



Graphic Designers in 9 Colorado Counties

Graphic Designers (SOC 27-1024):

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. Excludes Web and Digital Interface Designers (15-1255).

Sample of Reported Job Titles:

- Visual Designer
- Graphic Artist
- Graphic Designer
- Production Artist
- Publications Designer
- Online Producer
- Designer
- Design Director
- Creative Manager
- Creative Director

Related O*NET Occupation:

Graphic Designers (27-1024.00)

Contents

| | |
|-----------------------------|----|
| What is Emsi Data? | 1 |
| Report Parameters | 2 |
| Executive Summary | 3 |
| Jobs | 4 |
| Compensation | 6 |
| Job Posting Activity | 7 |
| Demographics | 11 |
| Occupational Programs | 14 |

What is Emsi Data?

Emsi data is a hybrid dataset derived from official government sources such as the US Census Bureau, Bureau of Economic Analysis, and Bureau of Labor Statistics. Leveraging the unique strengths of each source, our data modeling team creates an authoritative dataset that captures more than 99% of all workers in the United States. This core offering is then enriched with data from online social profiles, resumés, and job postings to give you a complete view of the workforce.

Emsi data is frequently cited in major publications such as *The Atlantic*, *Forbes*, *Harvard Business Review*, *The New York Times*, *The Wall Street Journal*, and *USA Today*.



Report Parameters

1 Occupation

27-1024 Graphic Designers

9 Counties

8001 Adams County, CO

8005 Arapahoe County, CO

8013 Boulder County, CO

8014 Broomfield County, CO

8019 Clear Creek County, CO

8031 Denver County, CO

8035 Douglas County, CO

8047 Gilpin County, CO

8059 Jefferson County, CO

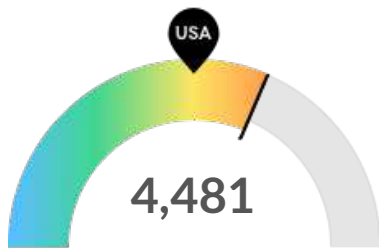
Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen occupation and geographical areas.

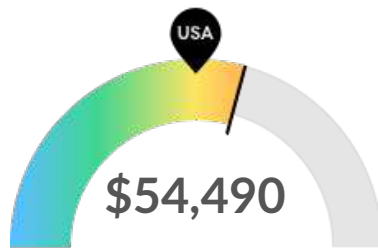
Executive Summary

Aggressive Job Posting Demand Over a Deep Supply of Regional Jobs



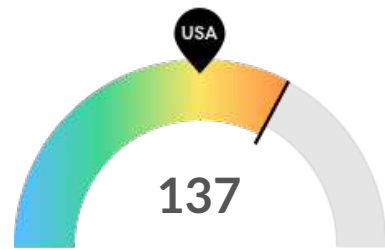
Jobs (2017)

Your area is a hotspot for this kind of job. The national average for an area this size is 3,129* employees, while there are 4,481 here.



Compensation

Earnings are about average in your area. The national median salary for Graphic Designers is \$50,785, compared to \$54,490 here.



Job Posting Demand

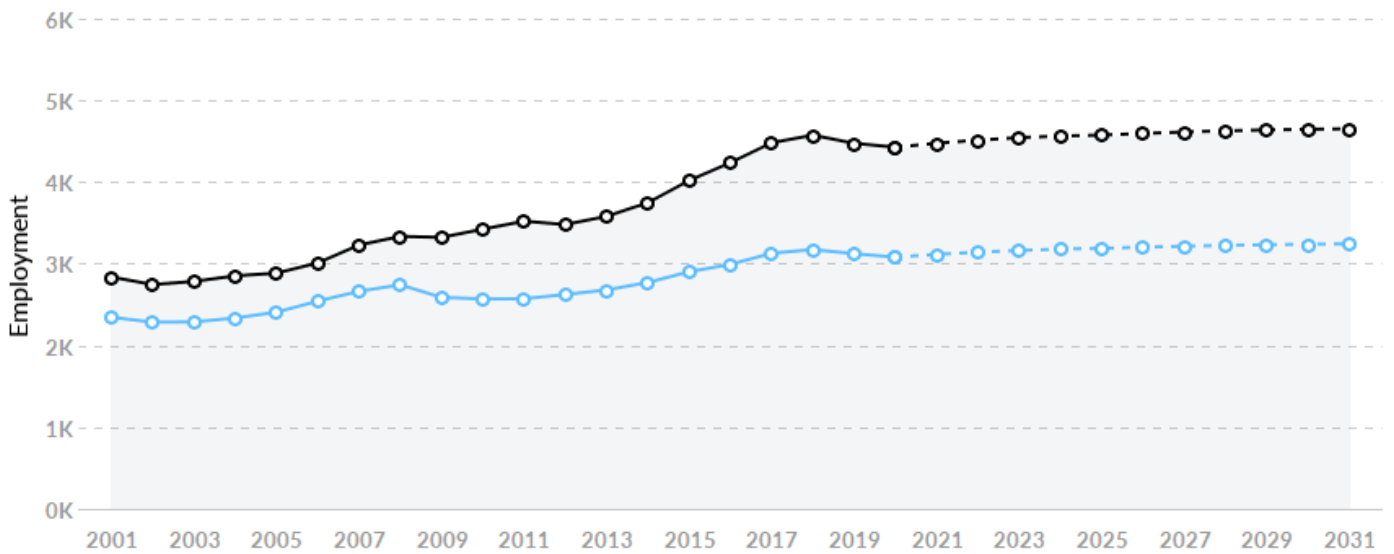
Job posting activity is high in your area. The national average for an area this size is 88* job postings/mo, while there are 137 here.

