GRAPHIC DESIGN

Employment of designers is expected to grow as fast as the average for all occupations through the year 2021. Individuals with knowledge of computer design software, particularly those with Website design and animation experience will be needed for design projects for interactive media – Web sites, video games, cellular telephones, personal digital assistants, and other technology. Demand for graphic designers will also increase as advertising firms create print and Web marketing and promotional materials for a growing number of products and services. Given that many talented individuals are attracted to careers as designers, there will be “keen competition” for available positions. Graphic designers with a broad liberal arts education and experience in marketing and business management will be best suited for positions developing in communication strategies. Individuals with little or no formal education in design will find it difficult to establish and maintain a career in design.

Employment Information

**Greater Kansas City Area:** In 2016, graphic designers held an estimated 3,381 jobs in the fifteen counties that make up the Kansas City Metropolitan Statistical Area (MSA), with 3,445 jobs projected by 2021 (+2%).

**State:** Graphic designers held an estimated 3,598 jobs in Kansas in 2016, with 3,747 jobs projected by 2021 (+4%).

**National:** Graphic designers held 434,122 jobs in 2016, with 455,052 jobs projected by 2021 (+5%). Approximately 20,930 openings are expected.

Salary Information

**Greater Kansas City Area:** Graphic designers employed in the Greater Kansas City area earned an average hourly wage of $21.33 in 2016.

**State:** Graphic designers in Kansas earned an average hourly wage of $19.29 in 2016.

**National:** Graphic designers working full-time earned an average hourly wage of $20.63 in 2016.

JCCC Placement and Salary Information

The JCCC Office of Institutional Research conducts a follow-up study of program completers one year after completion. Seventy-five percent of the graduates who responded to the follow-up study conducted during 2015-16, and were employed, were employed in a related field and reported earning an average hourly wage of $14.00.

September 2017
Note: Salary Information for Greater Kansas City, State, and National is based on EMSI 2016 third quarter data. JCCC information for career program completers is based on data supplied by respondents to follow-up studies and is not necessarily representative of all career program completers. Other sources: Bureau of Labor Statistics