

College Jobs using College Degree Skills.

This month's featured job using college degree skills is in Graphic Design.

America employs Graphic Designers to design or create graphics to meet specific commercial or promotional needs, such as packaging, displays, or logos. Designers may use a variety of mediums to achieve artistic or decorative effects. Graphic designers are a Bureau of Labor Statistics (BLS) Standard Occupational Classification, 27-1024, but they are also known as graphic artists, layout artists, and catalog illustrators. Just over 201 thousand work as graphic designers, which BLS classifies as a job needing BA degree skills.

Graphic designers have significant employment in four industries. Design service firms like art and graphic design or interior design and industrial design make up about 11 percent of Graphic Design jobs. Advertising firms hire another 8 to 9 percent. The printing industry, which is considered manufacturing, employs another 7 percent. Almost all manufacturing firms have some jobs for graphic designers. Publishing, especially newspapers and periodical publishers have another 10 to 11 percent of jobs in this field. Graphic design is also a skill where many work independently as self employed contractors.

Graphic Designers have been growing much faster than the rate for all jobs with jobs up an average of a little over 9,000 a year since 2000. Job growth is not as good a measure of new hiring as job openings. Job openings are job growth and the number of net replacements. Net replacements are people who permanently leave an occupation for another occupation or retirement and must be replaced before there can be any job growth.

Job openings have been averaging around 12,350 a year in recent years. The recent past has seen large numbers of openings, but these totals are expected to decline some to 9 or 10 thousand openings a year for the next several years.

Relevant BA degree programs are in Design and Applied Arts (50.04) where there were 18,198 BA degree graduates in 9 programs for the year ending June 2006, the latest full year available. The 9 programs include 3,714 BA degrees specifically in a degree titled Graphic Design (50.0409). Also there were 3,572 BA degrees in Design and Visual Communications, General (50.0401) with other relevant, but somewhat less computer oriented, degrees in art, design, and illustration.

The entry wage for Graphic Designers has been \$25,090, which is also the 10th percentile wage. The median wage is \$41,280, and the 90th percentile wage is \$72,230. Wage increases for Graphic Designers have been rising, but no faster than inflation. Buying power just keeps up, but no more. The 90th percentile wage is nearly 3 times the entry level wage, or 10th percentile wage, which implies there is opportunity for advancement for those who do well.

Graphic Design is just one of 114 entry level jobs using BA degree skills. For other degrees and other jobs see <http://americanjobmarket.blogspot.com/2009/02/blog-post.html> College Job Review.