*National average values are derived by taking the national value for Graphic Designers and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

Jobs

Regional Employment Is Higher Than the National Average

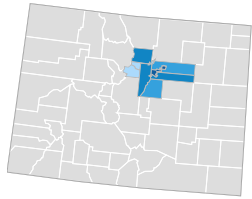
An average area of this size typically has 3,129* jobs, while there are 4,481 here. This higher than average supply of jobs may make it easier for workers in this field to find employment in your area.



| Region | 2017 Jobs | 2028 Jobs | Change | % Change |
|-----------------------|-----------|-----------|--------|----------|
| ● 9 Colorado Counties | 4,481 | 4,627 | 147 | 3.3% |
| ● National Average | 3,129 | 3,225 | 97 | 3.1% |

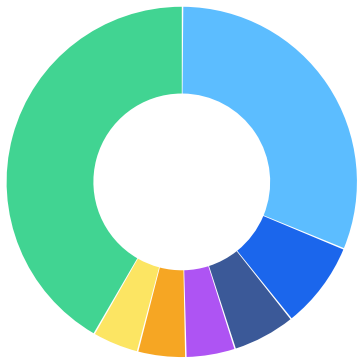
*National average values are derived by taking the national value for Graphic Designers and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

Regional Breakdown



| County | 2017 Jobs |
|----------------------|-----------|
| Denver County, CO | 1,595 |
| Arapahoe County, CO | 801 |
| Boulder County, CO | 725 |
| Jefferson County, CO | 569 |
| Adams County, CO | 336 |

