

Graphic Design

Five Year Trend

Five Year Enrollment Change	-7.7%		FY 2008 FTEs	136.40
Five Year FTEs Change	-4.0%		FY 2009 FTEs	130.63
Five Year Graduate Change	62.5%		FY 2010 FTEs	126.23
FY 2007 Enrollee	194		FY 2011 FTEs	112.07
FY 2008 Enrollee	214		FY 2007 Graduate	16
FY 2009 Enrollee	210		FY 2008 Graduate	28
FY 2010 Enrollee	209		FY 2009 Graduate	38
FY 2011 Enrollee	179		FY 2010 Graduate	27
FY 2007 FTEs	116.73		FY 2011 Graduate	26

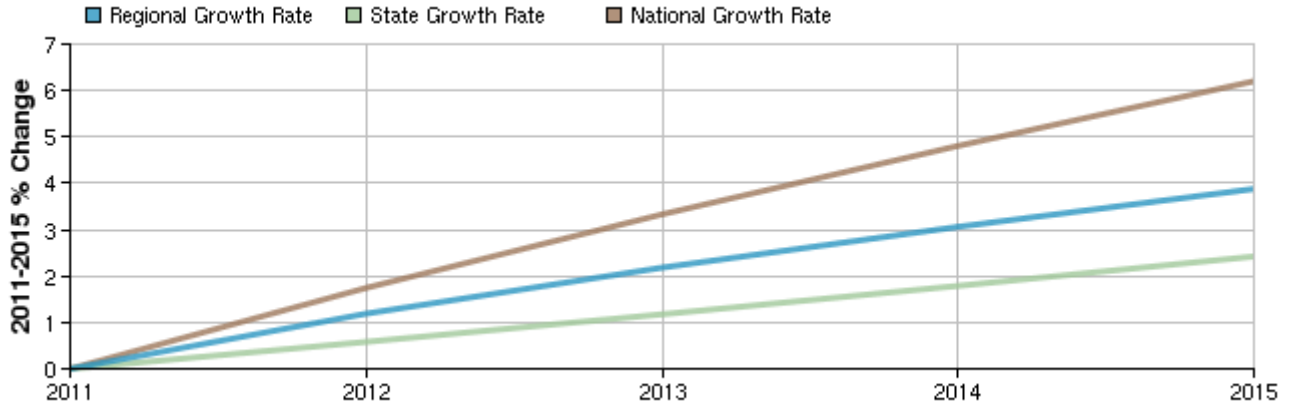
Selected Occupations

Occupation	Education Level
Art directors (SOC 27-1011)	Degree plus work experience
Fine artists, including painters, sculptors, and illustrators (SOC 27-1013)	Long-term on-the-job training
Multi-media artists and animators (SOC 27-1014)	Bachelor's degree
Commercial and industrial designers (SOC 27-1021)	Bachelor's degree
Graphic designers (SOC 27-1024)	Bachelor's degree
Media and communication workers, all other (SOC 27-3099)	Long-term on-the-job training
Desktop publishers (SOC 43-9031)	Postsecondary vocational award
Prepress technicians and workers (SOC 51-5022)	Postsecondary vocational award

Executive Summary

Basic Information	
2011 Occupational Jobs	827
2015 Occupational Jobs	859
Total Change	32
Total % Change	3.87%
Openings	136
2011 Median Hourly Earnings	\$11.35

