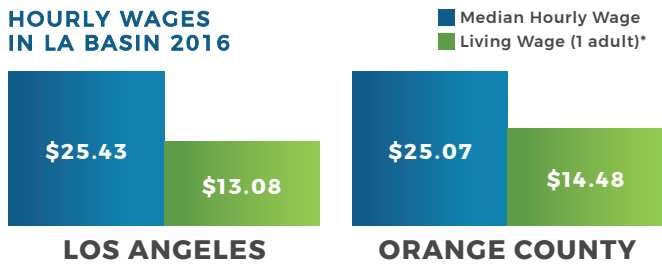


Graphic Designers (SOC 27-1024)

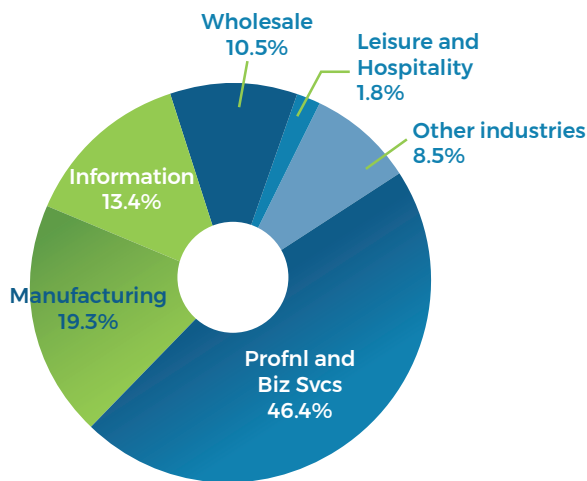
Graphic designers are identified as a middle-skill occupation. They design or create graphics to meet specific commercial or promotional needs, such as packaging, displays, or logos. May use a variety of mediums to achieve artistic or decorative effects.

HOURLY WAGES IN LA BASIN 2016



* MIT Living Wage Calculator

INDUSTRY DISTRIBUTION



Industry Distribution:

Graphic designers are hired across a number of different industries. These industries are where individuals who have acquired the necessary training and skills may seek employment opportunities post-program. Professional and business services hires the most workers in this occupation in the LA Basin. The three industry subsectors who employ the largest number of graphic designers in the LA Basin are:

- Profnl, Scientific and Technical Svcs (NAICS 541)
- Printing and Related Support (NAICS 323)
- Motion Picture and Sound Recording (NAICS 512)

Jobs in LA Basin 12,650 in 2016	Total Openings 2,410 2016 to 2021
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At A Glance

Projected Openings 2021:

- 2,410 Total Openings (5-yr)
- 910 Net Job Change
- 1,510 5-yr Replacements

Community Colleges Supply:

- 342 awards
- 4 Programs
- 23 colleges

Technology:

- Computer aided design CAD software Hot technology
 - Autodesk aided design CAD; Dassault Systemes CATIA
- Desktop publishing software
 - Adobe InDesign; QuarkXPress
- Graphics or photo imaging software
 - Adobe Flash; Adobe Photoshop; Microsoft Visio
- Video creation and editing software
 - Apple Final Cut Pro; MAXON CINEMA 4D
- Web platform development software
 - AJAX; Drupal; Hypertext markup language HTML

Sources: BLS OES, O*NET, LAEDC

Core Tasks and Importance:

- 86** Determine size and arrangement of illustrative material and copy, and select style and size of type.
- 85** Confer with clients to discuss and determine layout design.
- 85** Create designs, concepts, and sample layouts, based on knowledge of layout principles and esthetic design concepts.
- 83** Develop graphics and layouts for product illustrations, company logos, and Web sites.
- 81** Use computer software to generate new images.
- 80** Review final layouts and suggest improvements as needed.

Worker Characteristics

The demographics of the workforce provide an additional layer of information to further highlight who is employed in this occupation in the LA Basin:

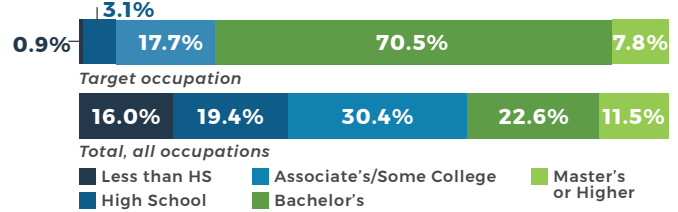
- Most workers have the educational attainment of a Bachelor's, but 18 percent have an Associate's or some college.
- A smaller share of workers are ages 55 years and over in this occupation compared to the regional average.
- The workforce in this occupation is predominantly White and Asian, accounting for 74 percent of all workers.
- The workforce is almost evenly split between both genders.

