Graphic Designers

SOC: 27-1024 • Career Profile Report

■ Key Facts

$61,300	**265,900**	**+2.0%**
Median Salary	Employment	Growth Rate

■ Requirements & Salary Range

Education: Bachelor's degree

■ Automation Risk Assessment

Low Risk - 15.0% probability of being automated in the next 10-20 years.

This job is relatively safe from automation due to its creative, social, or complex problem-solving requirements.

■■ Work-Life Balance

5.7/10 - Fair work-life balance

■ Personality Fit (RIASEC)

Higher scores indicate better personality fit for this career type.

Realistic	5.0/10	**Investigative**	5.6/10
Artistic	9.6/10	**Social**	7.4/10
Enterprising	6.2/10	**Conventional**	4.4/10

■ Top Skills Required

Analytical skills, Artistic ability, Communication skills, Computer skills, Creativity, Time-management skills

✓ Strengths

- High Demand
- Flexible Work
- Continuous Learning

■ Challenges

- Burnout Risk
- Rapid Technological Change

■ What They Do

Graphic Designers typically perform the following tasks: • Key information into computer equipment to create layouts for client or supervisor. • Review final layouts and suggest improvements, as needed. • Determine size and arrangement of illustrative material and copy, and select style and size of type. • Develop graphics and layouts for product illustrations, company logos, and Web sites. • Create designs, concepts, and sample layouts, based on knowledge of layout principles and esthetic design concepts. • Use computer software to generate new images. • Prepare digital files for printing. • Confer with clients to discuss and determine layout design. • Research the target audience of projects. • Draw and print charts, graphs, illustrations, and other artwork, using computer. • Mark up, paste, and assemble final layouts to prepare layouts for printer. • Study illustrations and photographs to plan presentation of materials, products, or services. • Maintain archive of images, photos, or previous work products. • Prepare notes and instructions for workers who assemble and prepare final layouts for printing. • Prepare illustrations or rough sketches of material, discussing them with clients or supervisors and making necessary changes. • Research new software or design concepts. • Produce still and animated graphics for on-air and taped portions of television news broadcasts, using electronic video equipment. • Photograph layouts, using camera, to make layout prints for supervisors or clients. • Write or edit copy for clients.