

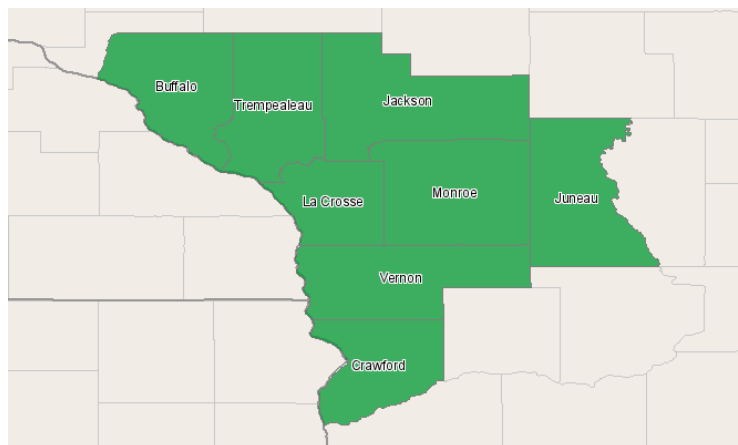
Western Technical College



400 Seventh Street
La Crosse, Wisconsin 54601
608.785.9200

Graphic Design Occupation Report April 26, 2012

Western Technical College District



Region Info

Name: 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)

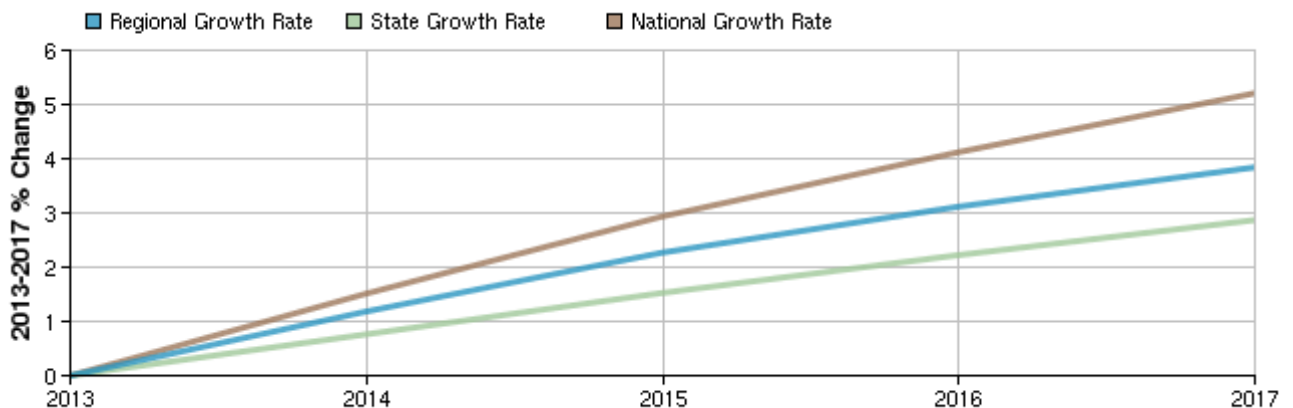
Selected Occupations

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	
2013 Occupational Jobs	863
2017 Occupational Jobs	896
Total Change	33
Total % Change	3.71%
Openings	130
2011 Median Hourly Earnings	\$11.45