Most Jobs are Found in the Specialized Design Services Industry Sector

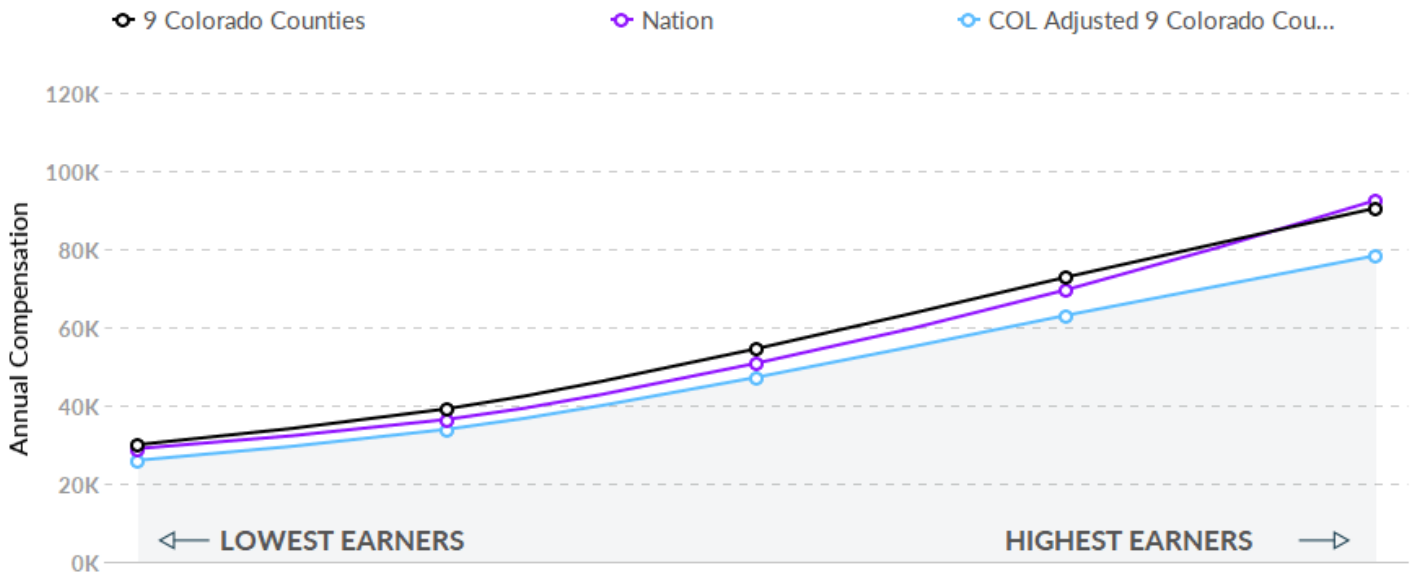


| Industry | % of Occupation in Industry (2017) |
|---|------------------------------------|
| Specialized Design Services | 31.2% |
| Advertising, Public Relations, and Related Services | 8.0% |
| Printing and Related Support Activities | 5.8% |
| Newspaper, Periodical, Book, and Directory Publishers | 4.6% |
| Computer Systems Design and Related Services | 4.4% |
| Management, Scientific, and Technical Consulting Services | 4.3% |
| Other | 41.7% |

Compensation

Regional Compensation Is 7% Higher Than National Compensation

For Graphic Designers, the 2019 median wage in your area is \$54,490, while the national median wage is \$50,785.



Job Posting Activity



6,968 Unique Job Postings

The number of unique postings for this job from Jan 2017 to Mar 2021.



