

Career Outlook: Design

Design Programs Available at Bemidji State University through Technology, Art and Design:

Major: Design (B.S.) **Minors:** Studio Arts, Design

Emphases: Graphic Design; Exhibit Design; Studio Arts; Model Design

Department Website: http://www.bemidjistate.edu/academics/departments/technology_art_design/

EMPLOYMENT AREAS AND PROJECTED DEMAND:

The "Occupational Outlook Handbook" (OOH) reports that graphic designers held about 281,500 jobs in 2019. 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 21% were self-employed. OOH reports that the nationwide demand for graphic designers/web art directors is expected to decline 4% through 2029, with people in generally earning between \$30,810 and \$89,210 per year. The median pay for 2019 was \$52,110 per year.

The exhibit design field is small and is not listed in the "Occupational Outlook Handbook" (OOH), however, Bemidji State University exhibit designers have been able to secure employment with employers in the trade-show and design industries.

PLACEMENT INFORMATION FOR DESIGN GRADUATES:

There are many career opportunities for Bemidji State University Design graduates. Of the 16 Bemidji State University 2018-2019 Design graduates, 84.6% reported obtaining related employment within one year of graduation. This does not include students who were continuing their education, not seeking employment, unavailable, or had unknown status.

PARTIAL LIST OF EMPLOYERS WHO HAVE REPORTED HIRING BSU DESIGN GRADUATES*:

(This list only includes employment within one year of graduation.)

Cyclops Ink	Tattoo Artist	Bemidji, MN
Freeman Company	Environmental Designer	St. Paul, MN
SD Game, Fish & Parks	Lead Graphic Designer	Pierre, SD
Self Employed	Freelance Designer	Minneapolis, MN
Showdown Displays	Graphics Coordinator	Brooklyn Center, MN
Snell Motors	Marketing Coordinator	Mankato, MN
Steelhead Productions	Exhibit Designer	Las Vegas, NV
Target	Visual Merchandiser	Minneapolis, MN
The Design Factory, LLC	Graphic and Exhibit Designer	Las Vegas, NV
Zener MedTech	Sales Support	Changzhou City, JI

COLLEGES AND UNIVERSITIES WHERE BSU DESIGN GRADUATES HAVE GONE TO CONTINUE THEIR EDUCATION:

- University Of North Dakota, Grand Forks, ND

*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.

Bibliography:

Annual Graduate Follow-Up Study 2018-2019. Bemidji State University, Bemidji, MN (2021)
Bemidji State University Undergraduate Catalog 2020-2021. Bemidji State University, Bemidji, MN (2021)
Occupational Outlook Handbook. U.S. Dept. of Labor, JIST Publishing Inc., Indianapolis, IN (2020)

For more information, contact Career Services; Decker Hall/218-755-2038/career@bemidjistate.edu

For more job listings please visit:



<https://www.bemidjistate.edu/services/career/events-guides-resources/job-listings/>



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