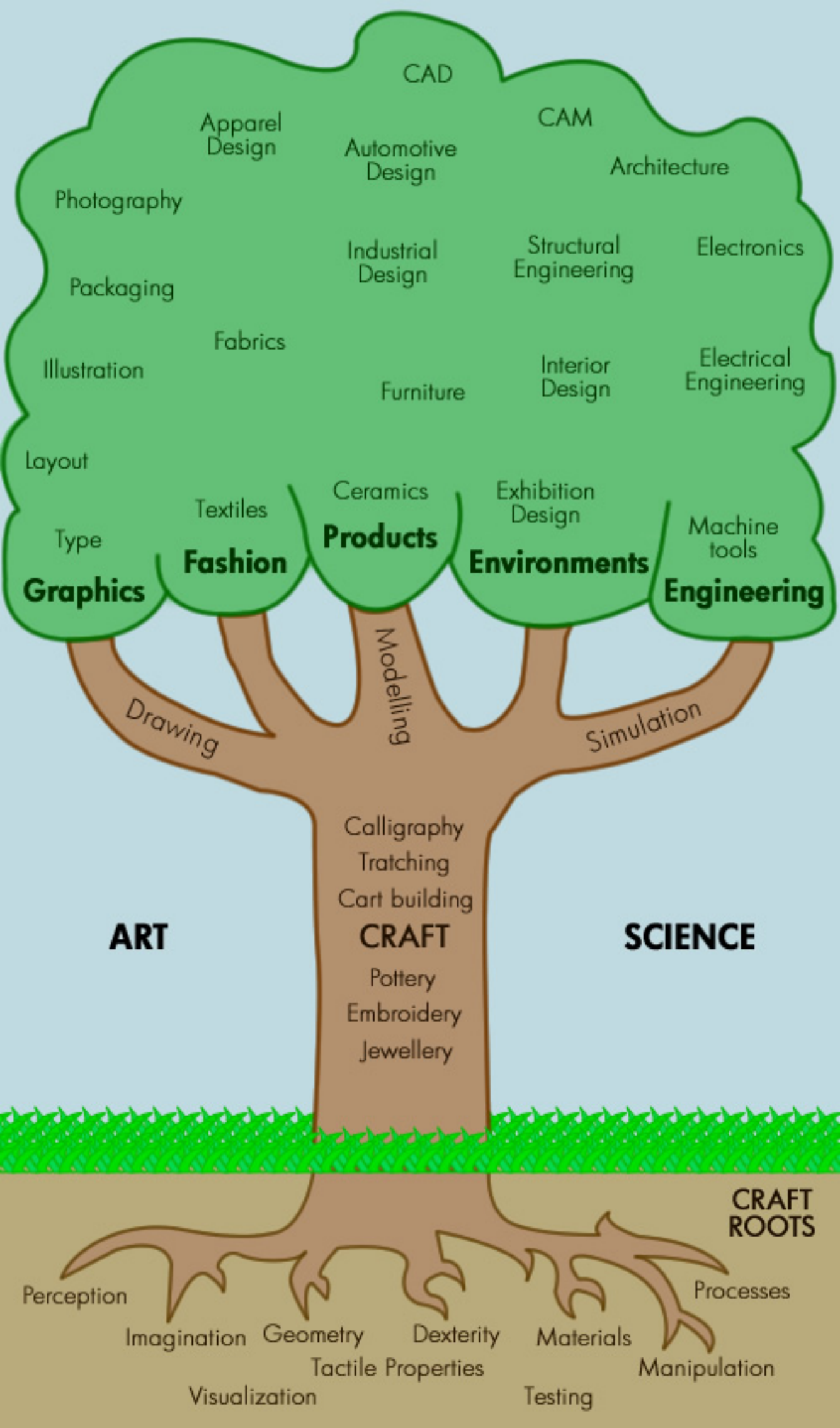


RASMUSSEN
COLLEGE

Source: Rasmussen College -
School of Design Career Guide

Art Therapist
florist
interior designer
PHOTOGRAPHER
director
producer
POTTER
Jeweller
careers

Architect
ART gallery
director
TEACHER
Fashion designer
IN
art
CARTOGRAPHER
set designer
makeup artist
Art Critic
ANIMATOR
Food
curator
video game designer
INFO
ARTIST
STREET
artist
Historian
comic book
PHOTO JOURNALIST
graphic web
designer
creator



Visual Arts Career Spectrum

Caricaturist
Court Artist
Sketch Artist
Commercial Artist
Storyboard Artist
Comic Book Artist
Medical Illustrator
Layout Designer
Print maker
Cartoonist
Illustrator
Painter

2D ARTS

Architect
Set Designer
Model Maker
Urban Planner
Landscape Architect
Interior Designer
Silversmith
Metalsmith
Ceramist
Sculptor
Artisan
Drafter

3D ARTS

MAKEUP ARTIST
FLORAL DESIGNER
GLASS DESIGNER
TOY DESIGNER
QUILT MAKER
TATTOO ARTIST
CAKE DECORATOR
COSTUME DESIGNER
AUTOMOTIVE DESIGNER
FOOTWEAR DESIGNER
FASHION DESIGNER
JEWELRY ARTIST

APPLIED ARTS

ART EDUCATOR
ART PUBLISHER
ART THERAPIST
ART MUSEUM EDUCATOR
ART DIRECTOR
ART RESTORER
ART CURATOR
ART ADVOCATE
ART HISTORIAN
ART LIBRARIAN
ART DEALER
ART CRITIC

ACADEMIC

PHOTO AND FILM

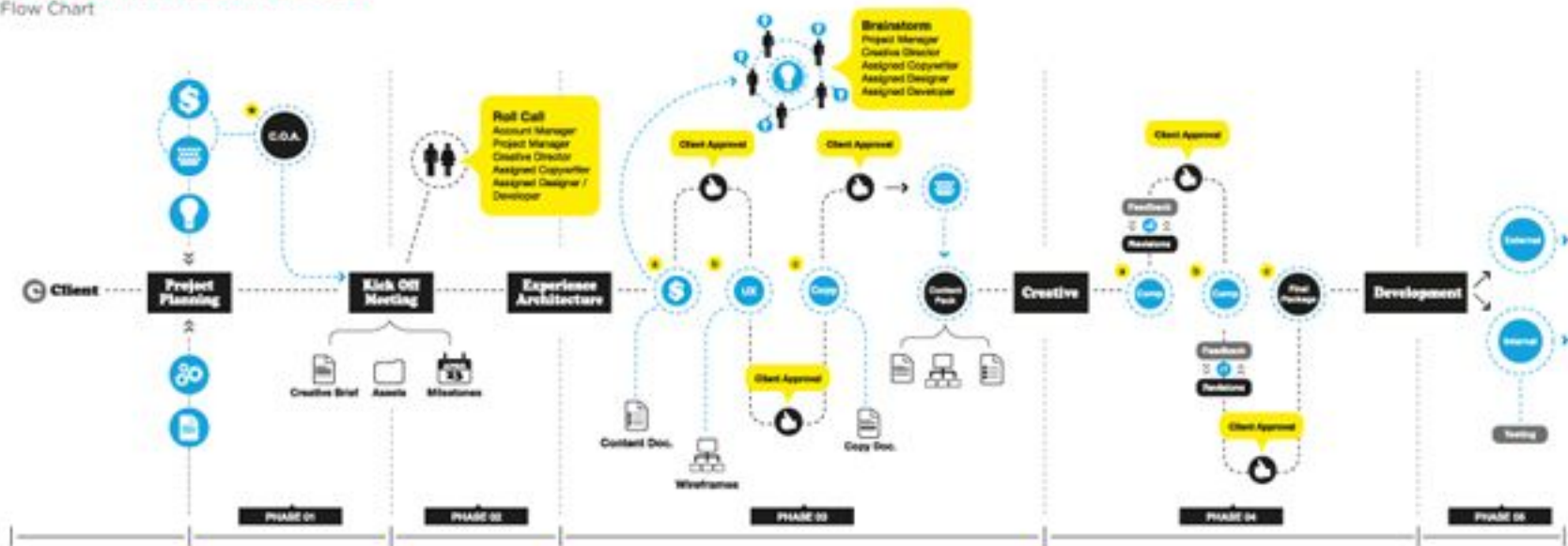
ANIMATOR
WEB DESIGNER
GRAPHIC DESIGNER
SOFTWARE DEVELOPER
SPECIAL EFFECTS ARTIST
PACKAGE AND BRAND DESIGNER
INTERACTIVE MEDIA DESIGNER
POST PRODUCTION ARTIST
VIDEO GAME DESIGNER
DESKTOP PUBLISHER
LOGO DESIGNER
TYPOGRAPHER

Film Editor
Photojournalist
Camera Operator
Cinematographer
Commercial Photographer
Documentary Film Maker
Photographic Retoucher
Fashion Photographer
Police Photographer
Aerial Photographer
Lighting Specialist
T.V. Director

DIGITAL ARTS

INTERACTIVE PROJECT PROCESS

Flow Chart



Pre Kick Off Project Planning Meeting

Purpose: To discuss and determine the overall timeline / milestones and to review each department's resource needs.

- **Course of Action:** Account and Project Management work together to create Course of Action packet that includes Creative Brief, Milestones and Asset Folder.

Official Kick Off Meeting

Purpose: To brief team on the marketing requirements and functional specifications of the project. Review competitive products/markets, as well as existing assets and identify the personas, user definitions and usage scenarios and requirements document.

Materials Provided: Creative brief, milestone timelines and deliverables (which should be agreed on from Phase 1) and content outline. Links to existing assets (such as previous creative, logos, etc.)

Creation of Content Outline and UX Documents

Purpose: To determine the project in terms of user experience and to user interface. The UX packet will be presented and reviewed with the client and must be approved by the client before any additional work can be done.

1. **Content Document:** Created by Account, this detailed outline shows all the required content. Once the client approves, this document is used as the foundation to build Wireframes and Site Map.
2. **Wireframes/Sitemap:** Using approved Content Doc. & Wireframes are created to show user experience and content flow. These documents must be approved by client before project can progress.
3. **Copy Document:** With approved Content Doc and Wireframes, a first draft of copy is created and sent to client for approval. Once approved, Content Pack is created and sent to Creative.

Creation of Graphic Content

Purpose: To use provided content to visually execute design solutions through the use of technology. These solutions will enable the client to better convey their message to a particular or multiple audience.

1. **Look and Feel:** Using the Content Pack, design options for pages scoped out in the agreed upon Site Map and wireframes are created. These include the approved v1 Copy Doc, placed into the design.
2. **Detailed Comp:** After "look and feel" comps have been approved, additional designs are created using final copy and assets. These designs are then presented to the client for final approval.
3. **Development:** After final client approval, all files are packaged together to be deployed to development.

Legend



THE NEED-TO-KNOWS OF A

FUTURE GRAPHIC DESIGNER

ARE YOU THINKING ABOUT A CAREER IN GRAPHIC DESIGN? IF YOU'RE AN ARTIST IN THE MAKING, THIS ESSENTIAL INFORMATION WILL HELP YOU ON YOUR PATH TO SUCCESS.

