Design Technology Career Outlook 2010-2011

Design Technology Programs Available at Bemidji State University:
Major: Design Technology (B.S.)
Specializations: Digital Design/Electronic, Digital Design/Print, Exhibit Design, Model Design
Department Website: http://www.bemidjistate.edu/academics/departments/technological_studies

Major Highlights:
Design Technology is a unique applied design program that integrates the excitement of design and illustration with the knowledge and control of graphic technology as professional preparation for an array of careers in business and industry. The Design Technology program is an innovative interdisciplinary course of study. It couples a liberal arts context with a selection of courses drawn from three University departments. Beyond a common foundation core and culminating core, each student acquires more specialized training within a major specialization area. Students gain a solid university education along with an opportunity to acquire specialized training in a professional field of their choice. Design Technology students are involved in a full range of learning experiences from concept and design through the actual production of the finished product. The constant demand for Bemidji State University Design Technology graduates reinforces the belief that this total design approach provides students with skillful techniques while allowing them to remain flexible in a variety of professional assignments.

Employment Areas:
The "Occupational Outlook Handbook" reports that graphic designers held about 279,200 jobs in 2010. Most graphic designers worked in specialized design services; advertising, public relations, and related services; printing and related support activities; or newspaper, periodical, book, and directory publishers. Approximately 29 percent were self-employed.

Projected Demand for Design Technology Majors in Minnesota:
MnCareers reports that the outlook for graphic designers is good. This demand is tied to the internet and increases in business marketing. Portfolio work is important. The median income is about $20.90 per hour.

Projected Demand for Design Technology Majors Nationwide:
The DISCOVER guidance system reports that the nationwide demand for graphic artists (software) or graphic artists (print materials) is growing moderately, with a 1.3% expected growth rate per year. The DISCOVER reports the average starting salary for graphic artists was $39,500 annually in 2011 with average salary of about $55,000 annually.

Placement Information for Design Technology Graduates:
There are many career opportunities for Bemidji State University design technology graduates. Of the Bemidji State University 2009-2010 design technology graduates, 82.1% reported obtaining related employment within one year of graduation and 2.4% of students went on to continue their education. This does not include students who were not seeking employment, unavailable, or had unknown status.

A Partial List of Employers Who Have Reported Hiring BSU Design Technology Graduates Since 1997:  (This list only includes employment within one year of graduation.)

50 Below
Affordable Image
Aquatique Industries
Arrow Printing
ArtGuild/Avalon
As Soon As Possible, Inc.
Augsburg Fortress Publishers, Inc.

Digital Media Artist
Graphic Designer
Assistant Manager
Graphic Designer
Junior Exhibit Designer
Project Coordinator
Graphic Designer

Duluth, MN
Phoenix, AZ
Parker, CO
Bemidji, MN
West Deptford, NJ
St. Louis Park, MN
Minneapolis, MN
A Partial List of Employers Who Have Reported Hiring BSU Design Technology Graduates Since 1997: (This list only includes employment within one year of graduation.)