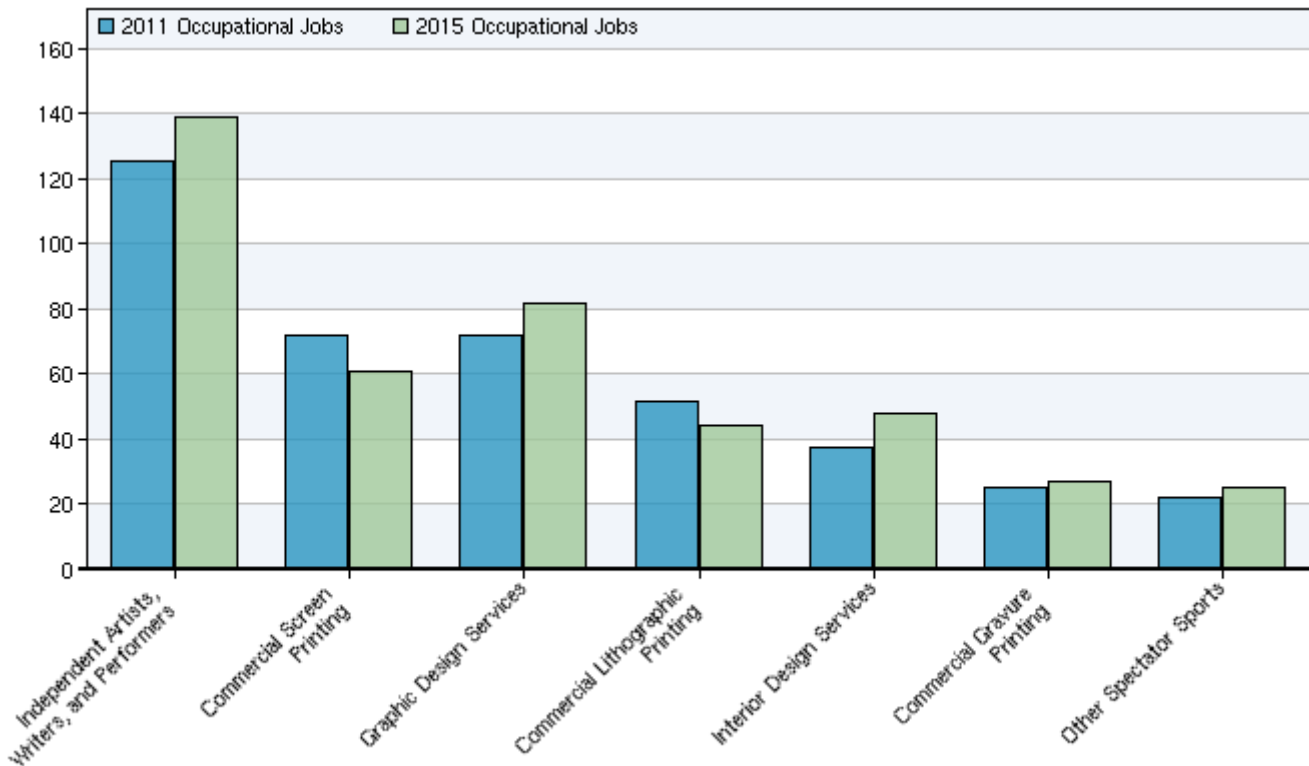
Occupational Change Summary



Region	2011 Jobs	2015 Jobs	Change	% Change	Openings	2011 Median Hourly Earnings
Regional Total	827	859	32	4%	136	\$11.35
State Total	20,210	20,699	489	2%	2,952	\$14.56
National Total	1,021,240	1,084,560	63,320	6%	175,634	\$15.54