WHAT DOES THE JOB ENTAIL?

GRAPHIC DESIGNERS ARE ARTISTS WHO WORK WITH VISUAL MEDIUMS TO COMMUNICATE TO AUDIENCES IN PRINT AND ELECTRONIC MEDIA, USING COLOR, TYPE, ILLUSTRATION, PHOTOGRAPHY, ANIMATION, AND VARIOUS PRINT, DIGITAL AND LAYOUT TECHNIQUES.

GRAPHIC DESIGNERS DEVELOP THE OVERALL LAYOUT AND PRODUCTION DESIGN OF:

MAGAZINES

CORPORATE REPORTS

DISTINCTIVE LOGOS

NEWSPAPERS

PROMOTIONAL DISPLAY

INTERNET WEB PAGES

JOURNALS

MARKETING BROCHURES

INTERACTIVE MEDIA

HOW MUCH EDUCATION AND TRAINING DO I NEED?



A Bachelor's degree in graphic design is usually required by most companies

Other skills employers look for include familiarity with computer graphics and design software, creativity, communication and problem-solving skills



Having an Associate's degree in graphic design normally allows candidates to qualify for graphic design assistant positions

Graphic designers must keep up-to-date with new and updated computer graphic design software



Designers are required to show their portfolio (a collection of their best work) during interviews. This is one of the main factors in judging a designer's skill set

Beginning graphic designers typically need one to three years of working experience before they advance to higher positions.



NATIONAL ESTIMATES FOR GRAPHIC DESIGNERS

AS OF MAY 2010:

192,240

EMPLOYED

\$23.14

AVERAGE HOURLY WAGE

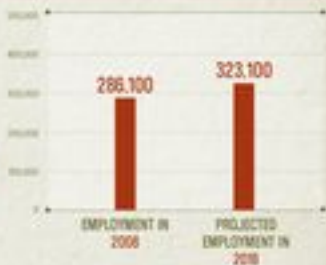
\$28,140

AVERAGE ANNUAL WAGE

WHAT'S THE LIKELIHOOD OF LANDING A JOB?



Employment of graphic designers is expected to grow 13 percent (36,000 jobs) from 2008 to 2018, as demand for graphic design from advertisers and computer design firms continues to increase.



HIGHEST LEVELS OF EMPLOYMENT BY INDUSTRY



MEDIAN COMPENSATION 2000-2010

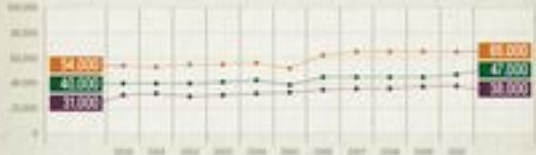
The data below reveals salary averages for particular graphic design specializations from 2000-2010. The data was taken from a survey conducted by Designwages.org.

- SENIOR PARTNER, OR PRINCIPAL
- SENIOR DESIGNER
- CREATIVE OR DESIGN DIRECTOR
- MARKETING OR NEW BUSINESS MANAGER/DIRECTOR
- DESIGNER
- JUNIOR DESIGNER
- WRITER/COPYWRITER



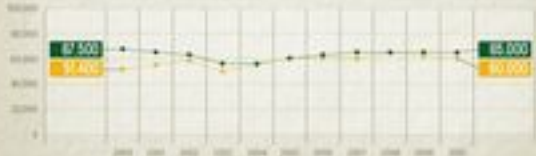
PRIMARYLY PRINT

- SENIOR DESIGNER
- JUNIOR DESIGNER
- DESIGNER



INTERACTIVE

- WEB PROGRAMMER/DEVELOPER (BACK-END SYSTEM)
- WEB DEVELOPER (FRONT-END/INTERACT DESIGN)



ENTRY-LEVEL SKILL SET

- Space planning, furniture specification, drawings, fabric selection
- Excellent organizer and communicator
- Strong client relation skills

POTENTIAL CAREER PATH

ENTRY-LEVEL

MID-CAREER

TOP-LEVEL

Junior Interior Designer



Interior Designer
Senior Designer



Interior Design Director
Creative Director

- Work with one or more professional designers as trainees
- Handle multiple projects at once, coordinate deliveries and installations
- Help with job site visits, clerical duties, and updating resource library

Assistant Designer



Interior Designer



Principle Designer
Senior Designer

- Develop detailed floor plans, elevations, and isometric views
- Maintain and update electronic files
- Be technically-minded and have close attention to detail

AutoCAD Draftsperson



CAD Manager
Senior CAD Drafter



CAD Director

- Manage furniture processes, finish coordination, and installation documents
- Participate and work closely with client
- Interact with manufacturer vendors and representatives

Project Designer



Project Manager
Design Manager



Design Director

- Responsible for creation of layouts and space plans
- Excellent sense of space and detail-oriented

Space Planner



Interior Designer
Project Manager



Senior Designer
Design Director

Here are some of the human activities characterized as design:

Architectural design

Automotive design

Business design

Ceramic and glass design

Color design

Communication design

Engineering design

Environmental design

Experience design

Fashion design

Floral design

Furniture design

Game design

Garden design

Graphic design

Industrial design

Information design

Instructional design

Interaction design

Interior design

Landscape design

Lighting design

Machine design

Mechanical design

News design

Packaging design

Product design

Production design

Service design

Software design

Sound design

System design

Theatrical design

Type design

Urban design

User experience design

User interface design

Web design

WHICH GRAPHIC DESIGN CAREER SUITS YOU?

LEVEL

EDUCATION

SALARY

EXPERIENCE

PRINT DESIGNER



ENTRY
NOT REQUIRED

BASIC DESIGN TOOLS
\$ 36,000 ANNUALLY



ANIMATOR

ENTRY
VARIABLES

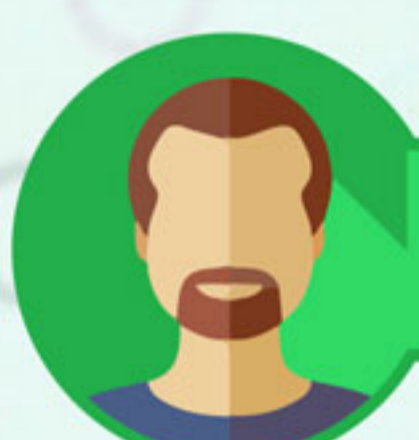
BACHELORS DEGREE
\$ 64,000 ANNUALLY

MID LEVEL PRINT DESIGNER



MID-CAREER
2-5 YEARS

BACHELORS IN DESIGN
\$ 37,000 TO 69,000 ANNUALLY



SENIOR LEVEL PRINT DESIGNER

SENIOR
5+ YEARS

BACHELORS IN DESIGN/MARKETING
\$ 63,000 TO 86,000 ANNUALLY

COMMERCIAL ARTIST



ENTRY
2+ YEARS

STRONG PORTFOLIO
\$ 39,000 TO 75,000 ANNUALLY

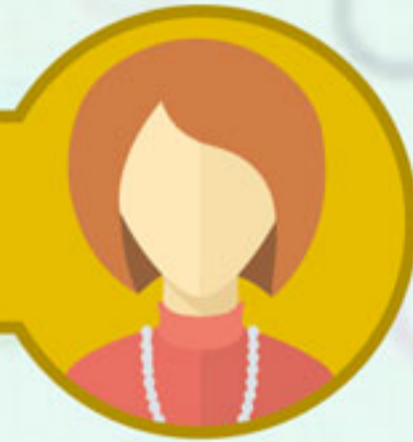


LOGO DESIGNER

ENTRY
VARIABLES

DEGREE IN DESIGN + PORTFOLIO
\$ 52,000 ANNUALLY

PACKAGING DESIGNER



MID-CAREER
2+ YEARS

BACHELORS IN DESIGN/MARKETING
\$ 57,000 TO 86,000 ANNUALLY



PRINT MARKETING DESIGNER

ENTRY
1+ YEAR

BACHELORS IN DESIGN/MARKETING
\$ 36,000 TO 55,000 ANNUALLY

PRINT PUBLICATION DESIGNER



MID-CAREER
2+ YEARS

BACHELORS IN DESIGN/MARKETING
\$ 57,000 TO 86,000 ANNUALLY



ART/CREATIVE DIRECTOR

MANAGERIAL
6+ YEARS

BACHELORS DEGREE IN DESIGN
\$ 62,000 TO 177,000 ANNUALLY

EDUCATIONAL REQUIREMENTS FOR DESIGN CAREERS

Design Type	Degree Requirements
Interior Designer	Associate's Degree (2 Years of College) Bachelor's Degree (4 years of college)
Architect	Bachelor's Degree in Architecture (5 years)
Landscape Architect	Bachelor's Degree (4 years)
Web Designer	Bachelor's Degree (4 years)
Graphic & Multimedia Design	Bachelor's Degree (4 years)
CAS-Draftsperson	Associate's Degree (2 years)

THE SKILLS REQUIRED TO BE A — GOOD — DESIGNER

CREATIVE THINKING

This is what effectively makes a person a designer. It is the way of looking at problems or situations from a fresh perspective, suggesting new solutions.



RESEARCH

Having a detailed understanding of the target market you are designing for will help allow the final solution to be useful, effective and appropriate.



MANUFACTURING

Knowing the best process and material for your product from the vast number available. To reduce cost, speed production, and create efficient designs.



BRANDING

The ability to design products that visually fit into a brand's identity and ethos. This may be your own brand or a company you are working for.



WEB DESIGN

Having your own website or design blog will allow others to view your portfolio and see what you are doing. It is also a great way to increase publicity.



COMMUNICATION

As a designer it is crucial to be able to accurately express your ideas and concepts to other people in an understandable and comprehensible way.



TEAM WORK

The ability to work effectively in a group. Nearly all design projects are done in teams of people with different skills, abilities and knowledge.



USER CENTRED

Having a design process that focusses on how the end user will interact with the product, increasing the final design's usability and effectiveness.



MARKETING

Promotion of yourself and the products you have designed allows you to have a bigger impact within the industry and the market as a whole.



PHOTOGRAPHY

Taking appealing photos of your design, surrounding and work can assist in visualising your design process to others. It is also a good way to get inspiration.



DRAWING

Being able to communicate your thoughts through quick, accurate sketches allows you to explain your ideas when talking is not enough.



CAD

Designing on a computer is an effective way to build and test ideas, whilst also allowing for attractive visualisations through detailed renderings.



AESTHETICS

Knowing what makes a design eye-catching and attractive creates a more appealing design. A product's appearance is the first thing a consumer notices.



ADOBE CS

The Adobe Creative Suite. Used by nearly all companies to build layouts, presentations, websites, 2D sketches and also mock up designs attractively.



GRAPHIC LAYOUT

Presenting your work in a professional manner whilst still showing creativity. It is how to visually communicate your more finalised concepts to others,



ENGINEERING

An understanding of how a product should be put together using correct materials and processes, to ensure a product can last in the environment it is used.



TIME MANAGEMENT

Working on multiple projects efficiently whilst still managing priorities. Reaching deadlines with enough time to improve the finishing touches.