<table>
<thead>
<tr>
<th>Employer</th>
<th>Position</th>
<th>City, State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Battlecreek Enquirer</td>
<td>Ad Designer</td>
<td>Battle Creek, MI</td>
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<tr>
<td>BHI Technologies</td>
<td>Customer Service Specialist</td>
<td>Minneapolis, MN</td>
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<tr>
<td>Big North Distributing</td>
<td>Graphic Designer</td>
<td>Bemidji, MN</td>
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<tr>
<td>Billings Gazette</td>
<td>Graphic Designer</td>
<td>Billings, MT</td>
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<tr>
<td>Bob’s Photo</td>
<td>Graphic Designer</td>
<td>Bismarck, ND</td>
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<tr>
<td>Brede Exposition Services</td>
<td>Exhibit Designer</td>
<td>Minneapolis, MN</td>
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<tr>
<td>Chase Design</td>
<td>Model Maker</td>
<td>Skaneateles, NY</td>
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<tr>
<td>Christopher &amp; Bank Corporation</td>
<td>Visual Communications Production Spec.</td>
<td>Plymouth, MN</td>
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<tr>
<td>Color Creations</td>
<td>Graphic Designer</td>
<td>Walker, MN</td>
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<tr>
<td>Colorado Mountain News Media</td>
<td>Graphic Designer</td>
<td>Gypsum, Co</td>
</tr>
<tr>
<td>Colorado Plastics Products</td>
<td>Fabricator</td>
<td>Louisville, CO</td>
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<tr>
<td>Community Tix</td>
<td>Graphic Designer</td>
<td>St. Paul, MN</td>
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<tr>
<td>Compaq Computers</td>
<td>Model Designer</td>
<td>Houston, TX</td>
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<tr>
<td>Convention Exhibit Services</td>
<td>Exhibit Designer</td>
<td>St. Paul, MN</td>
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<tr>
<td>Cygnus Expositions</td>
<td>Graphic Designer</td>
<td>Burnsville, MN</td>
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<tr>
<td>Czarnowski</td>
<td>Designer</td>
<td>Las Vegas, NV</td>
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<tr>
<td>Data Recognition Corporation</td>
<td>Reader</td>
<td>Woodbury, MN</td>
</tr>
<tr>
<td>Design Concepts</td>
<td>Prototype Specialist</td>
<td>Madison, WI</td>
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<tr>
<td>Design Trust</td>
<td>Owner/Manager</td>
<td>Hackensack, MN</td>
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<tr>
<td>Digi-Key Corporation</td>
<td>Graphic Designer</td>
<td>Thief River Falls, MN</td>
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<tr>
<td>Digi-Key Corporation</td>
<td>Internet Media Image Designer</td>
<td>Thief River Falls, MN</td>
</tr>
<tr>
<td>Diversicom DTV 19</td>
<td>Assistant Producer</td>
<td>Sauk Centre, MN</td>
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<tr>
<td>DKY, Inc.</td>
<td>Junior Art Director</td>
<td>Minneapolis, MN</td>
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<tr>
<td>E &amp; M Consulting, Inc.</td>
<td>Web Designer</td>
<td>Chaska, MN</td>
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<tr>
<td>Eagle Printing</td>
<td>Graphic Designer</td>
<td>Bemidji, MN</td>
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<tr>
<td>Echo Publishing &amp; Printing</td>
<td>Website Coordinator</td>
<td>Pequot Lakes, MN</td>
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<td>Electronic Easel</td>
<td>Graphic Designer</td>
<td>St. Paul, MN</td>
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<td>Ellerbe Becket</td>
<td>Assistant Computer Graphic Designer</td>
<td>Minneapolis, MN</td>
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<tr>
<td>Exhibit Group/Gilspur</td>
<td>Exhibit Design</td>
<td>Brooklyn Park, MN</td>
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<tr>
<td>Featherlite Design</td>
<td>Designer</td>
<td>Minneapolis, MN</td>
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<td>Featherlite Exhibits</td>
<td>Graphic Designer</td>
<td>Minneapolis, MN</td>
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<tr>
<td>Featherlite Exhibits</td>
<td>Project Coordinator</td>
<td>Minneapolis, MN</td>
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<tr>
<td>Fedex Kinkos</td>
<td>Lead Project Coordinator</td>
<td>Edina, MN</td>
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<tr>
<td>Fergus Falls Daily Journal</td>
<td>Graphic Designer/Web Designer</td>
