

Arts & Design

Occupations within this sector:

- **Art Directors:**

Employment of art directors is expected to increase 9 percent from 2010 to 2020, slower than the average for all occupations. Art directors will continue to be needed to oversee the work of graphic designers, illustrators, photographers, and others engaged in artwork or layout design.

The most new jobs are expected in the advertising, public relations, and related services and specialized design services industries. Advertising, public relations, and related services is expected to add 2,600 art director jobs from 2010 to 2020. Specialized design services are projected to add 700 art director jobs over the same period.

- **Craft & Fine Arts:**

Job growth for craft artists may be limited by the sale of inexpensive, mass-produced items designed to look like handmade American crafts. However, consumers' continued interest in locally-made products will likely offset some of these employment losses.

- **Fashion Designers:**

Strong competition for jobs is expected because of the large number of people who seek employment as fashion designers and the relatively few positions available.

Those with formal education in fashion design, with excellent portfolios, and with industry experience will have the best job prospects.

- **Floral designers:**

Employment of floral designers is expected to decline by 9 percent from 2010 to 2020. The need for floral designers is expected to decline as people buy fewer elaborate floral decorations.

- **Graphics designers**

Employment of graphics designers is expected to increase by 13 percent from 2010 to 2020, about as fast as the average for all occupations.

Graphic designers are expected to face competition for available positions. Many talented individuals are attracted to careers as graphic designers. Prospects will be best for job applicants with website design and other interactive media experience.

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- **Industrial designers**

Employment of industrial designers is expected to grow by 10 percent from 2010 to 2020, about as fast as the average for all occupations. Increasing consumer demand for new products and new product styles should increase demand for industrial designers.

Prospects are best for job applicants with a strong background in computer-aided design (CAD) and computer-aided industrial design (CAID).

- **Interior designers**

Employment of interior designers is expected to grow by 19 percent from 2010 to 2020, about as fast as the average for all occupations. Designers will be needed to respond to consumer expectations that the interiors of homes and offices meet certain conditions, such as being environmentally friendly or more easily accessible.

- **Multimedia artists**

Employment of multimedia artists and animators is expected to grow by 8 percent from 2010 to 2020, slower than the average for all occupations. Expected growth will be due to increased demand for animation and visual effects in video games, movies, and television. However, it will be slowed by companies hiring animators who work overseas.

Despite job growth, there will be competition for job openings because many people are interested in entering the occupation. Opportunities should be best for those who have artistic talent or who are highly skilled in creating computer graphics.

- **Set and exhibit designers**

Some set and exhibit designers serve as resident designers for theater, dance, and opera companies that produce shows year round. However, many companies prefer to contract out their set designs to self-employed or freelance designers on a show-by-show basis. This trend is expected to increase, in part because some producers find it more economical to contract for design work than to employ designers full time. As a result, employment of set and exhibit designers in specialized design firms is expected to grow by 27 percent from 2010 to 2020.