ERGONOMICS

How a product fits with the end user's physical shape and abilities. To increase comfort, efficiency and usability; whilst decreasing fatigue and wear.



INTERFACES

The visual communication between a product and its user. This can be through hardware or software, making a product understandable.



PACKAGING

Producing a protective surround for your product that not only complements the design but also protects it during transit and helps to attract customers.

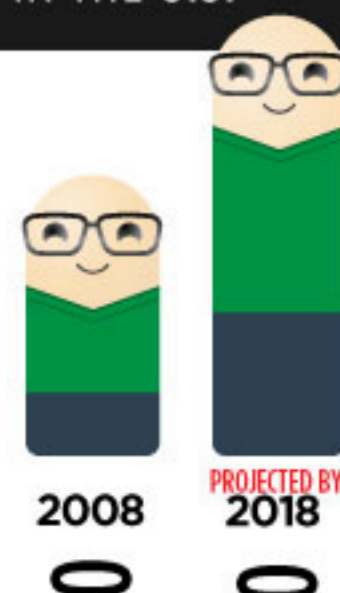


TOP GRAPHIC DESIGN CAREERS COMPARED

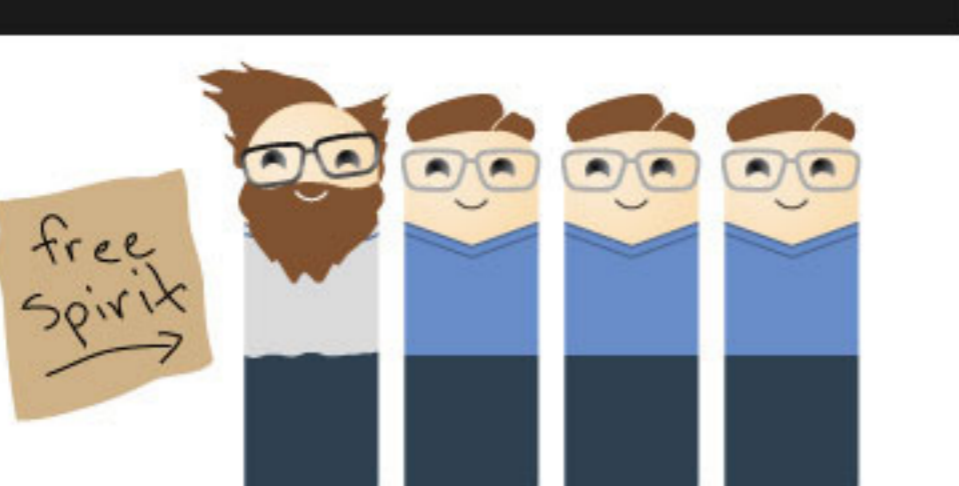
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OF DESIGNERS WORKING IN THE U.S.



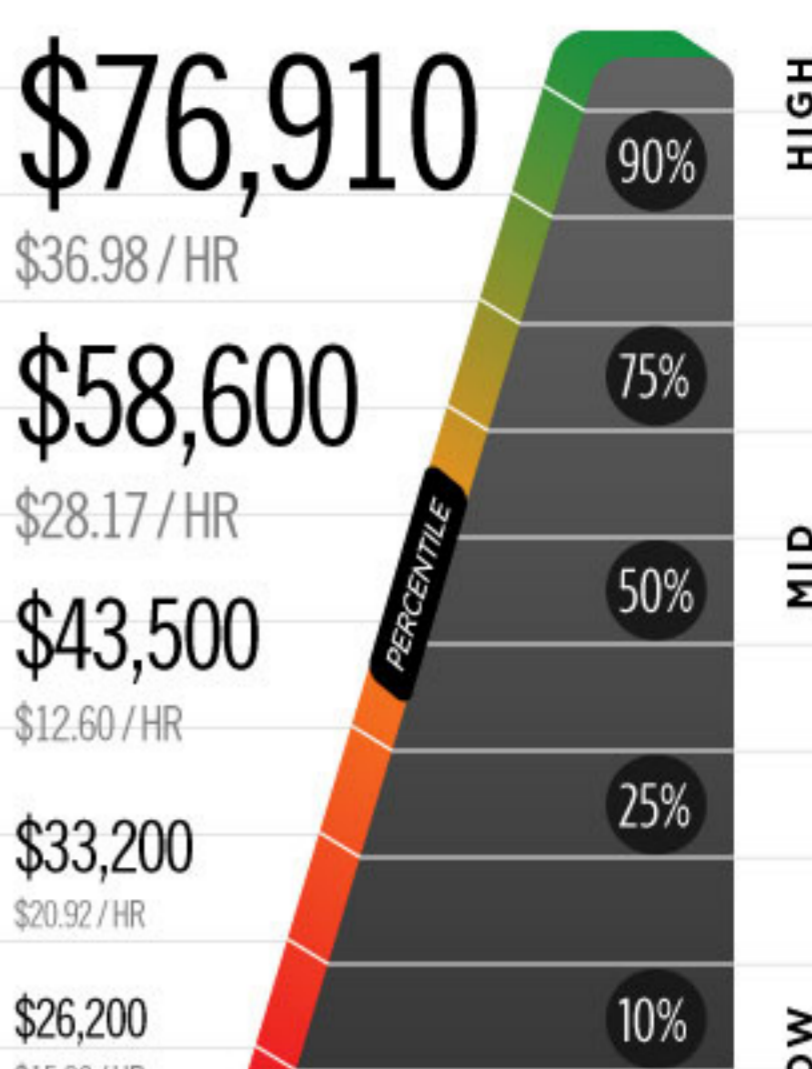
1 OF EVERY 4 DESIGNERS IS SELF EMPLOYED



HIGHEST JOB COUNT VS TOP PAYING STATES

FACTS ABOUT GRAPHIC DESIGN CAREERS

SALARY RANGE



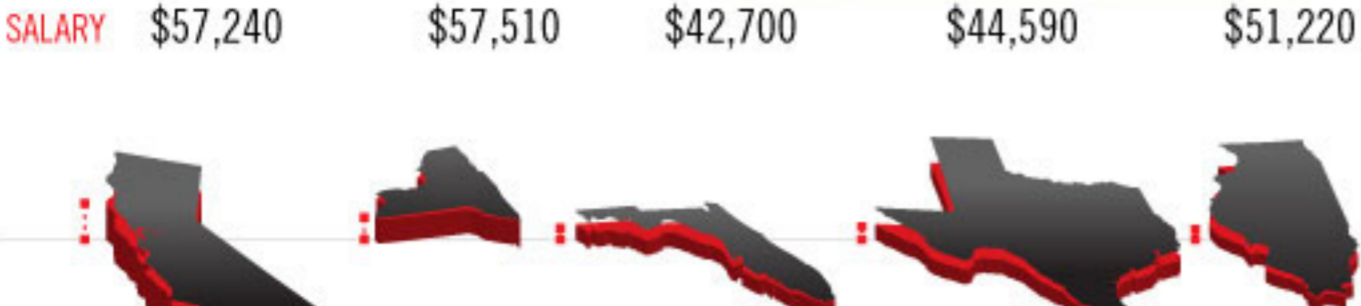
MOST JOBS & HIGHEST PAY WINNER



CALIFORNIA

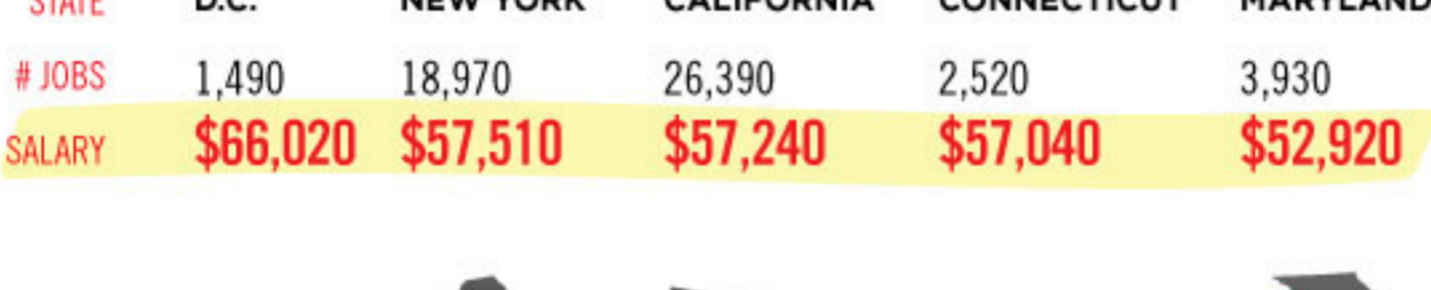
JOB COUNT

STATE	CALIFORNIA	NEW YORK	FLORIDA	TEXAS	ILLINOIS
# JOBS	26,390	18,970	11,160	11,020	9,870
SALARY	\$57,240	\$57,510	\$42,700	\$44,590	\$51,220

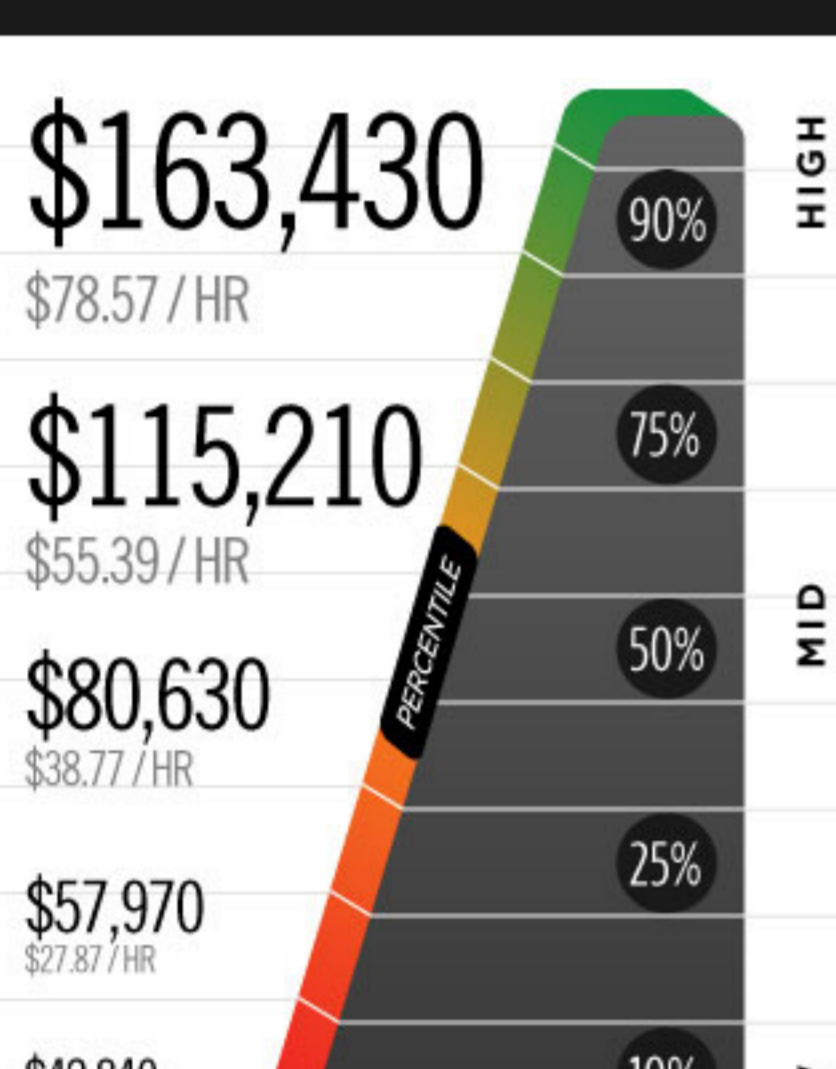


AVERAGE ANNUAL SALARY

STATE	D.C.	NEW YORK	CALIFORNIA	CONNECTICUT	MARYLAND
# JOBS	1,490	18,970	26,390	2,520	3,930
SALARY	\$66,020	\$57,510	\$57,240	\$57,040	\$52,920



SALARY RANGE



TOP PAYING INDUSTRIES

- \$185,830 Legal Services
- \$162,330 Apparel, Piece Goods, and Notions Merchant Wholesalers
- \$125,010 Motion Picture and Video Industries
- \$122,210 Other Miscellaneous Store Retailers
- \$101,790 Museums, Historical Sites, and Similar Institutions

ART / DESIGN DIRECTOR

One of the most sought after positions in Graphic Design is that of design director. Design directors oversee a team of designers and projects, providing guidance and feedback through all phases of a design.