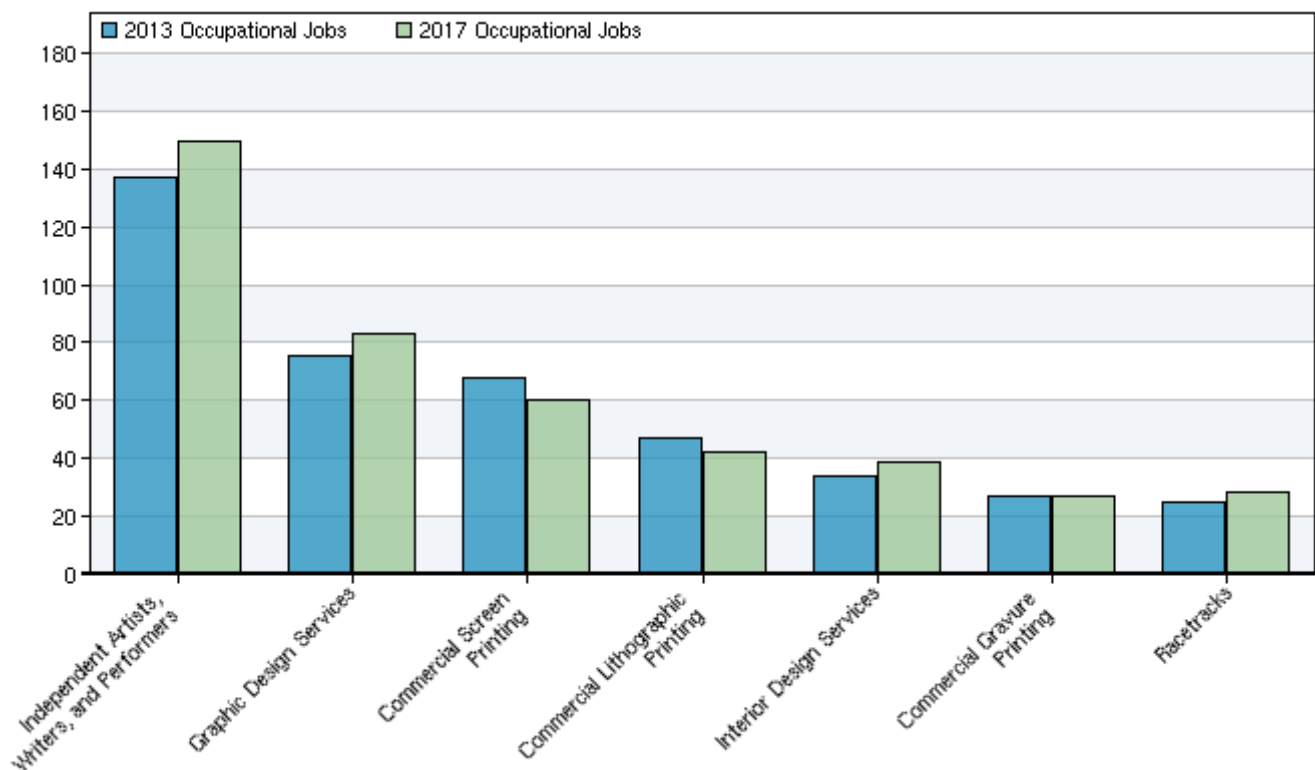
Occupational Change Summary



Region	2013 Jobs	2017 Jobs	Change	% Change	Openings	2011 Median Hourly Earnings
Regional Total	863	896	33	4%	130	\$11.45
State Total	20,816	21,413	597	3%	2,896	\$14.35
National Total	1,062,797	1,118,150	55,353	5%	164,140	\$14.96

