



Too Many Grads or Too Few Competencies Redux

Kathryn Weinstein

Associate Professor Graphic Design, Queens College, CUNY

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Design Incubation Colloquium 1.5

2005

***Too Many Grads or Too Few Competencies?
The Design School Dilemma***

3,500 graduates (from NASAD 152 four year programs)
or 40,000 graduates (4 year programs, AA, art degrees)?

50% of graphic design graduates leave the field within one
year (due to lack of jobs or lack of competencies?)

2013

Table 1: Number of graphic design or related degrees* conferred by public, private non-profit colleges and private for-profit colleges and universities

Type of college	4 year GD degree (594 colleges)	2 year program with GD degrees (418 colleges)	4 year fine art/studio art program (1045 colleges)
Public	5,452	6,171	18,075
Private Nonprofit	6,623	89	6,480
Private for Profit	6,691	640	176
Total	18,766	6,900	24,731

*The Integrated Postsecondary Education Data System (IPEDS) query included the following classifications for degrees: Design & Visual Communications, Commercial and Advertising Art, Graphic Design, Illustration, Game and Interactive Media Design, Graphic Communications, Animation & Interactive and Multi-Media.

2013 Graphic Design Degrees

Table 2: Four-year Graphic Design Degrees Conferred per IPED Major Classification, 2013

Type of college	Public College (131)	Private not for profit (301)	Private for profit (162)
Design & Visual Communications	1,712	946	450
Graphic Design	1,498	2,321	2,218
Graphic Communications	647	725	1,358
Total	3,857	3,992	4,026
Grand Total	11,875 newly minted graduates with 4 year degree in GD		

The Integrated Postsecondary Education Data System (IPEDS) query included the following classifications for degrees:
Design & Visual Communications,, Graphic Design, Graphic Communications

2013 Graphic Design Employment

259,500 jobs (including self-employed in graphic design with an estimated growth of 7% over the next 10 years= 1,740 new jobs available in 2013 due to growth and retirement.



Employment Opportunities for 14% of Graduates in 2013.

2013 Graphic Design plus Interaction & Animation

Table 2: Number and types of graphic design or related degrees conferred by public, private nonprofit colleges and private for-profit colleges and universities

Type of college	Public College (131)	Private not for profit (301)	Private for profit (162)
Design & Visual Communications	1,712	946	450
Graphic Design	1,498	2,321	2,218
Graphic Communications	647	725	1,358
Commercial & Advertising Art	743	683	58
Illustration	187	1017	353
Game & Interactive Media Design	109	163	939
Animation & Interactive	340	631	1228
MultiMedia	216	137	87
Total	5,452	6,623	6,691
Grand Total	18,766		

2013 Graphic Design & Related Employment*

If all of the related fields to Graphic Design, as identified by the Department of Labor, are pooled together the combined fields supported 770,000 in 2012 and anticipated 7,690 new openings.



Employment Opportunities for 41% of Graduates in 2013.

** Graphic Design + Art Directors + Desktop Publishing + Advertising & Marketing
+ Multimedia Artists and Animators + Website Design and Development*

An aerial photograph showing a vast outdoor gathering of people, likely at a festival or fair. The ground is covered with hundreds of folding chairs, many of which are occupied by people. The scene is densely packed, with people scattered across the entire area. The text is overlaid on the top portion of the image.

Not All Degrees Are the Same

Many colleges and universities offer courses and degree programs in graphic design; however, content, time spent in the major, and graduation competencies reflect various purposes.

— *Making Choices About The Study Of Graphic Design*,
The American Institute of Graphic Arts (AIGA)
and the National Association of Schools of Art and Design (NASAD)

2013 Removing Suspect Colleges From the Pool

Senator Tom Harkin's task force on the for-profit education sector, has identified 30 corporations that graduated over 5,000 students in graphic design or related fields* in 2013 who may seriously lack the qualifications for entry-level employment. Schools include Full Sail, Art Institutes, DeVry, etc.)