2.31% of designers achieve this position (that's about 29,700 people)

\$45.24 Average hourly wage

\$94,100 Average Salary

TOP 5 INDUSTRIES:

- (IN # OF JOBS)
- Advertising, PR, Related: 9,020
 - Newspaper, Book, Directory Publishers: 4,690
 - Specialized Design Services: 2,620
 - Motion Picture & Video Industries: 1,870
 - Management of Companies & Enterprises: 1,080

ART DIRECTOR

MOST JOBS & HIGHEST PAY WINNER



NEW YORK

HIGHEST JOB COUNT VS TOP PAYING STATES

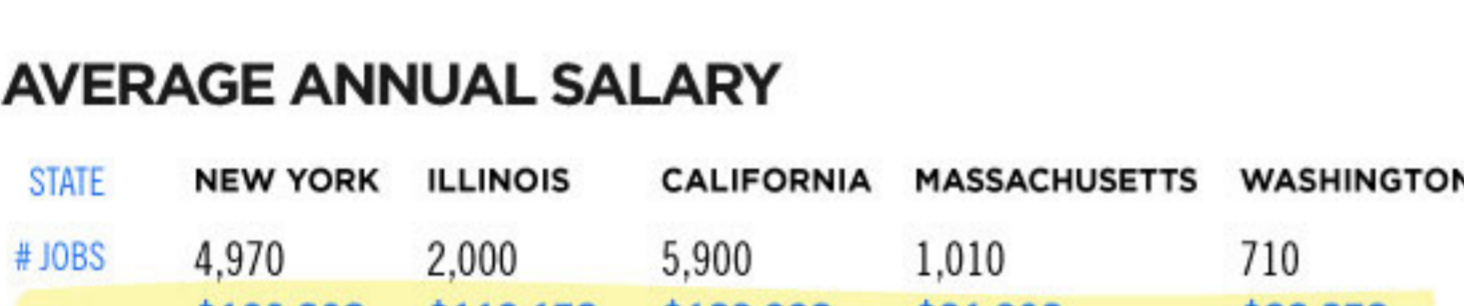
JOB COUNT

STATE	CALIFORNIA	NEW YORK	ILLINOIS	TEXAS	OHIO
# JOBS	5,900	4,970	2,000	1,650	1,200
SALARY	\$106,330	\$128,080	\$119,150	\$77,590	\$79,730

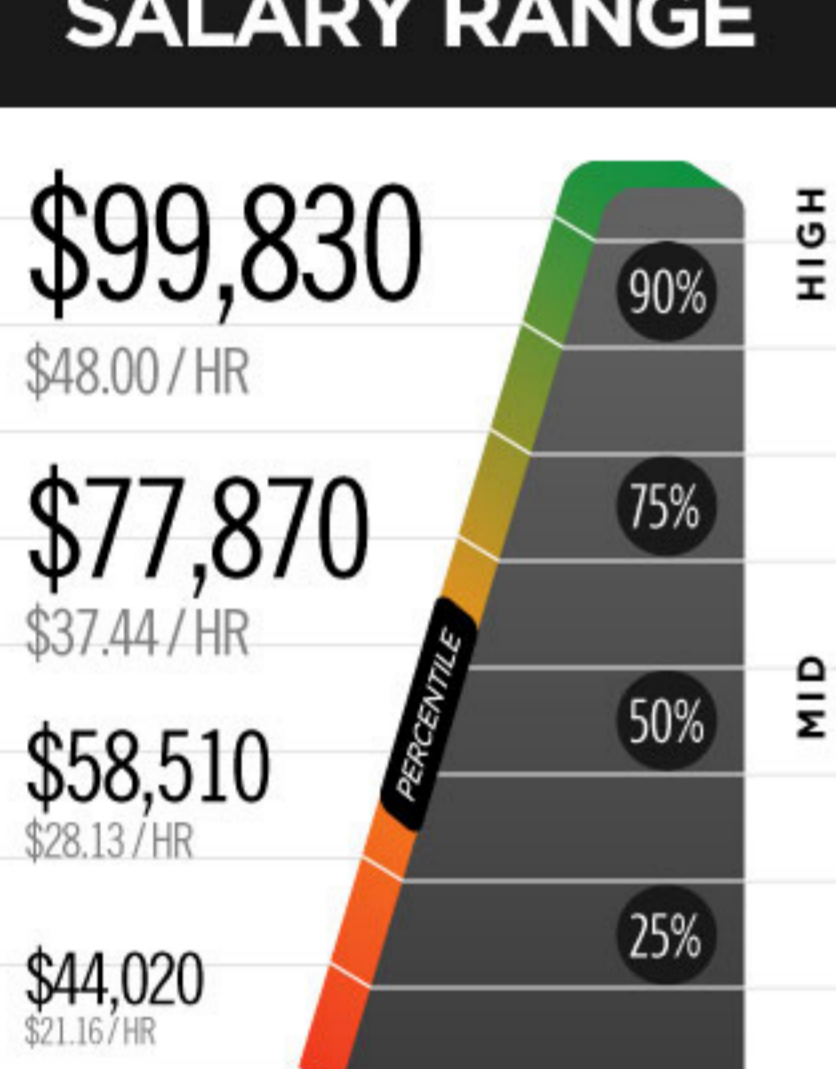


AVERAGE ANNUAL SALARY

STATE	NEW YORK	ILLINOIS	CALIFORNIA	MASSACHUSETTS	WASHINGTON
# JOBS	4,970	2,000	5,900	1,010	710
SALARY	\$128,080	\$119,150	\$106,330	\$91,380	\$90,050



SALARY RANGE



TOP PAYING INDUSTRIES

- \$72,380 Motion Picture and Video Industries
- \$70,250 Other Information Services
- \$68,730 Technical and Trade Schools
- \$68,310 Software Publishers
- \$67,830 Aerospace Product and Parts Manufacturing

MULTIMEDIA ARTISTS & ANIMATOR

Graphic design is not restricted to the static image. Many graphic designers choose to focus instead on the moving image by utilizing tools like Flash, After Effects, Motion and more to animate their art.



4.6% of graphic designers enter this field (approx. 26,560 people)

\$30.50 Average hourly wage

\$63,440 Average Salary

TOP 5 INDUSTRIES:

- (IN # OF JOBS)
- Motion Picture & Video: 7,200
 - Advertising, PR, and Related: 3,130
 - Computer Systems Design & Related: 3,070
 - Software Publishers: 3,020
 - Specialized Design Services: 1,250

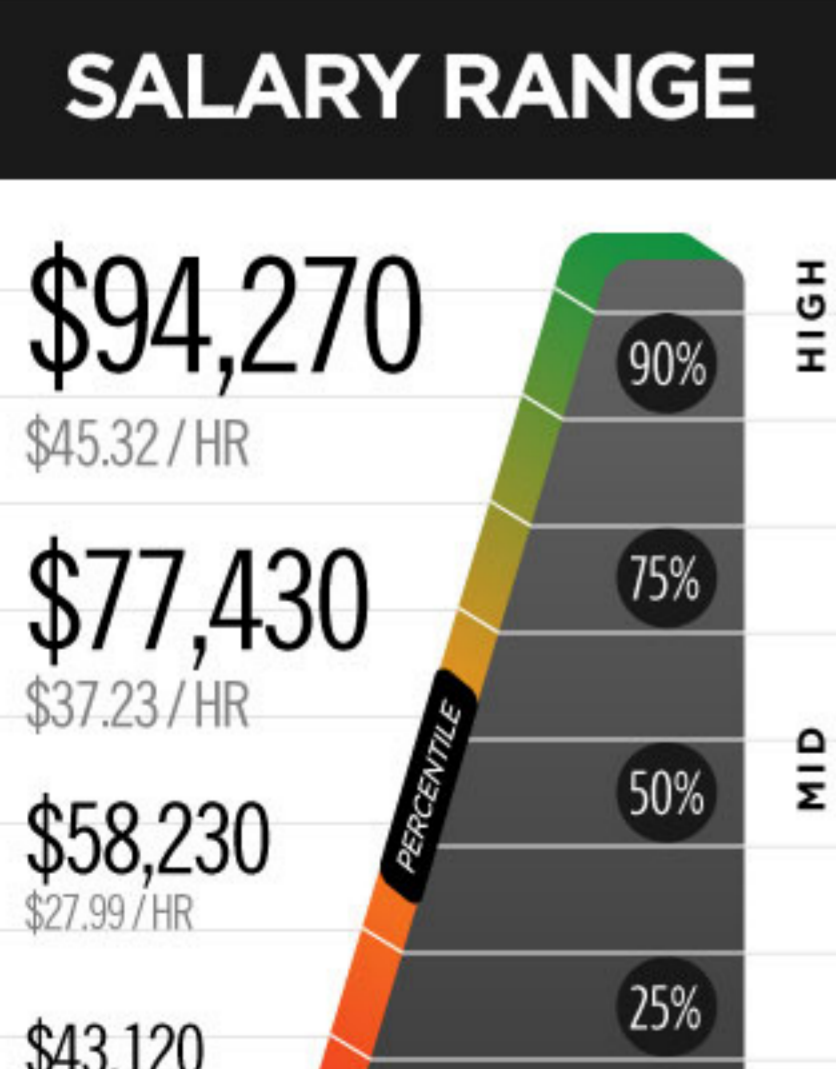
MULTIMEDIA ARTIST

MOST JOBS & HIGHEST PAY WINNER



CALIFORNIA

SALARY RANGE



TOP PAYING INDUSTRIES

- \$88,280 Motor Vehicle Manufacturing
- \$82,020 Business Schools and Computer and Management Training
- \$71,570 Navigational, Measuring, Electromedical, and Control Instruments Manufacturing
- \$69,910 Architectural, Engineering, and Related Services
- \$69,810 Motor Vehicle and Motor Vehicle Parts and Supplies Merchant Wholesalers

COMMERCIAL/ INDUSTRIAL DESIGNER

When you think graphic design, you probably think about web or print design first, but graphic design talents can be used in a variety of fields. Commercial and industrial designers use their artistic skills to design toys, home appliances, cars and more.



