



Graphic Designers

Occupational Profile

WHAT THEY DO

Designs or creates graphics to meet specific commercial or promotional needs, such as packaging, displays, or logos. May use a variety of mediums to achieve artistic or decorative effects. Belongs to the Arts, Audio-Video Technology, and Communications cluster and Visual Arts pathway.

IS THIS FOR YOU?

Work Interests are described in the following categories (compatible with Holland's Model) by people who tend to succeed in this career:

- **Artistic**– You are an "creator". You enjoy things like art, music, and books, and express your feelings easily. You don't like rigid rules and structure.
- **Enterprising** – You are a "persuader". You like to sell things or ideas. Prestige and power are important to you. You like to use your language skills to convince other people of your ideas.
- **Realistic** — You are a "doer". You like physical activities and projects. You like to find the answers to problems by doing hands-on work instead of talking about solutions.

Work Values are aspects of work that are satisfying to you. The following work values are generally associated with this career.

- **Achievement** – It's very important to you that your work allows you to use your best abilities. You want to see the results of your work and get a feeling of accomplishment.
- **Independence** – It's very important to you that your work allows you to make decisions on your own. You want to try out your own ideas and work with little supervision.

Aptitudes reflect a person's ability to acquire skills and knowledge. The following aptitudes are important for success in the career:

- **General Learning Ability**
- **Verbal Aptitude**
- **Spatial Aptitude**
- **Form Perception**
- **Finger Dexterity**

SKILLS YOU NEED

Basic Skills:

- Reading Comprehension
- Active Listening
- Writing
- Speaking
- Critical Thinking
- Active Learning
- Learning Strategies
- Monitoring

Transferable Skills (applicable in other careers): High level

- Producing designs of ideas or letters
- Sketching original designs for materials and products
- Working as a member of a design team

Medium level

- Operating computers to lay out designs and colors

Workplace Skills:

Medium level

- Complex Problem Solving
- Coordination
- Equipment Selection
- Judgment and Decision Making
- Operations Analysis
- Persuasion
- Social Perceptiveness
- Time Management
- Troubleshooting

Additional skills for this occupation may be found at <http://www.iowaworkforcedevelopment.gov/career-exploration-resources>

ESTIMATED & PROJECTED EMPLOYMENT

Occupational Title	2012 Estimated Employment	2022 Projected Employment	2012-22 Employment Change	Annual Growth Rate (%)	Total Annual Openings
Total, All Occupations	1,758,205	1,955,480	197,275	1.1	61,665
Arts, Design, Entertainment, Sports, & Media Occupations	26,560	29,770	3,210	1.2	970
Graphic Designers	2,730	3,085	355	1.3	110

Source: <http://www.iowaworkforcedevelopment.gov/occupational-projections-0>

2015 WAGE & SALARY (\$)

Occupational Title	Average Wage	Average Salary	Entry Wage	Entry Salary	Experienced Wage	Experienced Salary
Total, All Occupations	19.77	41,122	9.55	19,858	24.88	51,755
Arts, Design, Entertainment, Sports, & Media Occupations	18.07	37,591	8.90	18,507	22.66	47,133
Graphic Designers	18.99	39,502	12.14	25,252	22.42	46,627

Source: <http://www.iowaworkforcedevelopment.gov/occupational-projections-0>

EDUCATION & TRAINING

Education	Work Experience	Job Training
Bachelor's Degree	None	None

A bachelor's degree in graphic design or a related field is usually required for jobs in this field. Candidates should demonstrate their creativity and originality through a professional portfolio that features their best designs. Source: <http://www.iowaworkforcedevelopment.gov/occupational-projections-0> and <https://secure.ihaveaplaniowa.gov/>

NATIONAL CAREER READINESS CERTIFICATE (NCRC)

Skill	Median Skill Level
Applied Mathematics	5
Locating Information	4
Reading for Information	5



This ACT-developed credential demonstrates achievement and a certain level of workplace employability skills. The greater the score, the greater the skill level (Bronze = 3, Silver = 4, Gold = 5, Platinum = 6).

Source: <http://www.act.org/workkeys/analysis/occup.html>

PRIMARY INDUSTRY SECTORS

(Where are Graphic Designers Employed?)

Self Employed
 Professional, Scientific, and Technical Services
 Publishing
 Printing
 Insurance Carriers
 Educational Services
 Miscellaneous Manufacturing
 Management of Companies
 Merchant Wholesalers
 Religious, Grantmaking, Civic, Professional

Source: <http://www.iowaworkforcedevelopment.gov/occupational-projections-0>

ADDITIONAL SOURCES:

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