Employment Opportunities for 55% of Graduates in 2013.

** Graphic Design + Art Directors + Desktop Publishing + Advertising & Marketing
+ Multimedia Artists and Animators + Website Design and Development*

A man and a woman are walking on a sidewalk. The woman is stepping into a large puddle, splashing water. The man is looking at her. The background is a blurred city street.

Confusion of Competencies Delivered by Programs

...many students falsely believe they have the qualifications to practice graphic design. “More often than not, the implied contract (from the school) with students who enroll in graphic design courses or non-professional design programs is that they will be qualified to offer professional design services to clients.”

— Meredith Davis as quoted from Heller, S (2005)

Too Many Grads or Too Few Competencies? The Design School Dilemma

Why the Confusion?

Our students graduate with superior design skills, create high quality portfolios, and have gone on to secure top design jobs.

...open the door to a host of rewarding careers.

you're connected..graduates have a higher than average job placement rate.

...necessary to pursue an entry-level position ...in positions such as graphic design, web design, computer animation, 3D graphic visualization, motion graphics design, and interactive multimedia design.

2013 — Factoring in Community College Graduates

Presumably a large number of students graduating from community colleges with Associates degrees are encouraged to pursue further study in a four-year college. If only half of the students graduating from community colleges with degrees in graphic design pursued entry-level jobs upon graduation in 2013, the pool of individuals seeking entry-level graphic design related employment would have increased to 17,255 graduates for 7690 positions, or 44% of the pool could find degree- related employment possibilities



Employment Opportunities for 44% of Graduates in 2013.

** Graphic Design + Art Directors + Desktop Publishing + Advertising & Marketing
+ Multimedia Artists and Animators + Website Design and Development*

2013 — Factoring in 4 Year General Arts Degrees

If half of the students graduating with four year fine art or studio art degrees hope to find employment in the field, the pool of individuals seeking entry-level graphic design related employment would have increased to 29,620 graduates for 7690 positions, or 30% of the pool could find degree- related employment possibilities



Employment Opportunities for 30% of Graduates in 2013.

** Graphic Design + Art Directors + Desktop Publishing + Advertising & Marketing
+ Multimedia Artists and Animators + Website Design and Development*



Since 2005

Greater number of programs & an explosion of graduates.
Close to 19,000 graduates in Graphic Design* 2013.

As many as 50,000 in 2013, who might falsely believe they
are equipped to enter the field.

CONCLUSION:

Too Many Graduates AND Too Few Competencies.

So, who is being hired?

** Design & Visual Communications + Graphic Design + Graphic Communications +
Commercial & Advertising Art + Illustration + Game & Interactive Media Design + Animation &
Interactive + MultiMedia*

The Intersection of Public & Private Colleges

Table 4: Number of conferred degrees graphic design or related degrees from NYC colleges and universities, 2013

Type of college	Number of graduates*	Percentage of Graduates
Public (5)	335	26%
Private Nonprofit (7)	562	43%
Private for Profit (2)	399	31%
Total	1,296	100%

*The Integrated Postsecondary Education Data System (IPEDS) query included the following classifications for degrees: Design & Visual Communications, Commercial and Advertising Art, Graphic Design, Illustration, Game and Interactive Media Design, Graphic Communications, Animation & Interactive and Multi-Media.

Further Research Needed

- Rigorous & Truthful Career Pathways Studies
 - Dissemination of the Findings
 - Collaboration between Public & Private design programs
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- Evaluation of Bureau of Labor Statistics

REFERENCES

AIGA: American Institute of Graphic Arts and National Association of Schools of Art and Design (n.d). *Making choices about the study of graphic design*. Retrieved from http://nasad.arts-accredit.org/site/docs/AIGA-NASAD%20PUBLICATIONS/AIGA_NASAD_student_brochure.pdf (August 15, 2014).

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Thank You!

Kathryn Weinstein
Kathryn.Weinstein@qc.cuny.edu