<td>Fergus Falls, MN</td>
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<tr>
<td>Field Logic</td>
<td>Graphic Designer</td>
<td>Superior, WI</td>
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<tr>
<td>Formation Design Group</td>
<td>Technical Development Lead</td>
<td>Atlanta, GA</td>
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<tr>
<td>Freeman Companies</td>
<td>Corporate Designer</td>
<td>Dallas, TX</td>
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<td>GES Exposition Services</td>
<td>National Sales Designer</td>
<td>Landover, MD</td>
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<td>GES Exposition Services</td>
<td>Exhibit Designer</td>
<td>Los Angeles, CA</td>
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<td>Go West Multimedia</td>
<td>Creative Designer</td>
<td>West Lake Village, CA</td>
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<tr>
<td>Grand Forks Herald</td>
<td>Ad Designer</td>
<td>Grand Forks, ND</td>
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<td>Greenspring Media Group</td>
<td>Web Designer</td>
<td>Minneapolis, MN</td>
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<tr>
<td>Halo Art and Design</td>
<td>Owner/Designer</td>
<td>Minneapolis, MN</td>
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<tr>
<td>Hasbro Games</td>
<td>Model Maker</td>
<td>East Longmeadow, MA</td>
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<td>Haworth Marketing &amp; Media</td>
<td>Creative Services</td>
<td>Minneapolis, MN</td>
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<tr>
<td>Headwaters Science Center</td>
<td>Exhibit Floor Manager</td>
<td>Bemidji, MN</td>
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<td>Heritage Exhibits</td>
<td>Exhibit Designer</td>
<td>Dallas, TX</td>
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<tr>
<td>Image Photography</td>
<td>Digital Design Technician</td>
<td>Bemidji, MN</td>
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<tr>
<td>Image Photography</td>
<td>Photographer</td>
<td>Bemidji, MN</td>
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<tr>
<td>Inform, Inc.</td>
<td>Prototype Specialist</td>
<td>Superior, WI</td>
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<td>Ingenium Product Development</td>
<td>Model Builder</td>
<td>Allenton, WI</td>
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<td>Ink Spot Press</td>
<td>Graphic Designer</td>
<td>Bemidji, MN</td>
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<td>Insignia Systems, Inc.</td>
<td>Graphic Designer</td>
<td>Maple Grove, MN</td>
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<td>Johnson Screens</td>
<td>Marketing Communications</td>
<td>New Brighton, MN</td>
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<td>Kanabec Publications</td>
<td>Ad Designer</td>
<td>Mora, MN</td>
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<td>Kinwind Project</td>
<td>Intern</td>
<td>St. Paul, MN</td>
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<td>Lake Country Journal Magazine</td>
<td>Graphic Designer</td>
<td>Baxter, MN</td>
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<tr>
<td>Lakes Entertainment</td>
<td>Electronic Publisher</td>
<td>Minnetonka, MN</td>
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<tr>
<td>Lands End</td>
<td></td>
<td>Dodgeville, WI</td>
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</tbody>
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Legacy Design Partners
Lets Get Graphic
Lexis Nexis
Lime Valley Advertising
McDonald Distributing
MediaUSA, Inc.
Merrill Corporation
Michael's Arts and Craft Store
Midland Atlas Company
Midwest Captions.Com
Midwest Model Makers, Inc.
Minuteman Press
Minutemen Press
MN Historical Society
Model Plus
Multi-Images
National Chemicals
Nortech
Nortech Systems, Inc.
North American Membership Group, Inc.
Northern Wire
Northstar Publishing
NorthStar Telcom
NPallel
Omega, Inc.
One Buck
Orbis Broadcast Group/Self-Employed
Out There Advertising
Pathfinder Technologies
Phillips-Van Heusen
Pinnacle Publishing
Pinnacle Publishing
Prestige Technical Services
PSA Mags
Q-Shop
Range Printing
Reed Prototype & Model
Reeds, Inc.
Scott Advertising
Scoville
Self-Employed
Self-Employed
Self-Employed
Shonkwiler-Marcoux Advertising
SignPro
Smurfit-Stone Container
SPC Printing
Spectrum Printing, Design & Apparel
Spot Up Medien
St. Cloud Times
Standard Beverage Corporation
Star Exhibits
Star Exhibits and Environments
Tascet, Inc.
Taylor Corporation
The Exhibit Company
The Freeman Companies
The Hartford