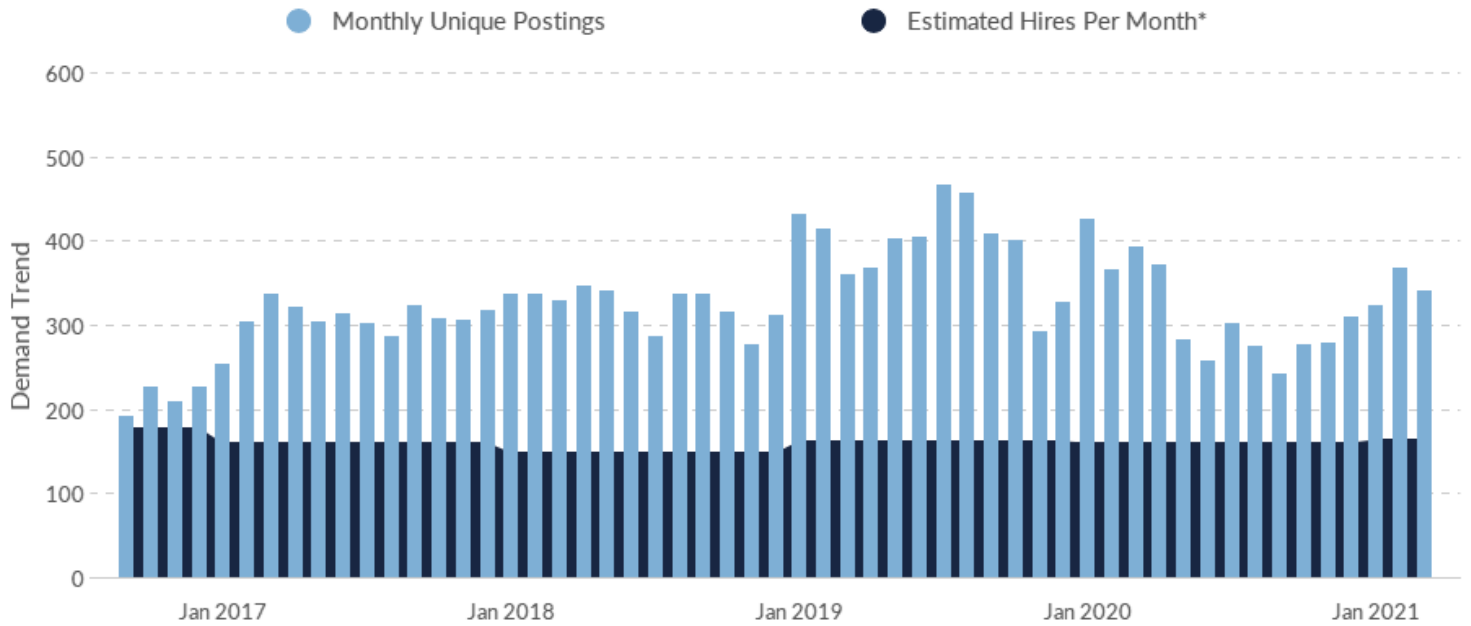
1,895 Employers Competing

All employers in the region who posted for this job from Jan 2017 to Mar 2021.













28 Day Median Duration











Posting duration is 3 days shorter than what's typical in the region.



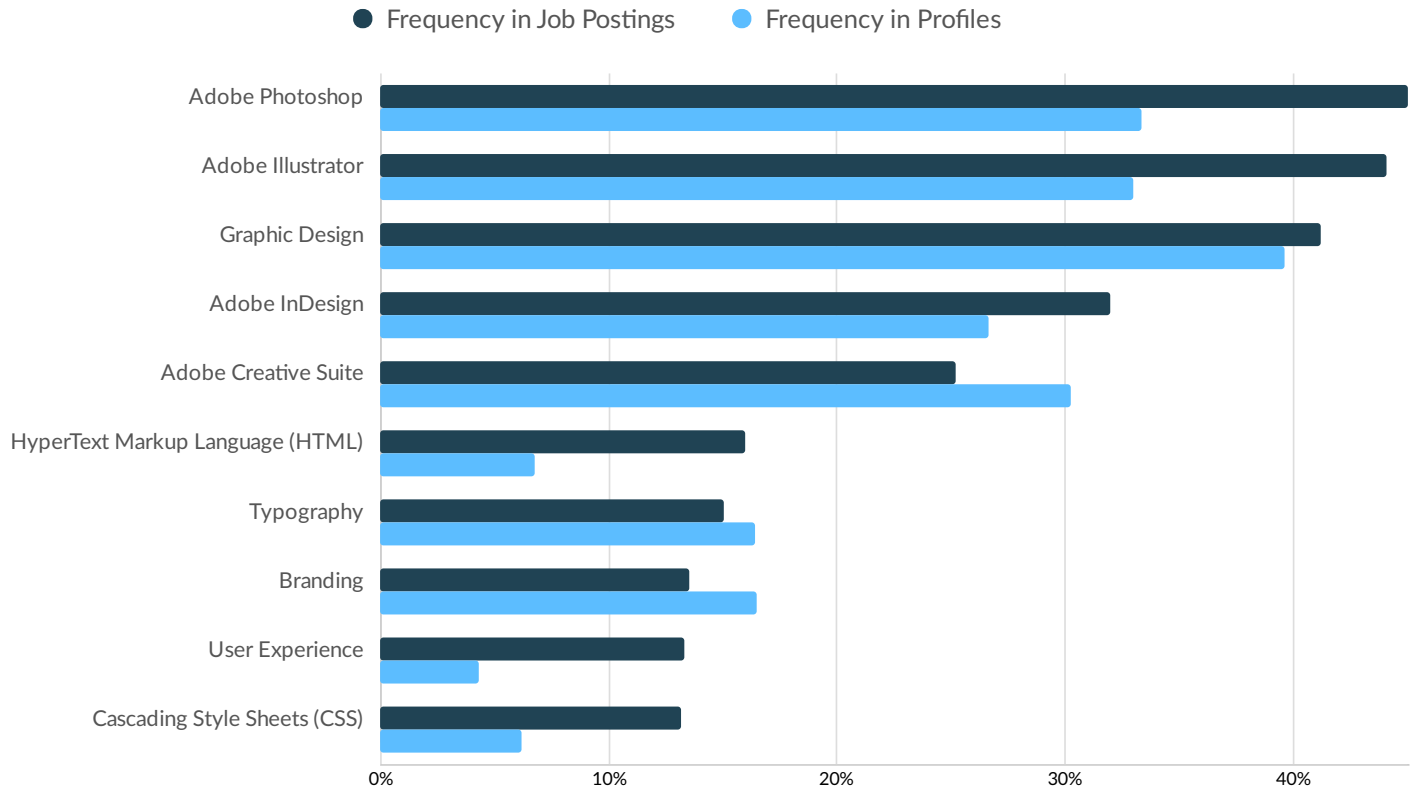
| Occupation | Avg Monthly Postings (Jan 2017 - Mar 2021) | Avg Monthly Hires (Jan 2017 - Mar 2021) |
|-------------------|--|---|
| Graphic Designers | 335 | 159 |

