

Western Technical College

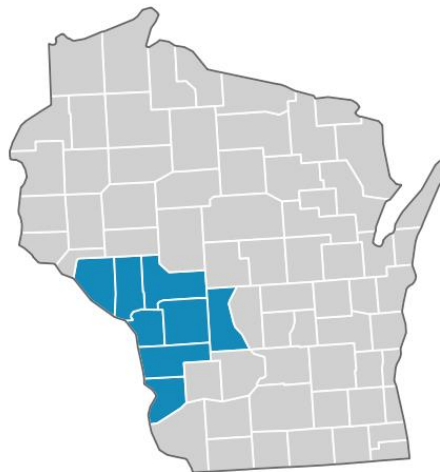


400 Seventh Street
La Crosse, Wisconsin 54601
608.785.9200

Graphic Design Program Occupation Report

June 2014

Western Technical College District



Report Info

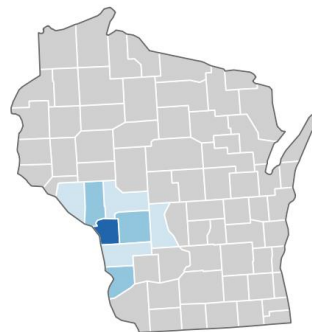
Dataset Version	2014.2 Class of Worker
Class of Worker Categories	QCEW Employees + Non-QCEW Employees + Self-Employed
Timeframe	2015 - 2019
Region Name	Western Technical College District
Region Description	Western district counties
Counties	

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

Occupation Group

Art Directors (27-1011)
Fine Artists, Including Painters, Sculptors, and Illustrators (27-1013)
Multimedia Artists and Animators (27-1014)
Artists and Related Workers, All Other (27-1019)
Commercial and Industrial Designers (27-1021)
Graphic Designers (27-1024)
Media and Communication Workers, All Other (27-3099)
Photographers (27-4021)
Desktop Publishers (43-9031)
Prepress Technicians and Workers (51-5111)






Job Distribution



Overview

Annual Openings Estimate (2014)	15
Related Completions (2012)	95
Current Job Postings	N/A for Multiple Codes

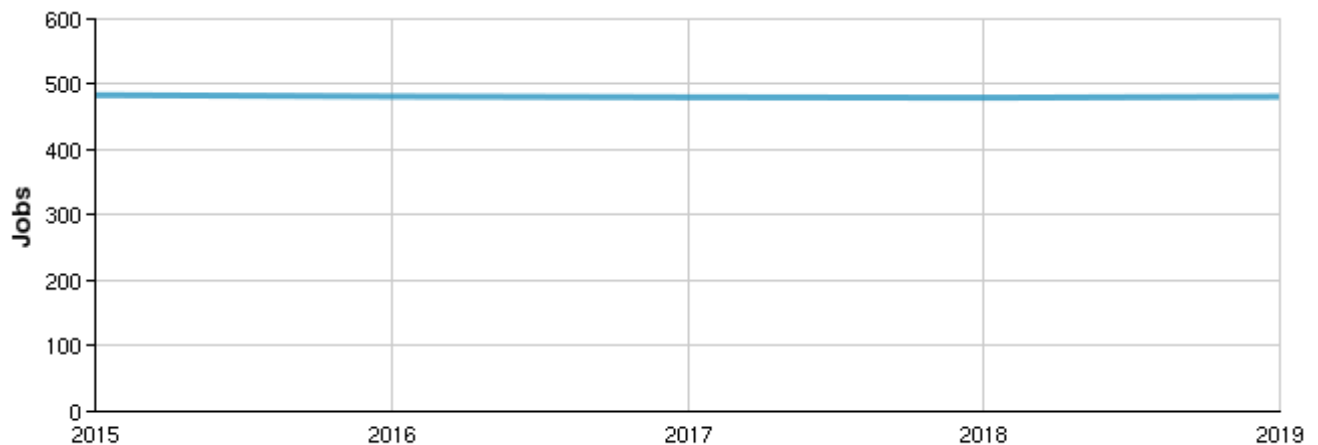
Gender		
Male	53%	
Female	47%	

Age		
14-18	0%	
19-24	5%	
25-44	48%	
45-64	46%	
65+	1%	

487 Jobs (2014) National Location Quotient: 0.68	-0.5% % Change (2015-2019) Nation: 1.2%	\$19.65/hr Median Earnings Nation: \$19.79/hr
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Western Technical College District | Growth

