

Career Outlook: Design

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

Majors: Art: New Studio Practice (B.F.A); Technology, Art and Design (B.S.)

Minors: Art, Design, Event Design, Event Planning, Interactive Multimedia Design, Technology, Art & Design, Maker Space Technology, Project Management

Emphases: 3-D Arts; Illustration; Exhibit & Experience; Event Planning & Project Management; Creativity & Innovation; Prototype Engineering & Model Making; Interactive Multimedia Design; Graphic Design; Digital Illustration & Animation

Certificates: Multiple offerings—refer to the Catalog

Department Website: <https://www.bemidjistate.edu/academics/departments/technology-art-design/>

EMPLOYMENT AREAS AND PROJECTED DEMAND:

The "Occupational Outlook Handbook" (OOH) reports graphic designers that held about 265,000 jobs in 2021. 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 19% were self-employed. OOH reports that the nationwide demand for graphic designers/web art directors is expected to grow 3% through 2031, with people in generally earning between \$31,310 and \$98,260 per year. The median pay for 2021 was \$50,710 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 tradeshow and design industries.

PLACEMENT INFORMATION FOR DESIGN GRADUATES:

There are many career opportunities for Bemidji State University Design graduates. Of the 23 Bemidji State University 2020-2021 Design graduates, 70.6% 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.)

Advocates of the Bemidji Area	Graphic Designer	Bemidji, MN
Blue 84	Production Artist	Detroit Lakes, MN
Derse	Associate Environments Designer	Las Vegas, NV
GN Group	Graphic Designer	Minneapolis, MN
Hamilton (x2)	Junior Designer	Indianapolis, IN
Lakeshirts	Graphic Production Artist	Detroit Lakes, MN
Making Web, LLC	Graphic Designer	Anoka, MN
Snyder and Associates Inc.	Graphic Designer	Ankeny, IA
Tesla	Data Annotation Specialist	Buffalo, NY
University of Minnesota	Creative Assistant	Minneapolis, MN

*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 2020-2021. Bemidji State University, Bemidji, MN (2023)
Bemidji State University Undergraduate Catalog 2022-2023. Bemidji State University, Bemidji, MN (2023)
Occupational Outlook Handbook. U.S. Dept. of Labor, JIST Publishing Inc., Indianapolis, IN (2022)

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

For more job listings please visit:

Handshake

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



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