Source: EMSI Complete Employment - 2011.3

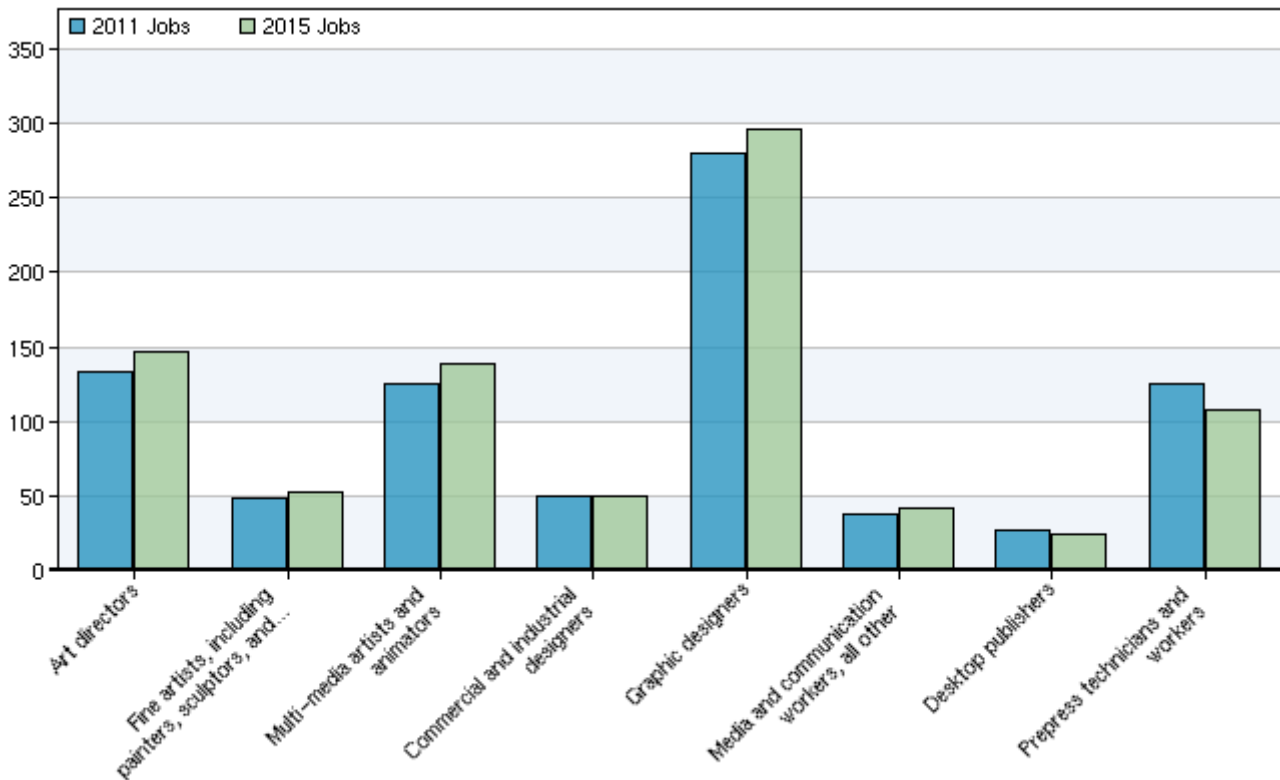
Top Industries for Selected Occupations



NAICS Code	Name	2011 Jobs	2015 Jobs	Change	% Change
711510	Independent Artists, Writers, and Performers	126	139	13	10%
323113	Commercial Screen Printing	72	61	-11	-15%
541430	Graphic Design Services	72	82	10	14%
323110	Commercial Lithographic Printing	52	44	-8	-15%
541410	Interior Design Services	38	48	10	26%
323111	Commercial Gravure Printing	25	27	2	8%
711219	Other Spectator Sports	22	25	3	14%