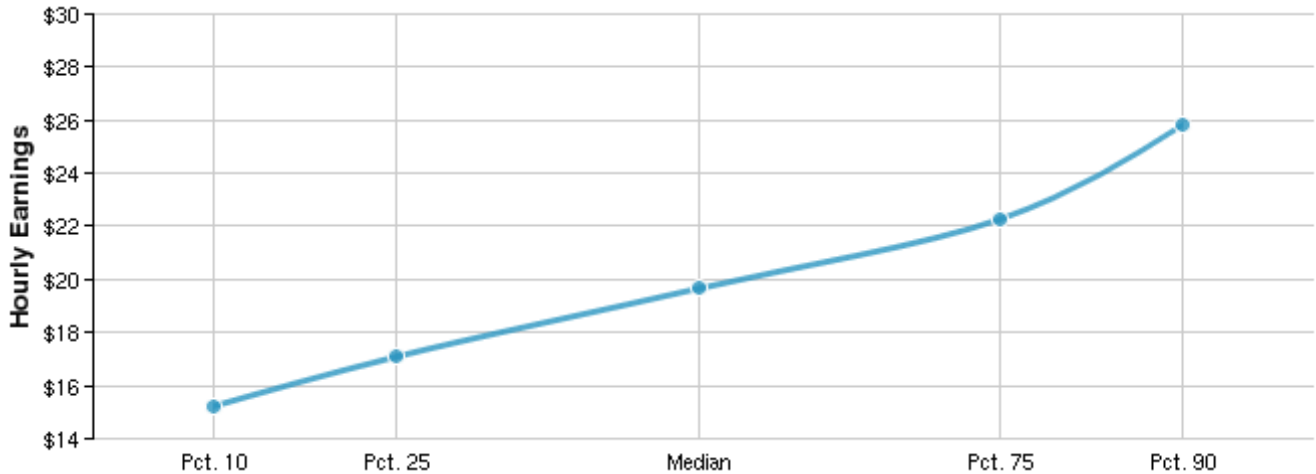
484 2015 Jobs	481 2019 Jobs	-2 Change (2015-2019)	-0.5% % Change (2015-2019)
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Occupation	2015 Jobs	2019 Jobs	Change	% Change
Fine Artists, Including Painters, Sculptors, and Illustrators (27-1013)	18	17	-1	-6%
Graphic Designers (27-1024)	212	212	0	0%
Media and Communication Workers, All Other (27-3099)	13	14	1	8%
Prepress Technicians and Workers (51-5111)	49	51	2	4%
Multimedia Artists and Animators (27-1014)	24	24	0	0%
Commercial and Industrial Designers (27-1021)	66	63	-3	-5%
Art Directors (27-1011)	25	24	-1	-4%
Artists and Related Workers, All Other (27-1019)	15	14	-1	-7%
Photographers (27-4021)	51	50	-1	-2%
Desktop Publishers (43-9031)	13	13	0	0%

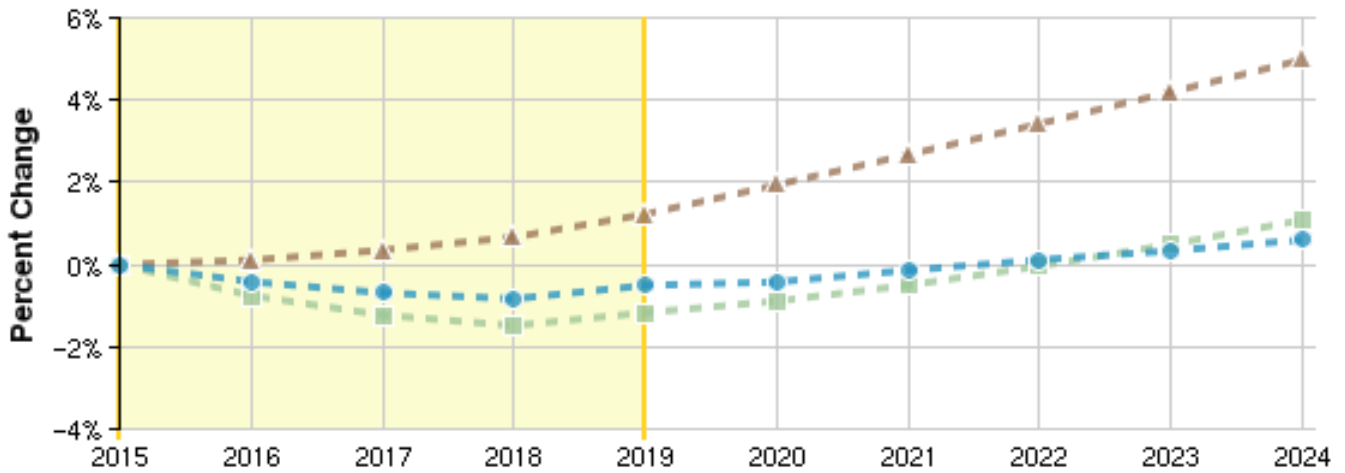
Western Technical College District | Percentile Earnings