3.8% of graphic designers enter this field (that's 28,670 people)

\$29.76 Average hourly wage

\$61,890 Average Salary

TOP 5 INDUSTRIES:

- (IN # OF JOBS)
- Architectural, Engineering, Related: 3,240
 - Specialized Design: 2,930
 - Misc. Manufacturing: 1,700
 - Plastics Product Manufacturing: 970
 - Motor Vehicle Parts Manufacturing: 770

COMMERCIAL / INDUSTRIAL DESIGNER

MOST JOBS & HIGHEST PAY WINNER



MICHIGAN

HIGHEST JOB COUNT VS TOP PAYING STATES

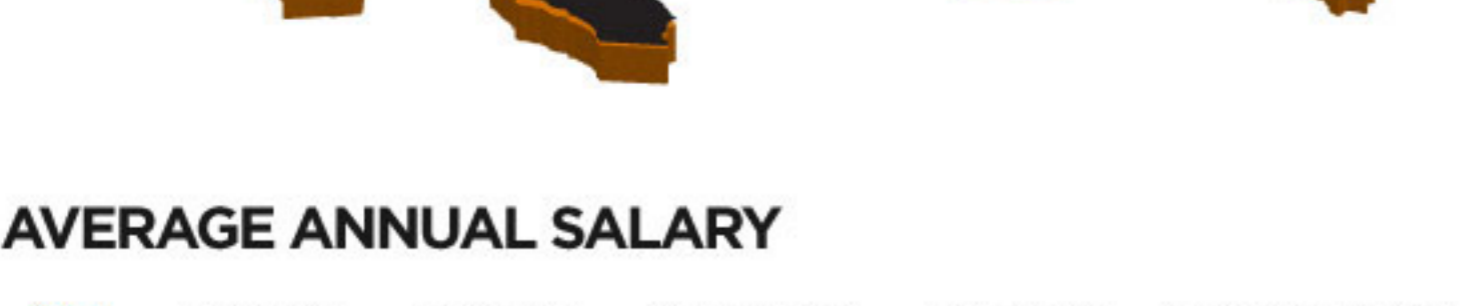
JOB COUNT

STATE	MICHIGAN	CALIFORNIA	NEW YORK	PENNSYLVANIA	ILLINOIS
# JOBS	4,000	2,770	2,080	1,920	1,890
SALARY	\$72,000	\$65,940	\$62,620	\$59,920	\$58,520



AVERAGE ANNUAL SALARY

STATE	KANSAS	OREGON	MISSISSIPPI	MICHIGAN	MASSACHUSETTS
# JOBS	260	190	70	4,000	710
SALARY	\$84,990	\$78,300	\$76,280	\$72,000	\$69,920



Sources:
<http://www.bls.gov/oc/ocos090.htm>
<http://www.bls.gov/oes/current/oes271024.htm>
<http://www.bls.gov/oes/current/oes271011.htm>
<http://www.bls.gov/oes/current/oes271014.htm>

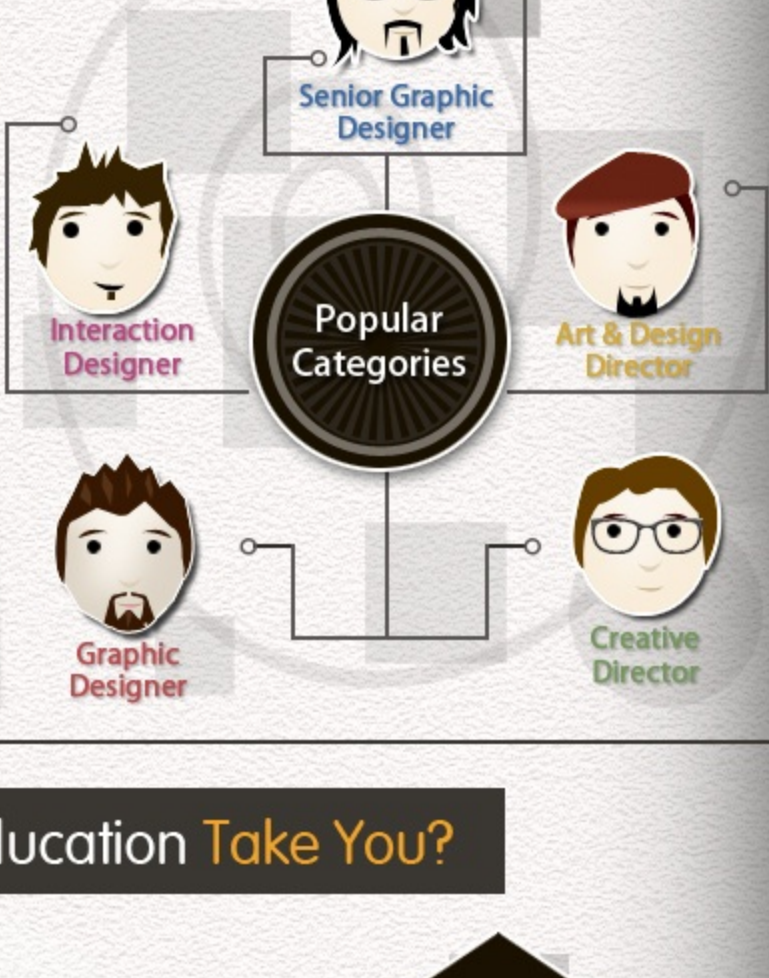
For comprehensive consumer information: <http://carrington.edu/ccf/programs/graphic-design/>

Graphic Design by Numbers

Popular Categories

On average a graphic designer can earn approx. **\$43,500** per year.

Highest: \$76,910
Lowest: \$26,200



How Far Can Education Take You?

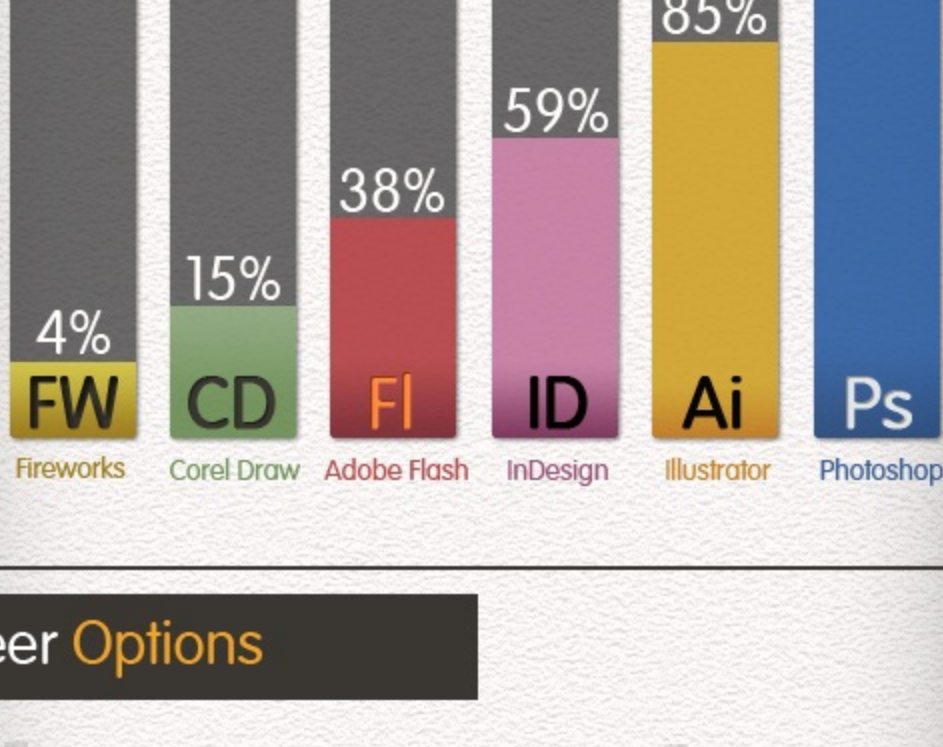
Bachelor of Fine Arts Degree Can Earn Approx. **\$33,183 to \$43,868**

Bachelor in Graphic Design & Master of Fine Arts Can Earn Approx. **\$37,864 to \$86,607**