Source: EMSI Complete Employment - 2011.3

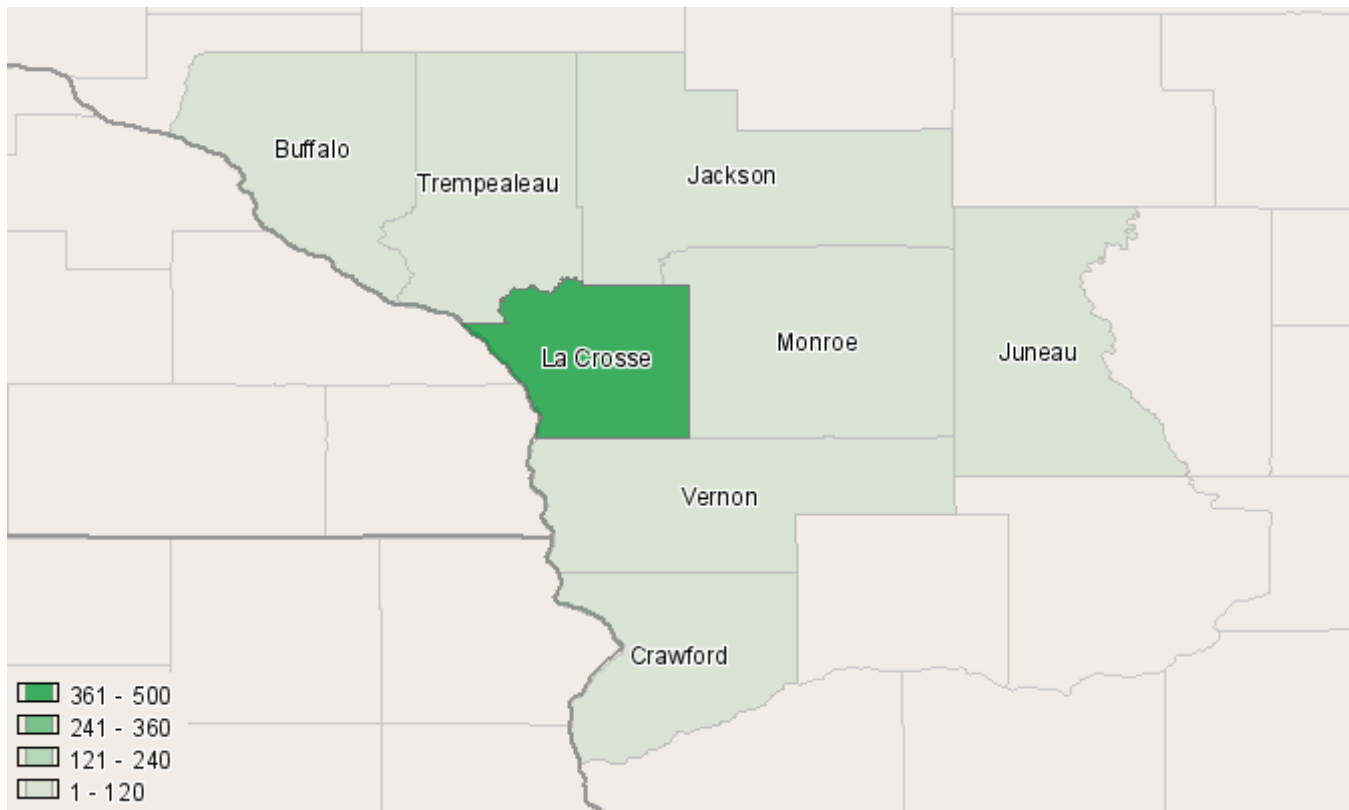
Occupational Breakdown



SOC Code	Description	2011 Jobs	2015 Jobs	Openings	2011 Median Hourly Earnings
27-1011	Art directors	133	147	26	\$8.58
27-1013	Fine artists, including painters, sculptors, and illustrators	48	52	9	\$8.21
27-1014	Multi-media artists and animators	126	139	25	\$8.04
27-1021	Commercial and industrial designers	50	50	7	\$19.12
27-1024	Graphic designers	280	296	51	\$12.34
27-3099	Media and communication workers, all other	38	42	8	\$9.48
43-9031	Desktop publishers	27	25	2	\$14.32
51-5022	Prepress technicians and workers	125	108	8	\$13.49
	Total	827	859	136	\$11.35

Source: EMSI Complete Employment - 2011.3

Occupation Distribution



County	2011 Jobs
La Crosse, WI (55063)	468
Monroe, WI (55081)	87
Vernon, WI (55123)	55
Crawford, WI (55023)	52
Buffalo, WI (55011)	48
Trempealeau, WI (55121)	45
Jackson, WI (55053)	38
Juneau, WI (55057)	34

Source: EMSI Complete Employment - 2011.3

Three Year Graduate Employers

Graphic Design

2007-2008

Graduates	28
Graduates Responding	27
Employed in Related Occupations	10
Employed in Non-Related Occupations	8
Seeking Employment	7
Not in Labor Market	2

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 & Print Solutions, La Crosse, WI
Stained Glass/Web Site Advertising	Willet Hauser Architectural Glass, Winona, MN
Manager, Advertising & Design	UnWine'd Win & Cheese, Onalaska, WI
Graphic Designer	Wincraft Inc., Winona, MN

2008-2009

Graduates	38
Graduates Responding	33
Employed in Related Occupations	10
Employed in Non-Related Occupations	15
Seeking Employment	6
Not in Labor Market	2

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	Game People Play, Onalaska, WI
Graphic Designer	Imperial Industries, Rothschild, WI
Graphic Designer	Mt. Borah Custom Designs, Coon Valley, WI
Marketing Specialists	LifeQuest, Wautoma, WI
Product Designer	American Girl, Middleton, WI

2009-2010

Graduates	28
Graduates Responding	16
Employed in Related Occupations	3
Employed in Non-Related Occupations	7
Seeking Employment	4
Continuing Education	2
Not in Labor Market	0

Graphic Artist	WinCraft, Winona, MN
Graphic Designer	JT Graphics, La Crosse, WI
Technical Artist	Duratech Industries, La Crosse, WI

Region Information

Region: Western Technical College District

Description: Western District Counties

County Areas: Buffalo, Wisconsin (55011), Crawford, Wisconsin (55023), Jackson, Wisconsin (55053), Juneau, Wisconsin (55057), La Crosse, Wisconsin (55063), Monroe, Wisconsin (55081), Trempealeau, Wisconsin (55121), Vernon, Wisconsin (55123)

Data Sources and Calculations

Industry Data

In order to capture a complete picture of industry employment, EMSI basically combines covered employment data from Quarterly Census of Employment and Wages (QCEW) produced by the Department of Labor with total employment data in Regional Economic Information System (REIS) published by the Bureau of Economic Analysis (BEA), augmented with County Business Patterns (CBP) and Non-employer Statistics (NES) published by the U.S. Census Bureau. Projections are based on the latest available EMSI industry data, 15-year past local trends in each industry, growth rates in statewide and (where available) sub-state area industry projections published by individual state agencies, and (in part) growth rates in national projections from the Bureau of Labor Statistics.

Occupational Data

Organizing regional employment information by occupation provides a workforce-oriented view of the regional economy. EMSI's occupation data are based on EMSI's industry data and regional staffing patterns taken from the Occupational Employment Statistics program (U.S. Bureau of Labor Statistics). Wage information is partially derived from the American Community Survey. The occupation-to-program (SOC-to-CIP) crosswalk is based on one from the U.S. Department of Education, with customizations by EMSI.

State Data Sources

This report uses state data from the following agencies:

- Wisconsin Department of Workforce Development
- Bureau of Workforce Information