Junior Designer
Graphic Designer
Source Inventory Clerk
Multi-Media Designer
Merchandising Specialist
Graphic Designer
Digital Print Operator
Senior Framer
Designer
Graphic Designer
Model Maker
Graphic Designer
Graphic Designer
Web Designer
Model Maker
Graphic Designer
Graphic Designer/Administrative Assist. Engineer
Process Technician
Graphic Designer
Drafter/Designer
Graphic Designer
Marketing Director
Designer
Multimedia Specialist
Graphic Designer
Freelance Graphic Designer
Art Director/Print & Broadcast Traf Mgr
Webmaster/Designer/Technology Manager
Graphic Designer
Graphic Design
Web Design
Contractor
Web Designer
Robot Programmer
Graphic Designer
Model Maker/Computer Technician
Prototype Maker
VP of Sales
ED Operator
Graphic Designer
Design
Freelance Designer
Graphic Artist
Sales Consultant
Graphic Specialist/Lan Coordinator
Graphic Artist
Graphic Designer
Digital Designer
Designer
Graphic Artist
RSE Production
Graphic Designer
Web Designer
Graphic Designer
Exhibit Design
Designer
Client Engineer

Minneapolis, MN
Coon Rapids, MN
Dayton, OH
Mankato, MN
Rush City, MN
Litchfield, MS
St. Cloud, MN
Burnsville, MN
Watford City, ND
Brainerd, MN
Indianapolis, IN
Grand Rapids, MN
Hudson, WI
St. Paul, MN
Grays Lake, IL
St. Cloud, MN
Winona, MN
Thief River Falls, MN
Bemidji, MN
Minnetonka, MN
St. Cloud, MN
International Falls, MN
Grand Forks, ND
Plymouth, MN
Edina, MN
Golden Valley, MN
Chicago, IL
Duluth, MN
Eaton Prairie, MN
New York, NY
Bemidji, MN
Bemidji, MN
West Chester, OH
Fargo, ND
Minneapolis, MN
Brainerd, MN
Austin, TX
Austin, TX
Bemidji, MN
Plymouth, MN
Bemidji, MN
Pine River, MN
Duluth, MN
Las Vegas, NV
Cloquet, MN
Fargo, ND
Hibbing, MN
Little Falls, MN
Braunschweig, Germany
St. Cloud, MN
Lenexa, KS
Brooklyn Center, MN
Minneapolis, MN
Madison, WI
Mankato, MN
Ventura, CA
Alexandria, CA
Woodbury, VA
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<tr>
<td>The Trade Group</td>
<td>Design Creative</td>
<td>Dallas, TX</td>
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<tr>
<td>Trane Company</td>
<td>Digital Designer</td>
<td>St. Paul, MN</td>
</tr>
<tr>
<td>Twin City Supply</td>
<td>Graphic Designer</td>
<td>St. Louis Park, MN</td>
</tr>
<tr>
<td>University of Minnesota</td>
<td>Assistant Creative Director</td>
<td>Minneapolis, MN</td>
</tr>
<tr>
<td>USA Color Printing</td>
<td>Art Director</td>
<td>Bemidji, MN</td>
</tr>
<tr>
<td>USA Color Printing</td>
<td>Graphic/Web Designer</td>
<td>Bemidji, MN</td>
</tr>
<tr>
<td>Vista Technologies</td>
<td>Prototype Developer</td>
<td>Vadnais Heights, MN</td>
</tr>
<tr>
<td>Westmorelandflint</td>
<td>Graphic Designer</td>
<td>Duluth, MN</td>
</tr>
<tr>
<td>William Sand</td>
<td>Graphic Design</td>
<td>Eagan, MN</td>
</tr>
<tr>
<td>Wolters Kluwer Financial Services</td>
<td>Desk-Top Publisher</td>
<td>Waite Park, MN</td>
</tr>
<tr>
<td>Woodbury Bulletin</td>
<td>Graphic Designer</td>
<td>Hudson, WI</td>
</tr>
</tbody>
</table>

Colleges and Universities Where BSU Design Technology Graduates Have Gone to Continue Their Education:

Bemidji State University, Bemidji, MN
Washington State University, Pullman, WA

**Note 1:** Some of the above job/career titles require advanced degrees or specialized training.

**Note 2:** Degrees alone do not get students jobs. Internships, summer jobs, volunteer work, part-time jobs, work-study positions, and active participation in student organizations on campus are all ways to become more competitive in a tight job market.

**Note 3:** Personal Competencies: it is also recommended that individuals be competent in a variety of communication methods, and computer skills are a must.

**Bibliography:**
Annual Graduate Follow-Up Study 1997-2010, Bemidji State University, Bemidji, MN (2011)
Bemidji State University Undergraduate Catalog 2011-2012, Bemidji State University, Bemidji, MN (2011)

For more information, please contact the Career Services Office in 102 Sanford Hall or call us at 218-755-2038 or toll free at 800-657-3726.