At least a Bachelors Degree is generally required

1 - 3 years of work experience is required for position upgrade

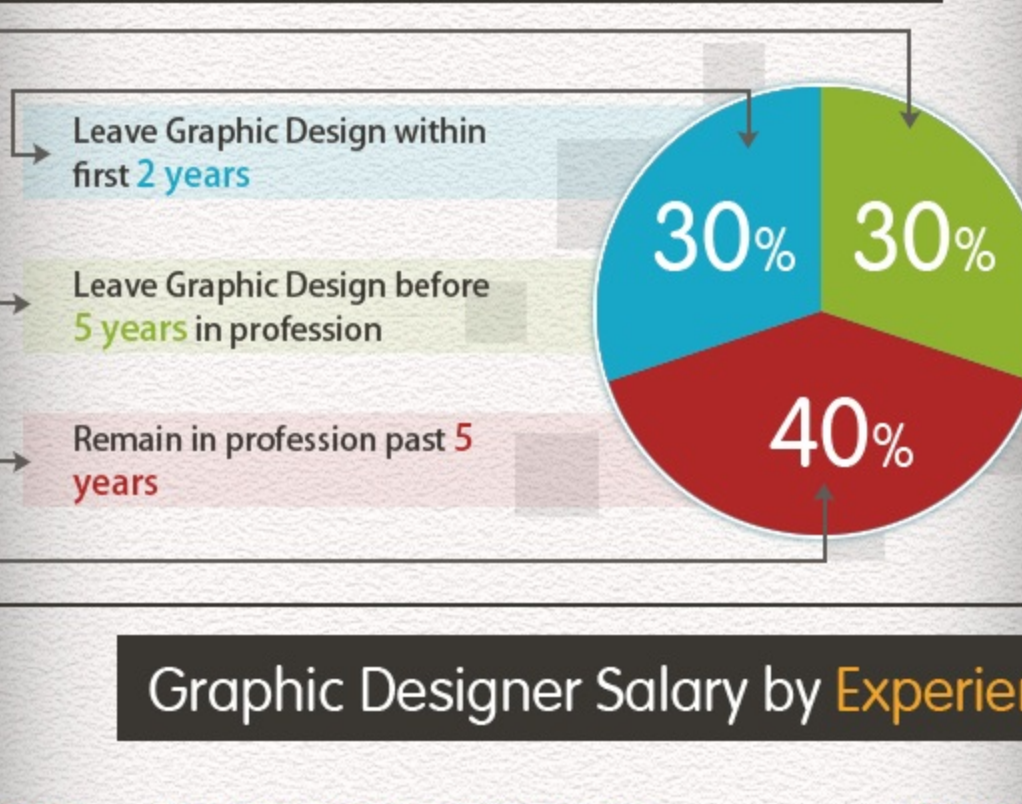
Popular Graphic Design Software



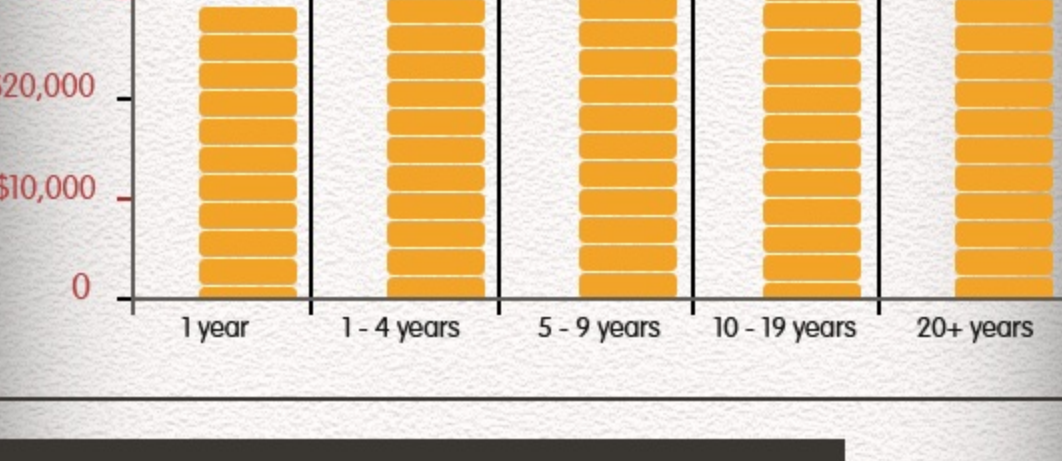
Career Options

- Commercial Print Designer**: wedding invitations, business cards, flyers, brochures, posters
- Publication Designer**: newspapers, magazines, books, (typography)
- Multimedia Designer**: animation, video editing, digital media, visual effects, motion graphics and other multimedia creations and visual designs
- Advertising Designer**: business logo, brand identity, stationery designs, (typography) (visually aesthetic)
- Illustrator Designer**: drawing, coloring, diagrams, greeting cards, video game art and other background art
- 3D Animation Designer**: 3D effects in movies, TV shows and commercials
- Flash Designer**: design websites, banners and animated videos
- Web Designer**: web design, CSS coding, HTML coding

Graphic Design Specialization



Job Security And Pay Within This Profession



Graphic Designer Salary by Experience



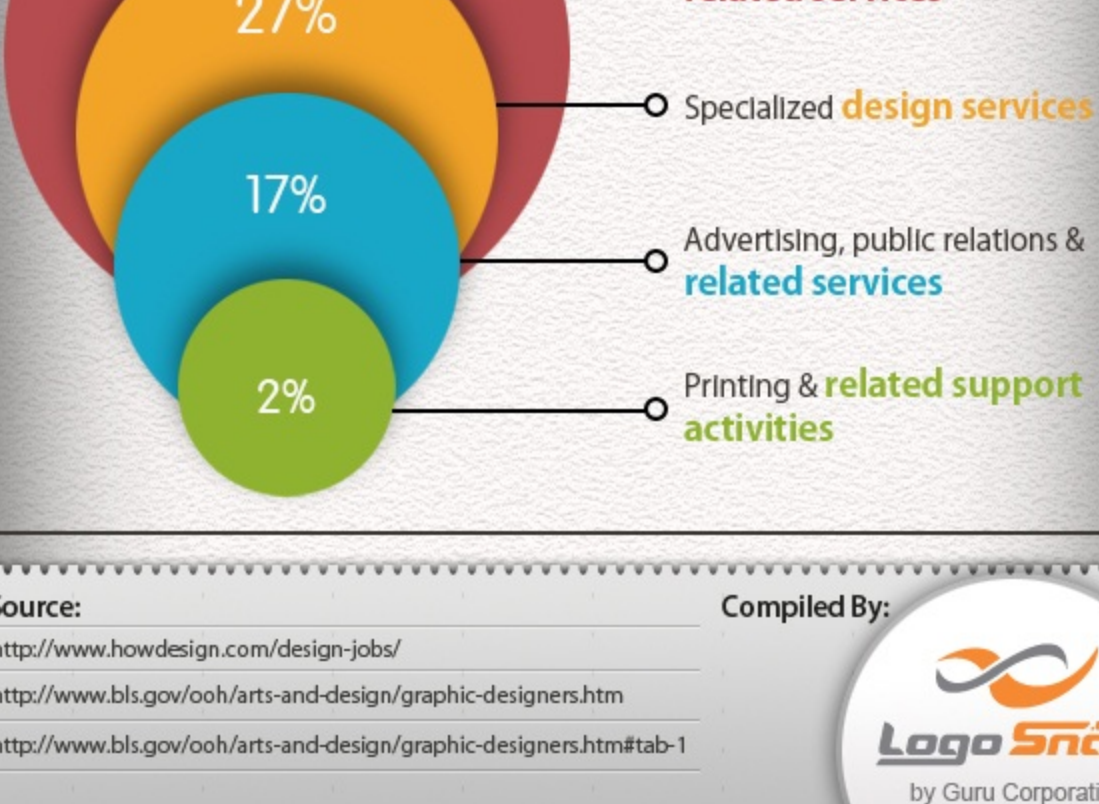
Top 3 Industries that Employ Graphic Designers

- Specialized Design Services**: \$50,300 per year (employs 25,360)
- Newspaper, Book and Directory Publishers**: \$42,180 per year (employs 24,920)
- Advertising, Public Relations and Related Services**: \$49,150 per year (employs 21,410)

Top Paying States in United States

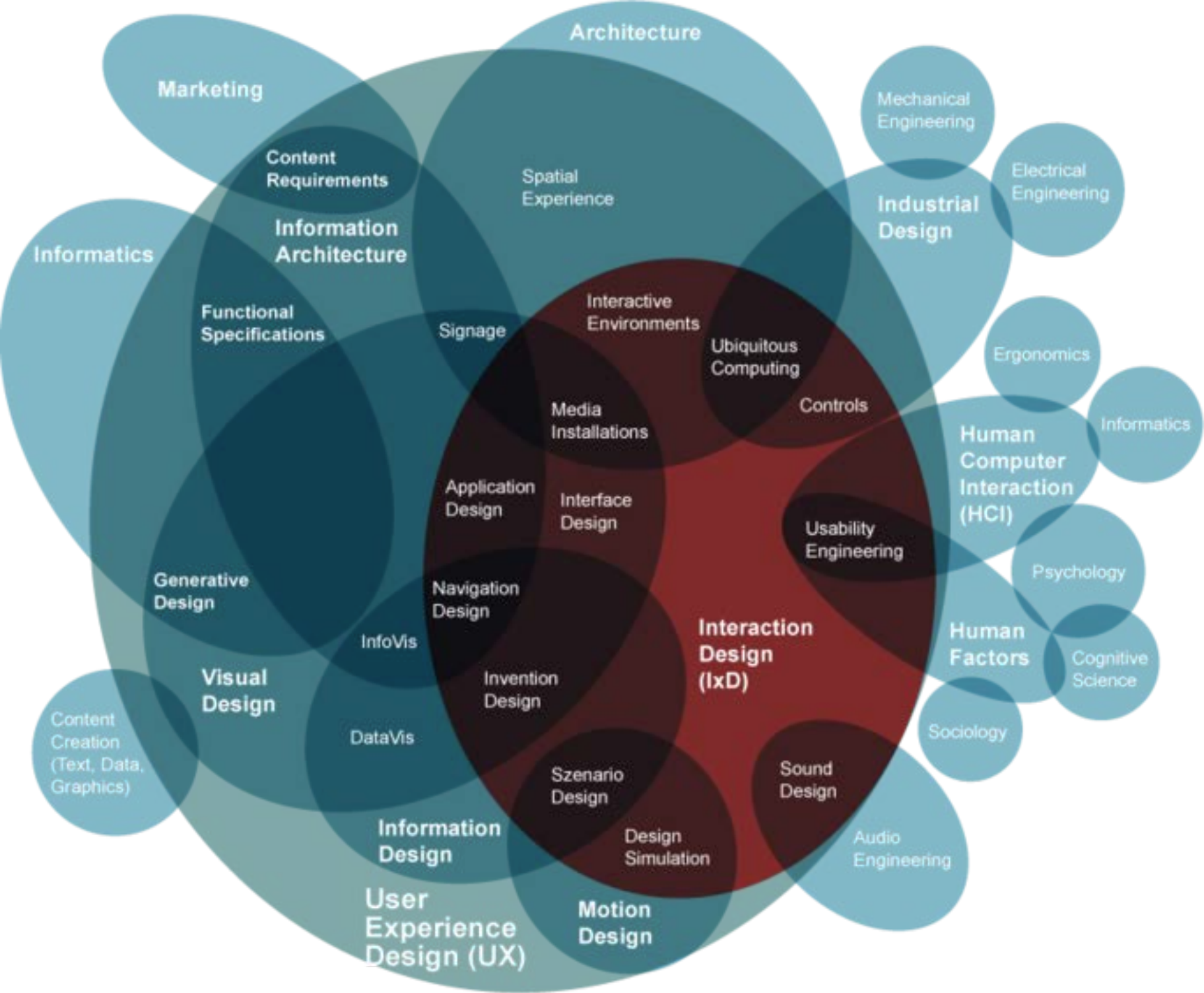
States	Jobs Available	Hourly wage	Annual wage
District of Columbia	1,510	\$31.74	\$66,030
New York	18,340	\$28.65	\$59,580
California	26,450	\$27.47	\$57,140
Connecticut	2,400	\$26.22	\$54,530
Virginia	5,280	\$25.94	\$53,950

Employment Forecast



Source: <http://www.howdesign.com/design-jobs/>
<http://www.bls.gov/ooh/arts-and-design/graphic-designers.htm>
<http://www.bls.gov/ooh/arts-and-design/graphic-designers.htm#tab-1>

Compiled By: **LogoSnap.com**
 by Guru Corporation
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Type design

Urban design

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LEVEL

EDUCATION

SALARY

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PRINT DESIGNER



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NOT REQUIRED

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\$ 36,000 ANNUALLY



ANIMATOR

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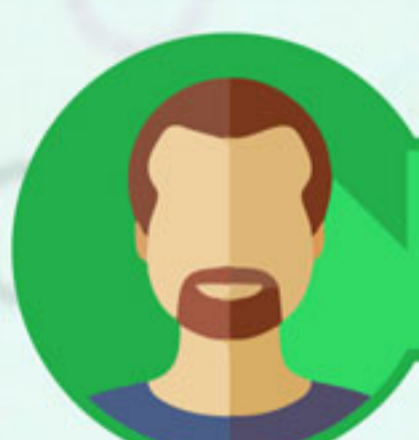
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MID LEVEL PRINT DESIGNER