Related Occupations

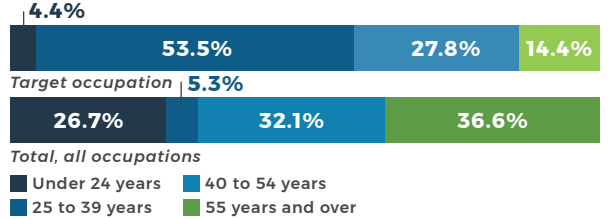
Individuals with similar skill sets that are transferable with retraining or additional training being offered:

- **SOC 27-1011** Art directors (3,970 workers),
- **SOC 27-1014** Multimedia artists and animators (6,490 workers),
- **SOC 27-4032** Film and video editors (12,590 workers), and
- **SOC 11-2011** Advertising and promotions managers (1,700 workers).

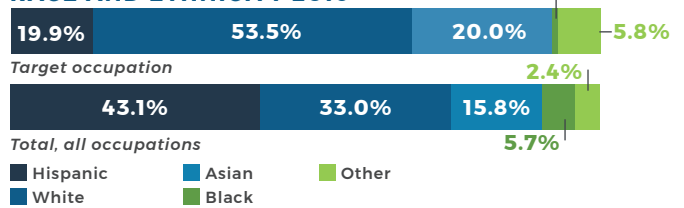
EDUCATIONAL ATTAINMENT 2016



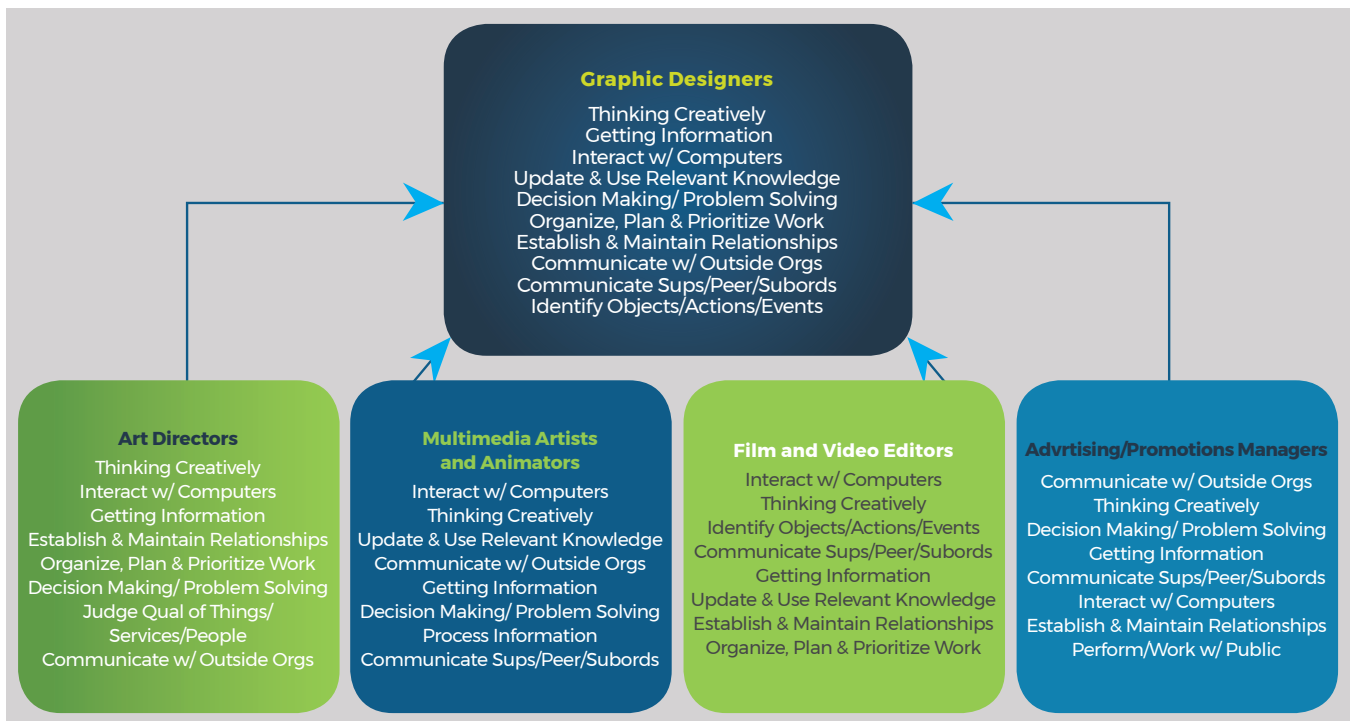
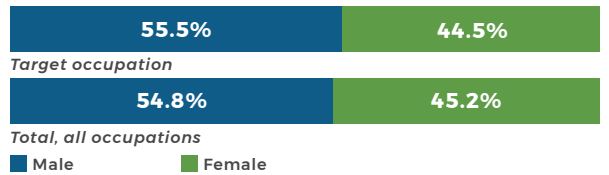
AGE DISTRIBUTION 2016



RACE AND ETHNICITY 2016



GENDER 2016



Sources: U.S. Census Bureau ACS PUMS, O*NET, LAEDC