

Graphic Design – November 2009 PROGRAM TRENDS

5-Year Program Trends

Five Year Enrollment Change	3.8%
Five Year FTEs Change	-4.0%
Five Year Graduate Change	-18.8%
FY 2005 Enrollee	212
FY 2006 Enrollee	206
FY 2007 Enrollee	202
FY 2008 Enrollee	231
FY 2009 Enrollee	220
FY 2005 FTEs	136.23

FY 2006 FTEs	120.67
FY 2007 FTEs	113.58
FY 2008 FTEs	132.57
FY 2009 FTEs	130.80
FY 2005 Graduate	48
FY 2006 Graduate	35
FY 2007 Graduate	16
FY 2008 Graduate	28
FY 2009 Graduate	39

Western Wisconsin Job Projections 2006-2016 -- DWD

Graphic Designer

2006 = 180 2016 = 190 % Change = 5.6%

Average Annual Openings:

New Jobs-<5 Replacements-10 Total 10

Typical Education Route/training path -- Bachelor degree

Wisconsin Job Projections – 2006-2016

2006-6,270 2016-6,670 % Change = 6.4%

Average Annual Openings:

New jobs-40 Replacements-170 Total-210

Typical Education/Training Path – Bachelor degree

Southeastern Minnesota Job Projections – 2006-2016

Graphic Design

2006-341 2016-369 % Change = 8.2%

2006-2016 total openings-119

Positions & Employers of Recent Program Graduates

General Manager, Marketing/Graphics, A & W Family Restaurant, La Crosse, WI

Graphic Designer, Ashley Furniture, Arcadia, WI

Graphic & Interactive Design, Sleeping Giant Studios, West Salem, WI

Assistant Graphics Designer, Fortney Enterprises, La Crosse, WI

Graphic Artist, Minuteman Press of Tomah, Tomah, WI

Photo Lab Tech, Scenic Concepts, La Crosse, WI

Graphic Designer, La Crosse Mail & Printing, La Crosse, WI

Stained Glass/Web Site Advertising, Willet Hauser Architectural Glass, Winona, MN

Manager, Advertising & Design, UnWine'd Wine & Cheese, Onalaska, WI

Graphic Designer, Wincraft Inc, Winona, MN

Job Outlook

Source: www.aiga.org; American Institute of Graphic Artists online article, 07/2009

Designer of 2015 trends

Six major trends, and the challenges they pose for the profession (which AIGA will take on as its challenges), emerged from our research. These trends define design's role in a much broader, strategic context than its roots: the making of things and beautiful things. Although that remains an important contribution, they will be a manifestation of a solution that may involve many different forms, including intangibles such as strategy and experiences. Among designers and educators, there has been an enthusiastic