MID-CAREER
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SENIOR
5+ YEARS

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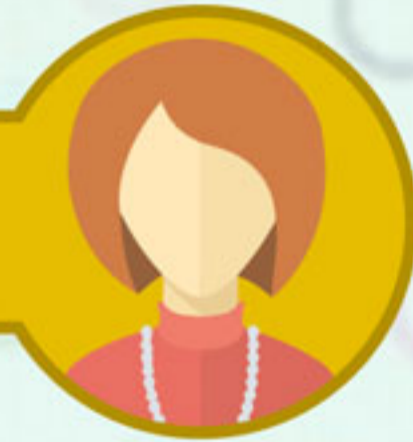


LOGO DESIGNER

ENTRY
VARIABLES

DEGREE IN DESIGN + PORTFOLIO
\$ 52,000 ANNUALLY

PACKAGING DESIGNER



MID-CAREER
2+ YEARS

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PRINT MARKETING DESIGNER

ENTRY
1+ YEAR

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MANAGERIAL
6+ YEARS

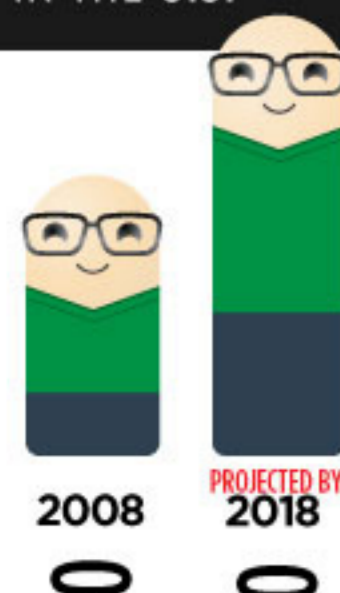
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TOP GRAPHIC DESIGN CAREERS COMPARED

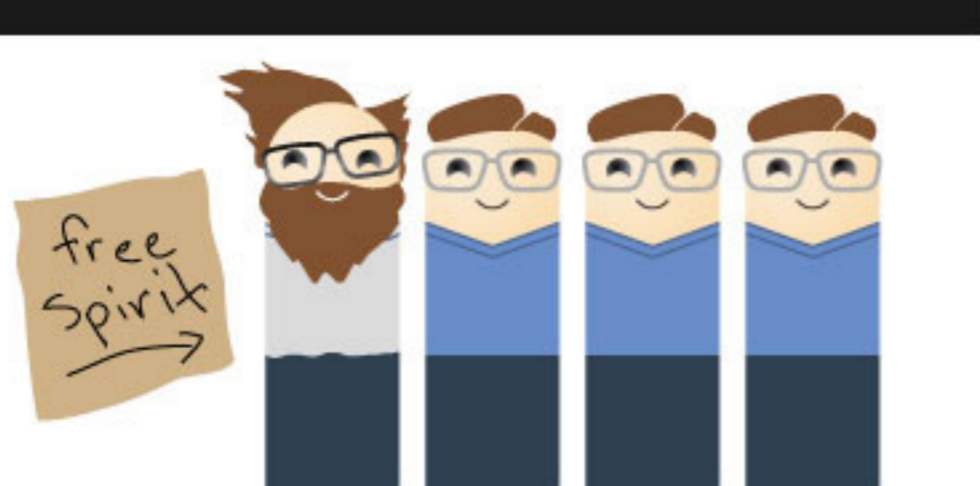
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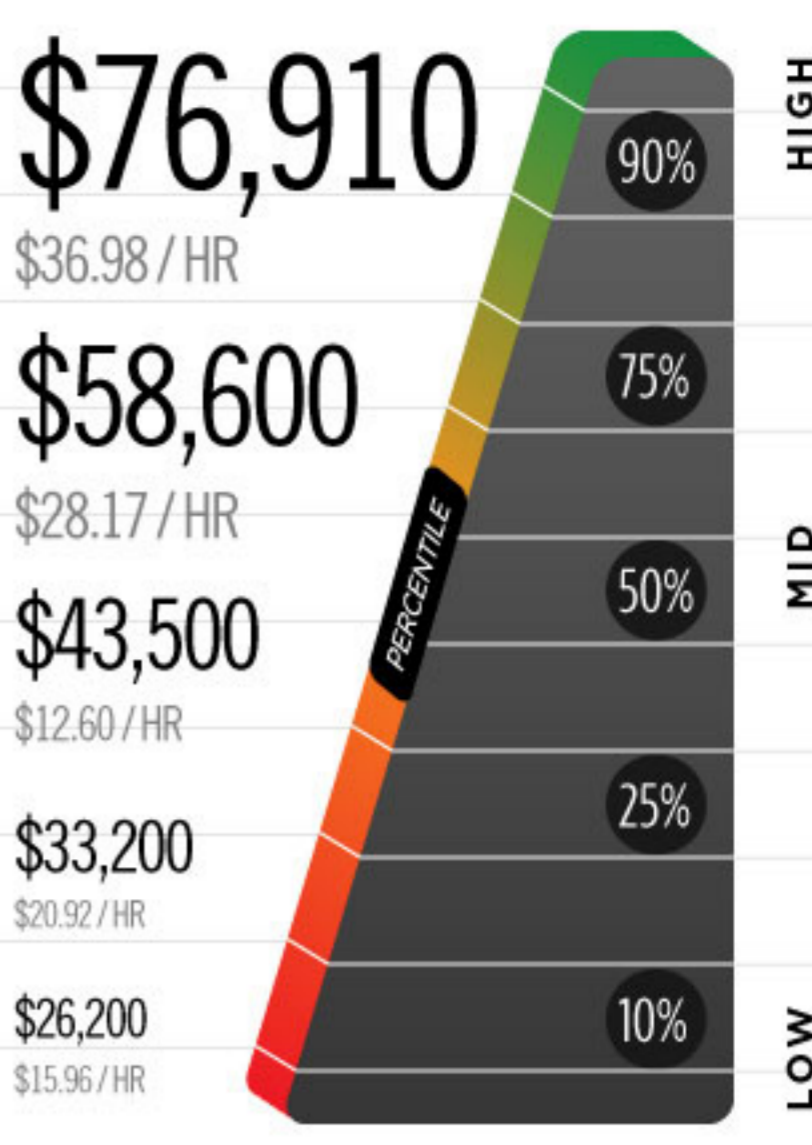
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HIGHEST JOB COUNT VS TOP PAYING STATES

FACTS ABOUT GRAPHIC DESIGN CAREERS

SALARY RANGE



MOST JOBS & HIGHEST PAY WINNER



CALIFORNIA

JOB COUNT

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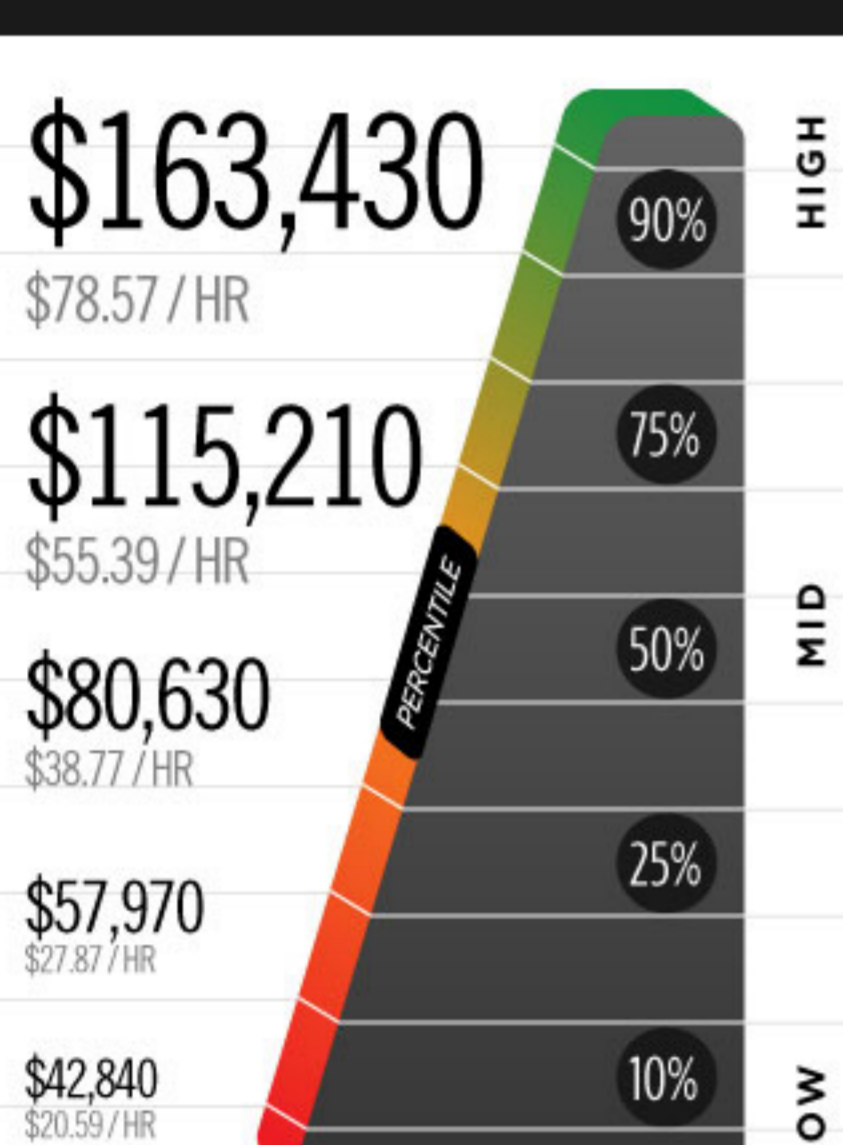


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SALARY RANGE



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2.31% of designers achieve this position (that's about 29,700 people)

\$45.24 Average hourly wage

\$94,100 Average Salary

TOP 5 INDUSTRIES:

- Advertising, PR, Related: 9,020
- Newspaper, Book, Directory Publishers: 4,690
- Specialized Design Services: 2,620
- Motion Picture & Video Industries: 1,870
- Management of Companies & Enterprises: 1,080

HIGHEST JOB COUNT VS TOP PAYING STATES

JOB COUNT

STATE	CALIFORNIA	NEW YORK	ILLINOIS	TEXAS	OHIO
# JOBS	5,900	4,970	2,000	1,650	1,200
SALARY	\$106,330	\$128,080	\$119,150	\$77,590	\$79,730



AVERAGE ANNUAL SALARY

STATE	NEW YORK	ILLINOIS	CALIFORNIA	MASSACHUSETTS	WASHINGTON
# JOBS	4,970	2,000	5,900	1,010	710
SALARY	\$128,080	\$119,150	\$106,330	\$91,380	\$90,050



