Graphic Designers

What They Do
Design or create graphics to meet specific commercial or promotional needs, such as packaging, displays or logos. They create visual concepts, using computer software or by hand, to communicate ideas that inspire, inform and captivate consumers. May use a variety of mediums.

Is This For You?
Work Interests are described in the following categories (compatible with Holland’s Model). People who tend to succeed in this career are:

Artistic (Creators) — Are artistic and like change. They enjoy using their imagination, creativity, feelings and intuition. They like working in jobs where they are free to set their own schedule.

Realistic (Doers) — Prefer to work with objects, things, machines, tools, plants or animals. They have mechanical ability, enjoy being outdoors and working with their hands.

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

Achievement — Results oriented, allow use of strongest abilities and provide feeling of accomplishment.

Independence — Allow employees to work on their own and make decisions.

Recognition — Offer advancement, potential for leadership, and are often considered prestigious.

Abilities reflect a person’s aptitude to acquire skills and knowledge. The following abilities are important for success in the career.

- Near Vision
- Originality
- Fluency of Ideas
- Oral Comprehension
- Oral Expression
- Written Comprehension
- Written Expression
- Visualization
Basic Skills You Need

- Active Listening
- Critical Thinking
- Speaking
- Reading Comprehension
- Active Learning
- Judgment and Decision Making
- Operations Analysis

Recommended Levels* for the National Career Readiness Certificate

- Applied Math 4
- Workplace Documents 4
- Graphic Literacy 4

*Using the median skill level.

Education & Training

A bachelor’s degree in graphic design or a related field is recommended for graphic designers. Candidates for graphic design positions should have a portfolio that demonstrates their creativity and originality.

Where They Work

The South Dakota industries which employ the largest number of graphic designers are:

- Publishing Industries (except Internet)
- Professional, Scientific and Technical Services
- Self Employment

South Dakota Employment & Wages

<table>
<thead>
<tr>
<th>2018 Workers</th>
<th>2028 Workers</th>
<th>Numeric Change</th>
<th>Percent Change</th>
<th>Average Annual Demand for Workers</th>
<th>Annual Median Wage</th>
<th>Annual Average Wage</th>
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<tr>
<td>940</td>
<td>953</td>
<td>13</td>
<td>1.4%</td>
<td>96</td>
<td>$34,810</td>
<td>$36,090</td>
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</tbody>
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Additional References

Labor Market Information Center
www.dlr.sd.gov/lmic

Career OneStop
www.careeronestop.org

O*Net Online
www.onetonline.org

mySkills myFuture
https://www.myskillsmyfuture.org/

Provided By

Labor Market Information Center
South Dakota Dept. of Labor and Regulation
605.626.2314

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