*A hire is reported by the Quarterly Workforce Indicators when an individual's Social Security Number appears on a company's payroll and was not there the quarter before. Emsi hires are calculated using a combination of Emsi jobs data, information on separation rates from the Bureau of Labor Statistics (BLS), and industry-based hires data from the Census Bureau.

| Top Companies | Unique Postings |
|------------------------------------|--|
| Creative Circle LLC | 529  |
| Robert Half International Inc. | 232  |
| The Creative Group | 147  |
| The Media Zoo | 95  |
| Virtual Vocations | 90  |
| Deloitte LLP | 71  |
| Oracle Corporation | 69  |
| Freelancer Technology Pty Limit... | 59  |
| Kalo Ltd | 56  |
| Freelancers | 55  |

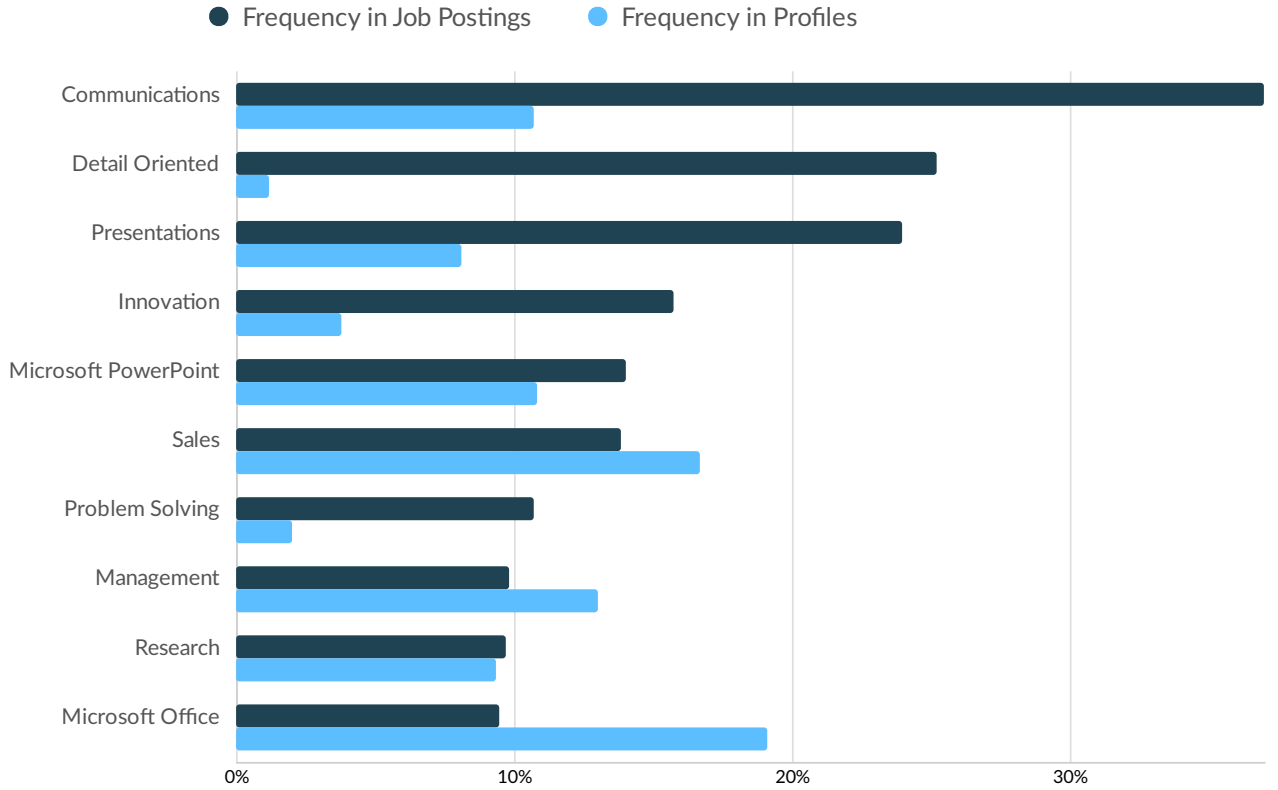
| Top Job Titles | Unique Postings |
|---------------------------|---|
| Graphic Designers | 1,409  |
| Digital Designers | 275  |
| Partner Graphic Designers | 273  |
| Visual Designers | 198  |
| Production Artists | 168  |
| Designers | 159  |
| Motion Graphics Designers | 146  |
| Graphic Artists | 134  |
| Production Designers | 110  |
| Graphic Design Interns | 86  |

