

# The Graphic Arts Industry

## Overview

# Largest US Employer?

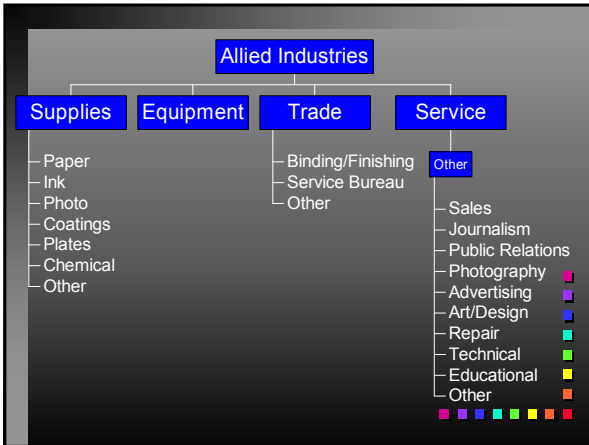
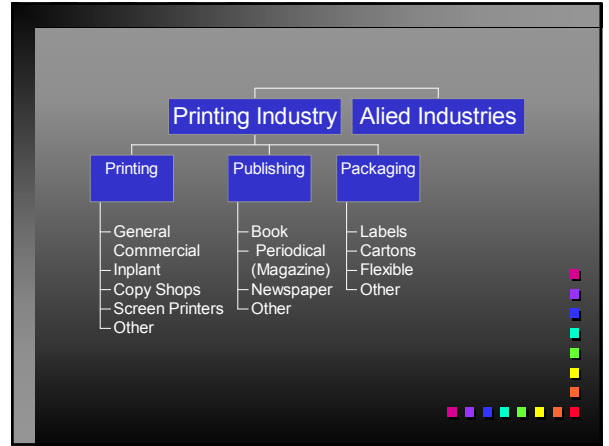
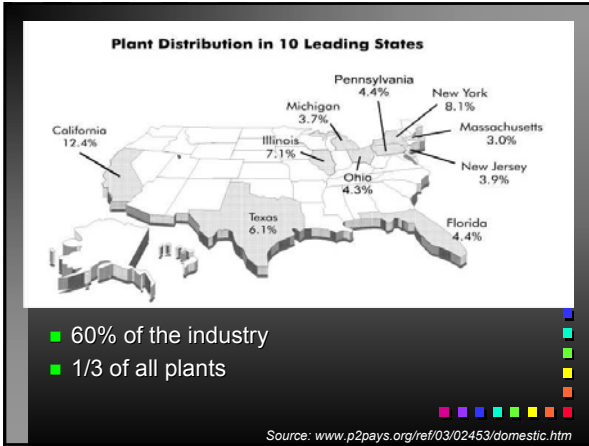
- Printing or Auto Industry?
  - Printing
    - 1 million people
  - Auto
    - 780,000 people
- ¾ of employees are over 55
  - What does that mean?
- Opportunities abound

Source: [www.p2pays.org/ref/03/02453/domestic.htm](http://www.p2pays.org/ref/03/02453/domestic.htm)

# Industry Facts Printing and Publishing

- 45,964 US printing plants – end of '01
  - 15% decline
  - Mostly smaller companies
- 20-24 employees – 28% growth
- 50-59 employees – 37% growth
- 100-249 employees – 44% growth
- 250+ employees – 71% growth
- Average size plant
  - 17 workers in 1993
  - 25 workers in 2002





- ### Trends
- Changing technology - more sophisticated
  - Retraining required - 4X during career
  - Future workers
    - More flexible, adaptable, & innovative
    - Increased problem solving skills
    - Ability to work in teams
    - Understanding of economics of production and quality

- ### Department of Technology
- College of Business and Technology
- Bachelor of Science
    - Printing Management
  - Associate Degree in
    - Digital Imaging Design
  - Minor in
    - Computer Electronic Publishing

- ### Required Courses
- |                          |             |
|--------------------------|-------------|
| Graphic Arts             | PMT 211/212 |
| Electronic Publishing    | PMT 217     |
| Graphic Arts II          | PMT 316     |
| Electronic Publishing II | PMT 317     |
| Printing Processes       | PMT 319     |
| Web Publishing           | TEC 255/256 |
| Web Animation            | TEC 355/356 |
| Digital Photography      | TEC 313     |
| Photography              | TEC 315     |

# Minor Requirements

## Computer Electronic Publishing

- Required
  - PMT 211/212
  - PMT 217
  - PMT 317
  - TEC 313
- Select 6 hrs
  - PMT 316
  - PMT 319
  - TEC 255/256
  - TEC 355/356