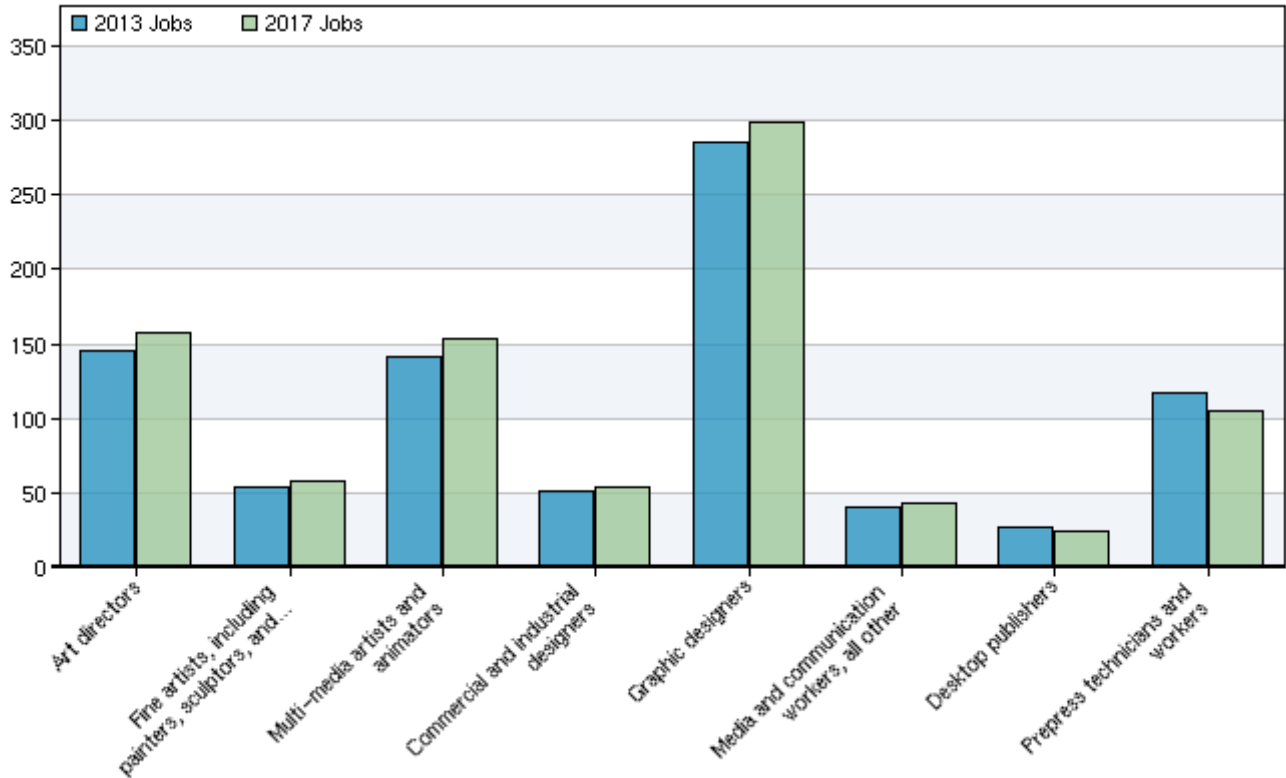
Source: EMSI Complete Employment - 2011.4

Top Industries for Selected Occupations



NAICS Code	Name	2013 Jobs	2017 Jobs	Change	% Change
711510	Independent Artists, Writers, and Performers	137	149	12	9%
541430	Graphic Design Services	75	83	8	11%
323113	Commercial Screen Printing	68	60	-8	-12%
323110	Commercial Lithographic Printing	47	42	-5	-11%
541410	Interior Design Services	34	39	5	15%
323111	Commercial Gravure Printing	27	27	0	0%
711212	Racetracks	25	28	3	12%

Occupational Breakdown



SOC Code	Description	2013 Jobs	2017 Jobs	Openings	2011 Median Hourly Earnings
27-1011	Art directors	146	158	24	\$8.54
27-1013	Fine artists, including painters, sculptors, and illustrators	54	58	9	\$8.01
27-1014	Multi-media artists and animators	141	154	24	\$7.96
27-1021	Commercial and industrial designers	52	54	9	\$19.40
27-1024	Graphic designers	286	299	47	\$12.75
27-3099	Media and communication workers, all other	40	43	7	\$9.16
43-9031	Desktop publishers	27	25	2	\$14.34
51-5022	Prepress technicians and workers	118	105	8	\$13.49
	Total	863	896	130	\$11.45

Source: EMSI Complete Employment - 2011.4

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 Nonemployer 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.

Occupation 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.