Top Hard Skills



| Skills | Postings | % of Total Postings | Profiles | % of Total Profiles |
|----------------------------------|----------|---------------------|----------|---------------------|
| Adobe Photoshop | 3,141 | 45% | 2,832 | 33% |
| Adobe Illustrator | 3,077 | 44% | 2,807 | 33% |
| Graphic Design | 2,873 | 41% | 3,368 | 40% |
| Adobe InDesign | 2,229 | 32% | 2,265 | 27% |
| Adobe Creative Suite | 1,758 | 25% | 2,569 | 30% |
| HyperText Markup Language (HTML) | 1,118 | 16% | 577 | 7% |
| Typography | 1,052 | 15% | 1,394 | 16% |
| Branding | 945 | 14% | 1,404 | 17% |
| User Experience | 929 | 13% | 365 | 4% |
| Cascading Style Sheets (CSS) | 919 | 13% | 526 | 6% |

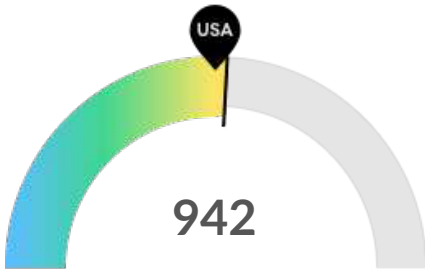
Top Common Skills



| Skills | Postings | % of Total Postings | Profiles | % of Total Profiles |
|----------------------|----------|---------------------|----------|---------------------|
| Communications | 2,576 | 37% | 909 | 11% |
| Detail Oriented | 1,754 | 25% | 99 | 1% |
| Presentations | 1,670 | 24% | 690 | 8% |
| Innovation | 1,097 | 16% | 322 | 4% |
| Microsoft PowerPoint | 977 | 14% | 917 | 11% |
| Sales | 966 | 14% | 1,415 | 17% |
| Problem Solving | 746 | 11% | 172 | 2% |
| Management | 684 | 10% | 1,103 | 13% |
| Research | 676 | 10% | 791 | 9% |
| Microsoft Office | 659 | 9% | 1,624 | 19% |

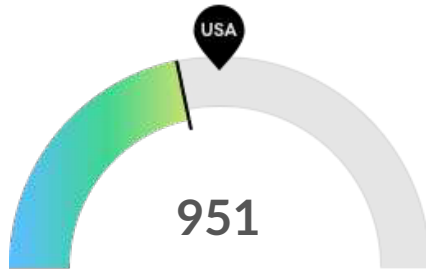
Demographics

Retirement Risk Is About Average, While Overall Diversity Is About Average



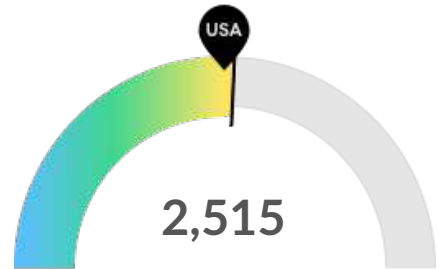
Retiring Soon

Retirement risk is about average in your area. The national average for an area this size is 895* employees 55 or older, while there are 942 here.



Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 1,156* racially diverse employees, while there are 951 here.

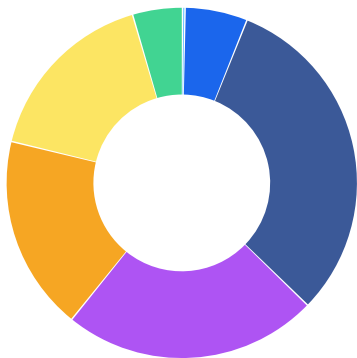


Gender Diversity

Gender diversity is about average in your area. The national average for an area this size is 2,409* female employees, while there are 2,515 here.