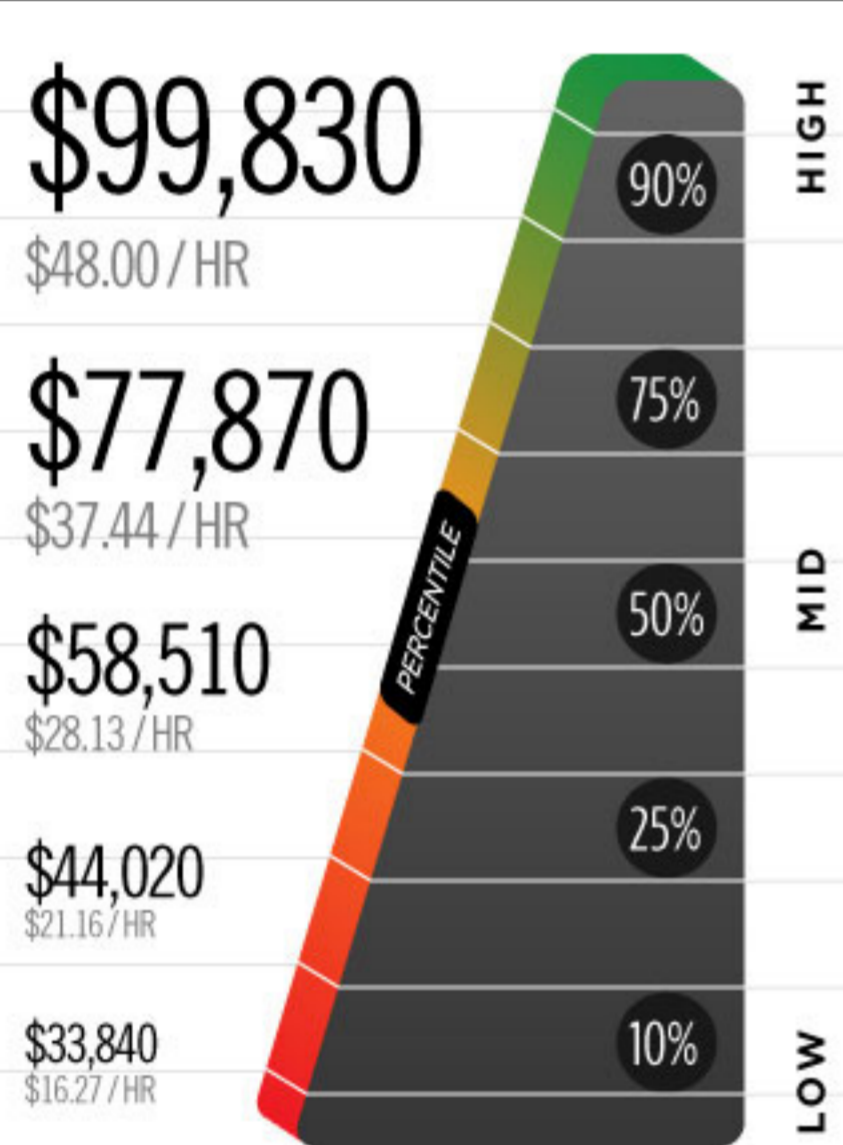
ART DIRECTOR

MOST JOBS & HIGHEST PAY WINNER



NEW YORK

SALARY RANGE



TOP PAYING INDUSTRIES

- \$72,380 Motion Picture and Video Industries
- \$70,250 Other Information Services
- \$68,730 Technical and Trade Schools
- \$68,310 Software Publishers
- \$67,830 Aerospace Product and Parts Manufacturing

MULTIMEDIA ARTISTS & ANIMATOR

Graphic design is not restricted to the static image. Many graphic designers choose to focus instead on the moving image by utilizing tools like Flash, After Effects, Motion and more to animate their art.



4.6% of graphic designers enter this field (approx. 26,560 people)

\$30.50 Average hourly wage

\$63,440 Average Salary

TOP 5 INDUSTRIES:

- Motion Picture & Video: 7,200
- Advertising, PR, and Related: 3,130
- Computer Systems Design & Related: 3,070
- Software Publishers: 3,020
- Specialized Design Services: 1,250

HIGHEST JOB COUNT VS TOP PAYING STATES

JOB COUNT

STATE	CALIFORNIA	NEW YORK	WASHINGTON	TEXAS	ILLINOIS
# JOBS	8,440	2,980	2,090	1,530	970
SALARY	\$74,560	\$66,340	\$62,250	\$57,740	\$59,310



AVERAGE ANNUAL SALARY

STATE	CALIFORNIA	NEW YORK	OREGON	D.C.	CONNECTICUT
# JOBS	8,440	2,980	380	90	310
SALARY	\$74,560	\$66,340	\$62,690	\$62,670	\$62,410



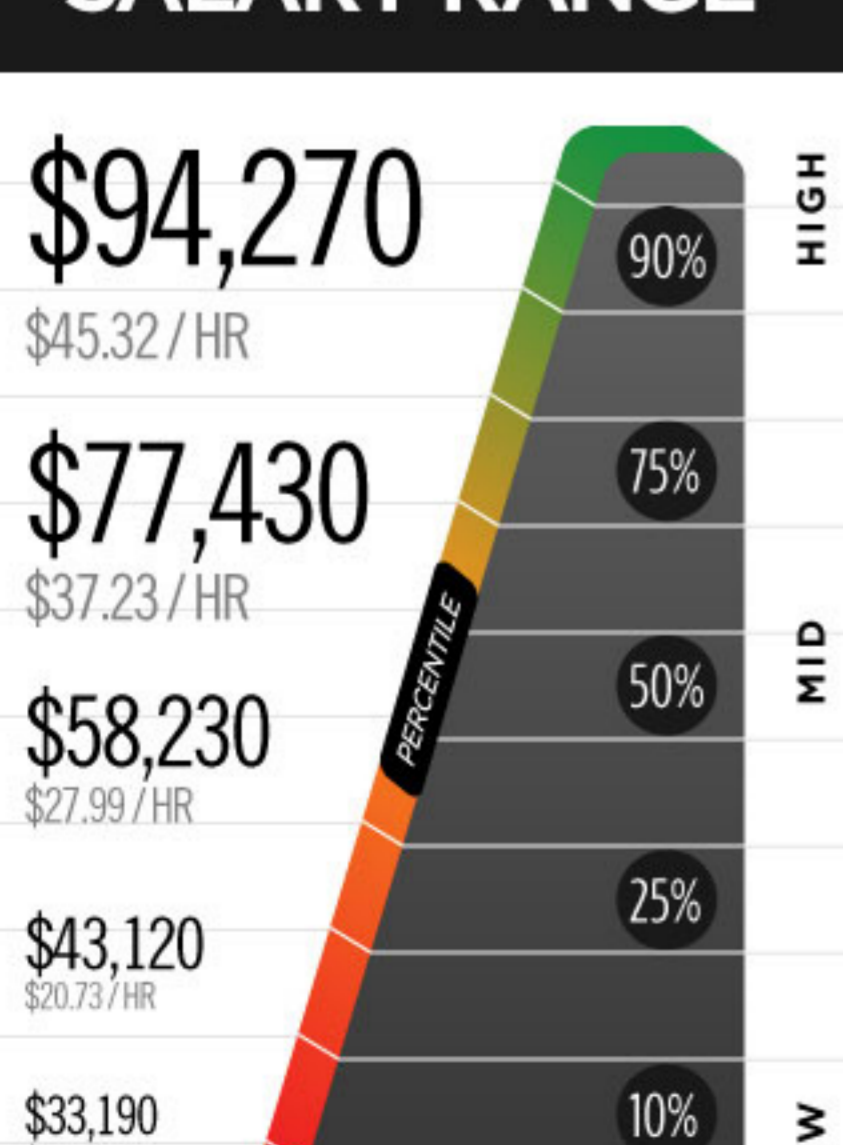
MULTIMEDIA ARTIST

MOST JOBS & HIGHEST PAY WINNER



CALIFORNIA

SALARY RANGE



TOP PAYING INDUSTRIES

- \$88,280 Motor Vehicle Manufacturing
- \$82,020 Business Schools and Computer and Management Training
- \$71,570 Navigational, Measuring, Electromedical, and Control Instruments Manufacturing
- \$69,910 Architectural, Engineering, and Related Services
- \$69,810 Motor Vehicle and Motor Vehicle Parts and Supplies Merchant Wholesalers

COMMERCIAL/ INDUSTRIAL DESIGNER

When you think graphic design, you probably think about web or print design first, but graphic design talents can be used in a variety of fields. Commercial and industrial designers use their artistic skills to design toys, home appliances, cars and more.



3.8% of graphic designers enter this field (that's 28,670 people)

\$29.76 Average hourly wage

\$61,890 Average Salary

TOP 5 INDUSTRIES:

- Architectural, Engineering, Related: 3,240
- Specialized Design: 2,930
- Misc. Manufacturing: 1,700
- Plastics Product Manufacturing: 970
- Motor Vehicle Parts Manufacturing: 770

HIGHEST JOB COUNT VS TOP PAYING STATES

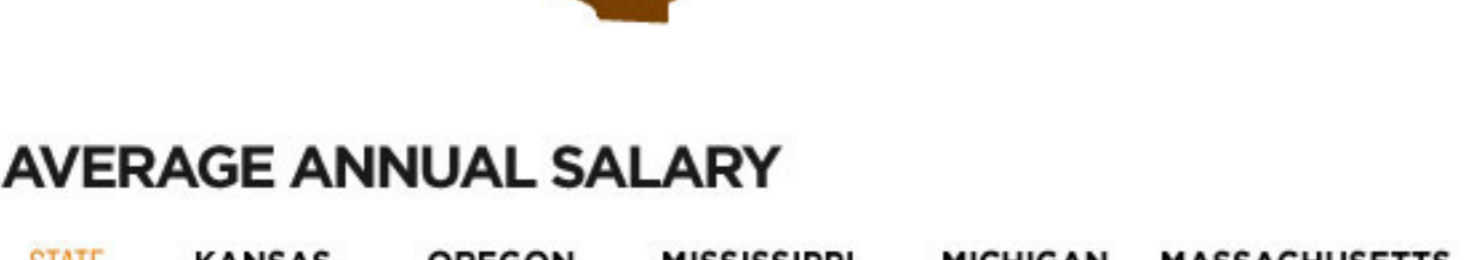
JOB COUNT

STATE	MICHIGAN	CALIFORNIA	NEW YORK	PENNSYLVANIA	ILLINOIS
# JOBS	4,000	2,770	2,080	1,920	1,890
SALARY	\$72,000	\$65,940	\$62,620	\$59,920	\$58,520



AVERAGE ANNUAL SALARY

STATE	KANSAS	OREGON	MISSISSIPPI	MICHIGAN	MASSACHUSETTS
# JOBS	260	190	70	4,000	710
SALARY	\$84,990	\$78,300	\$76,280	\$72,000	\$69,920



COMMERCIAL / INDUSTRIAL DESIGNER

MOST JOBS & HIGHEST PAY WINNER



MICHIGAN

Sources:
<http://www.bls.gov/oc/ocos090.htm>
<http://www.bls.gov/oes/current/oes271024.htm>
<http://www.bls.gov/oes/current/oes271011.htm>
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For comprehensive consumer information: <http://carrington.edu/ccf/programs/graphic-design/>