

Graphic Design – 2010 PROGRAM TRENDS

5-Year Program Trends

Five Year Enrollment Change	10.2%
Five Year FTEs Change	4.0%
Five Year Graduate Change	-22.9%
FY 2006 Enrollee	206
FY 2007 Enrollee	202
FY 2008 Enrollee	231
FY 2009 Enrollee	220
FY 2010 Enrollee	227
FY 2006 FTEs	120.67

FY 2007 FTEs	113.58
FY 2008 FTEs	132.57
FY 2009 FTEs	130.80
FY 2010 FTEs	125.52
FY 2006 Graduate	35
FY 2007 Graduate	16
FY 2008 Graduate	28
FY 2009 Graduate	39
FY 2010 Graduate	27

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's degree

Wisconsin Job Projections – 2008-2018

Graphic Designer

2008-6,580 2018-6,360 % Change- -3.4%

Average Annual Openings:

New jobs-0 Replacements-200 Total-200

Typical Education/Training Path – **Bachelor's 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

Creative Artist; Ho-Chunk Nation, Wisconsin Dells, WI

Embroider/Designer; P & P Products, Sparta, WI

Flash Animation Developer; Kaplan, La Crosse, WI

Front End Web Developer/Designer; Carlson School of Management

Graphic Designer; Courtesy Corp., Onalaska, WI

Graphic Designer; Games People Play, Onalaska, WI

Graphic Designer; Imperial Industries, Rothchild, WI

Graphic Designer; Mt. Borah Custom Designs, Coon Valley, WI

Marketing Specialist; LifeQuest, Wautoma, WI

Product Designer; American Girl, Middleton, WI

Job Outlook

Source: The Occupational Outlook Handbook, 2010-11 Edition www.bls.gov

Employment is expected grow [about as fast as average](#). [Keen competition](#) for jobs is expected; individuals with Web site design and animation experience will have the best opportunities.

Employment change. Employment of graphic designers is expected to grow 13 percent, as fast as the average for all occupations from 2008 to 2018, as demand for graphic design continues to increase from advertisers and computer design firms.

Moreover, graphic designers with Web site design and animation experience will especially be needed as demand increases for design projects for interactive media—Web sites, mobile phones, and other technology. Demand for graphic designers also will increase as advertising firms create print and Web marketing and promotional materials for a growing number of products and services. Growth in Internet advertising, in particular, is expected to increase the number of designers. However, growth may be tempered by reduced demand in the print publishing, where many graphic designers are employed.

Job prospects. Graphic designers are expected to face keen competition for available positions. Many talented individuals are attracted to careers as graphic designers. *Individuals with Web site design and animation experience will have the best opportunities.* Graphic designers with a broad liberal arts education and experience in marketing and business management will be best suited for positions developing communication strategies.