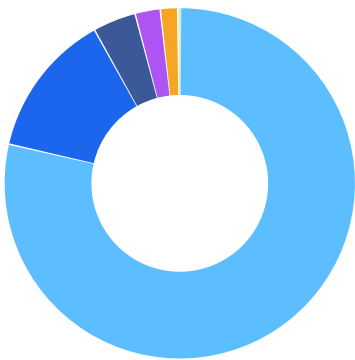
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Occupation Age Breakdown



| | % of Jobs | Jobs |
|-------|-----------|-------|
| 14-18 | 0.2% | 10 |
| 19-24 | 5.8% | 255 |
| 25-34 | 31.2% | 1,381 |
| 35-44 | 23.5% | 1,042 |
| 45-54 | 18.0% | 797 |
| 55-64 | 16.7% | 738 |
| 65+ | 4.6% | 204 |

Occupation Race/Ethnicity Breakdown



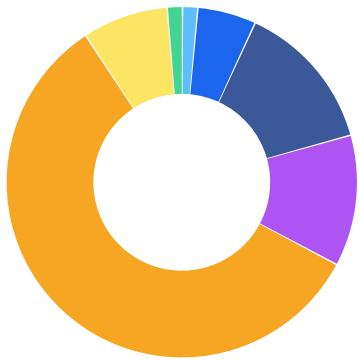
| | % of Jobs | Jobs |
|---|-----------|-------|
| White | 78.5% | 3,476 |
| Hispanic or Latino | 13.3% | 590 |
| Asian | 4.0% | 176 |
| Two or More Races | 2.3% | 103 |
| Black or African American | 1.6% | 70 |
| American Indian or Alaska Native | 0.2% | 8 |
| Native Hawaiian or Other Pacific Islander | 0.1% | 4 |








Occupation Gender Breakdown



| | % of Jobs | Jobs |
|---------|-----------|-------|
| Males | 43.2% | 1,912 |
| Females | 56.8% | 2,515 |

National Educational Attainment



| | % of Jobs |
|---|-----------|
|  Less than high school diploma | 1.4% |
|  High school diploma or equivalent | 5.4% |
|  Some college, no degree | 13.8% |
|  Associate's degree | 12.1% |
|  Bachelor's degree | 58.0% |
|  Master's degree | 7.9% |
|  Doctoral or professional degree | 1.4% |

Occupational Programs



6 Programs

Of the programs that can train for this job, 6 have produced completions in the last 5 years.



202 Completions (2019)

The completions from all regional institutions for all degree types.



394 Openings (2019)

The average number of openings for an occupation in the region is 269.

| CIP Code | Top Programs | Completions (2019) |
|----------|---|--------------------|
| 50.0409 | Graphic Design | 76 |
| 11.0803 | Computer Graphics | 44 |
| 11.0801 | Web Page, Digital/Multimedia and Information Resources D... | 29 |
| 50.0404 | Industrial and Product Design | 29 |
| 50.0401 | Design and Visual Communications, General | 24 |

| Top Schools | Completions (2019) |
|--|--------------------|
| Metropolitan State University of Denver | 53 |
| Rocky Mountain College of Art and Design | 44 |
| Arapahoe Community College | 31 |
| University of Denver | 18 |
| Community College of Denver | 16 |
| Red Rocks Community College | 13 |
| Pickens Technical College | 11 |
| Regis University | 9 |
| Community College of Aurora | 5 |
| DeVry University-Colorado | 2 |

Appendix A - Data Sources and Calculations

Location Quotient

Location quotient (LQ) is a way of quantifying how concentrated a particular industry, cluster, occupation, or demographic group is in a region as compared to the nation. It can reveal what makes a particular region unique in comparison to the national average.

Occupation Data

Emsi occupation employment data are based on final Emsi industry data and final Emsi staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates also affected by county-level Emsi earnings by industry.

Staffing Patterns Data

The staffing pattern data in this report are compiled from several sources using a specialized process. For QCEW and Non-QCEW Employees classes of worker, sources include Occupational Employment Statistics, the National Industry-Occupation Employment Matrix, and the American Community Survey. For the Self-Employed and Extended Proprietors classes of worker, the primary source is the American Community Survey, with a small amount of information from Occupational Employment Statistics.

Cost of Living Data

Emsi's cost of living data is based on the Cost of Living Index published by the Council for Community and Economic Research (C2ER).

Emsi Job Postings

Job postings are collected from various sources and processed/enriched to provide information such as standardized company name, occupation, skills, and geography.

Institution Data

The institution data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.