\$15.23/hr 10th Percentile Earnings	\$19.65/hr Median Earnings	\$25.81/hr 90th Percentile Earnings
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Occupation	10th Percentile Earnings	Median Earnings	90th Percentile Earnings
Fine Artists, Including Painters, Sculptors, and Illustrators (27-1013)	\$7.00	\$9.22	\$11.74
Graphic Designers (27-1024)	\$15.11	\$19.74	\$24.15
Media and Communication Workers, All Other (27-3099)	\$12.36	\$19.41	\$32.29
Prepress Technicians and Workers (51-5111)	\$13.13	\$19.26	\$27.24
Multimedia Artists and Animators (27-1014)	\$9.40	\$11.36	\$14.83
Commercial and Industrial Designers (27-1021)	\$24.38	\$28.52	\$37.26
Art Directors (27-1011)	\$10.92	\$14.11	\$19.40
Artists and Related Workers, All Other (27-1019)	\$7.57	\$9.20	\$13.69
Photographers (27-4021)	\$15.63	\$19.38	\$28.05
Desktop Publishers (43-9031)	\$18.60	\$28.35	\$39.70

Regional Trends



Region	2015 Jobs	2019 Jobs	% Change
Western Technical College District	484	481	-0.5%
State	13,099	12,946	-1.2%
Nation	702,542	711,153	1.2%

Educational programs

11 Programs (2012)	95 Completions (2012)
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Program	2008	2009	2010	2011	2012
Graphic Design (50.0409)	30	39	31	28	37
Art/Art Studies, General (50.0701)	21	26	24	23	29
Web Page, Digital/Multimedia and Information Resources Design (11.0801)	0	0	0	0	14
Design and Visual Communications, General (50.0401)	8	15	5	21	10
Fine/Studio Arts, General (50.0702)	0	5	7	3	5

Inverse Staffing Patterns

Industry	Occupation Group Jobs in Industry (2014)	% of Occupation Group in Industry (2014)	% of Total Jobs in Industry (2014)
Commercial Lithographic Printing (323110)	45	9.2%	7.4%
Commercial Screen Printing (323113)	43	8.8%	6.4%
Independent Artists, Writers, and Performers (711510)	31	6.3%	18.8%
Graphic Design Services (541430)	27	5.5%	45.6%
Newspaper Publishers (511110)	23	4.7%	7.4%

Data Sources and Calculations

State Data Sources

This report uses state data from the following agencies: Wisconsin Department of Workforce Development, Bureau of Workforce Information

Occupation Data

EMSI occupation employment data are based on final EMSI industry data and final EMSI staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates also affected by county-level EMSI earnings by industry.

Institution Data

The institution data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

Completers Data

The completers data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

Staffing Patterns Data

The staffing pattern data in this report are compiled from several sources using a specialized process. For QCEW and Non-QCEW Employees classes of worker, sources include Occupational Employment Statistics, the National Industry-Occupation Employment Matrix, and the American Community Survey. For the Self-Employed and Extended Proprietors classes of worker, the primary source is the American Community Survey, with a small amount of information from Occupational Employment Statistics.

Industry Data

EMSI industry data have various sources depending on the class of worker. (1) For QCEW Employees, EMSI primarily uses the QCEW (Quarterly Census of Employment and Wages), with supplemental estimates from County Business Patterns and Current Employment Statistics. (2) Non-QCEW employees data are based on a number of sources including QCEW, Current Employment Statistics, County Business Patterns, BEA State and Local Personal Income reports, the National Industry-Occupation Employment Matrix (NIOEM), the American Community Survey, and Railroad Retirement Board statistics. (3) Self-Employed and Extended Proprietor classes of worker data are primarily based on the American Community Survey, Nonemployer Statistics, and BEA State and Local Personal Income Reports. Projections for QCEW and Non-QCEW Employees are informed by NIOEM and long-term industry projections published by individual states.