



National employment of graphic designers is projected to increase by 13 percent from 2010 to 2020.

To quote Paul Rand, "Design is the method of putting form and content together. Design, just as art, has multiple definitions; there is no single definition. Design can be art. Design can be aesthetics. Design is so simple, that's why it is so complicated." Graphic

design is a creative process that combines art and technology to communicate ideas.

Graphic designers' primary responsibility is to present information in a way that is both accessible and memorable. They help to make an organization recognizable by selecting a medium that represents a particular idea or identity to be used in published, printed or electronic media for advertising and

promotional purposes. Graphic designers work with a variety of communication tools in order to convey a message from a client to a particular audience.

Qualifications for entry into this occupation usually consist of a bachelor's degree or certificate in graphic design from an accredited trade school. Prospective graphic designers will also find that work experience in the field is among the most sought after attributes, as most jobs demand proficiency in one or more graphic design programs.

According to the Bureau of Labor Statistics, the national employment of graphic designers is projected to increase by 13 percent from 2010 to 2020. The median annual wage of graphic designers on a national level is \$44,010, which is higher than the \$39,140 median annual wage in Utah. Utah has a high concentration of employment for

this occupation in the following industries:

- ❶ Specialized Design Services
- ❷ Advertising, Public Relations and Related Services
- ❸ Newspaper, Periodical, Book and Directory Publishers
- ❹ Printing and Related Support Activities
- ❺ Other Miscellaneous Manufacturing

The Department of Workforce Services projects this occupation in the State of Utah will have an average of 80 openings each year through 2020 and will expand at an annual rate of 2.3 percent. High turnover may result in numerous openings. However, the Bureau of Labor Statistics predicts that competition for senior graphic designer positions will be very strong. ⓘ

Occupational Wages - Published April 2012 (data from May 2011) for Graphic Designers

Area name	Hourly Inexperienced	Annual Inexperienced	Hourly Median	Annual Median	Training Level
Logan MSA	\$11.96	\$24,880	\$16.26	\$33,810	Bachelor's degree or certificate
Ogden-Clearfield MSA	\$14.39	\$29,920	\$18.18	\$37,810	Bachelor's degree or certificate
Provo-Orem MSA	\$12.37	\$25,720	\$18.69	\$38,880	Bachelor's degree or certificate
St. George MSA	\$12.82	\$26,670	\$15.70	\$32,660	Bachelor's degree or certificate
Salt Lake City MSA	\$13.37	\$27,810	\$19.61	\$40,790	Bachelor's degree or certificate
Utah - Statewide	\$13.07	\$27,180	\$18.82	\$39,140	Bachelor's degree or certificate
United States	—	—	\$21.16	\$44,010	Bachelor's degree or certificate

2008-2018 Employment Projections for Graphic Designers*

Area name	Employment Estimate 2008	Employment Estimate 2018	Annual % Change	Openings from Growth	Openings from Replacements	Total Annual Openings (Growth + Replacements)
Metro Utah	3,890	4,610	1.8%	70	120	190
Non-Metro Utah	140	180	3.0%	0	0	10
Cache County	190	220	1.5%	0	10	10
Washington County	140	170	2.2%	0	0	10

2010-2020 Employment Projections for Graphic Designers

Area name	Employment Estimate 2010	Employment Estimate 2020	Annual % Change	Openings from Growth	Openings from Replacements	Total Annual Openings (Growth + Replacements)
Utah - Statewide	2,730	3,370	2.3%	60	80	150

*2010-2018 projections for Statewide: Metro & Non-Metro, Cache county, and Washington County is not available.

Sources: <http://jobs.utah.gov/jsp/wi/utalmis/gotoOccwage.do> and <http://www.bls.gov/ooh/arts-and-design/graphic-designers.htm>