

Key Research Findings

This analysis was based on the pre-determined criteria and measures listed below:

Section	Description	Measures
Student Demand	<p>Includes an assessment of OCAS (2007 - 2011) enrolment data at other colleges in terms of mean growth rate with a specific focus on Fleming's direct competitors where appropriate (Georgian, Sheridan, Seneca and Durham)</p> <p>Trends in certificate, diploma, degree, apprenticeship and continuing education (where available).</p> <p>Click Below to Access Full Source Document: Fall Enrollment Trend</p>	<ul style="list-style-type: none"> ● Strong = Fleming enrolment growth is outpacing system and is equal to or greater than 3% ● Moderate = Fleming enrolment growth is equivalent to system demand and is between 1.0 to 2.9% ● Weak = Fleming enrolment growth is less than the system demand and is less than 1%
Labour Market	<p>Includes projected employment rate growth based on a consolidation of various Ontario, Canadian, and US sources including HRSDC, Sector Council Reports US Bureau of Labour Statistics, and the MTCU Employment Profile.</p>	<ul style="list-style-type: none"> ● Strong = Between 5-6 positive labour market indicators ● Moderate = Between 3-5 positive labour market indicators ● Weak = Between 1-2 or no positive labour market indicators
Competitive Analysis	<p>Includes the number of actual colleges offering the program as well as the ratio of applications to acceptances at Fleming compared to other colleges and specific comment about Fleming's direct competitors where appropriate (Georgian, Sheridan, Seneca and Durham)</p> <p>Click Below to Access Full Source Document: Fall Conversion Report</p>	<ul style="list-style-type: none"> ● Strong = Fleming conversion ratio is greater than 2 below the system ● Moderate = Fleming conversion ratio is 1 above, below or equal to the system ● Weak = Fleming conversion ratio is greater than 2 above than the system
Financial Analysis	<p>Includes a review of Contribution to Overhead (CTO) for existing programs (2010-11)</p> <p>Click Below to Access Full Source Document: Costing Analysis</p>	<ul style="list-style-type: none"> ● Strong = CTO is greater than 35% ● Moderate = CTO is between 30 - 34% ● Weak = CTO is between 20 – 30% <p>No Contribution = 19% or less</p>

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Key Performance Indicators	<p>Includes KPI trends from the Key Performance Indicator Summary 5 Year Historical Overview KPI Data from Reporting Years 2008-2012.</p> <p>Click Below to Access Full Source Document: Key Performance Indicators</p>	<ul style="list-style-type: none"> ● Strong = Above system average in 6-7 indicators ● Moderate = Above system average in 3-5 indicators ● Weak = Above system average in 0-2 indicators.
Resource Analysis	<p>Requires school level assessment regarding space, technology, capital equipment and human resources. Recommendations from recent Program Review Reports included here</p>	

Key Research Findings

Digital Image Design (41814)

Student Demand¹

• **MODERATE**

The following information consists of spring registration data as well as a mean growth rate and average student registration for each program under these categories, provided by the program's coordinator:

Certificate

- Fleming is the only school to offer this program, which has experienced a mean growth of **14%** and an average registration of **8 students**

Certificate

Program: 41814 – Digital Image Design														
	2008	2009	% Change (08-09)	2009	2010	% Change (09-10)	2010	2011	% Change (10-11)	2011	2012	% Change (11-12)	% Mean Growth Rate (08-12)	5 Year Average Reg. Students
Fleming							7			7	8	14	14	8
Total							7			7	8	14	14	8

Labour Market

• **MODERATE**

Employment Ontario²

Graphic Arts Technicians (NOC – 5223)

- Employment Ontario Rating (2009-2013):
 - Average**
- Education and Training
 - "A university degree or college diploma in commercial or graphic arts is usually required. Experience or training in multimedia design at a post-secondary college or technical institution may be required. On the job training may substitute for education for persons with demonstrated technical and artistic skills. Creative ability and artistic talent, as demonstrated by a portfolio of work, is required."

¹ Registration data obtained from the Program Counts by Applicant Type Report (RPT0050P) in the OCAS Reporting and Analytics Cube December 7, 2011. Some programs/colleges may not be included because they were missing MCU codes in the OCAS dataset Prepared by Fleming Data Research (07-2012)

² "5223 Graphic Arts Technicians." *Employment Ontario*. N.p., n.d. Web. 15 Aug. 2012. <http://www.tcu.gov.on.ca/eng/labourmarket/ojf/pdf/5223_e.pdf>.

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- Demand
 - “Opportunities for employment in this occupation are expected to be average over the period from 2009 to 2013. This is a small occupational group with few positions expected from retirements and worker turnover.”
 - “Technology has greatly enhanced the work of graphic and commercial artists but has also added to the skills required to function effectively. Advertisers, publishers and computer design firms look for graphic art technicians who possess strong computer design skills and are highly creative with experience in marketing and business management. Those with knowledge of computer design software such as web site design and animation will have the best job opportunities.”
 - “Graphic arts technicians will be required to assist with the display characteristics of web sites, video games, cellular phones, personal digital assistants and other technology. In addition, the expansion in the video entertainment market will also fuel demand for these workers.”

HRSDC³

Graphic Arts Technicians (NOC – 5223)

	Level	Share
Expansion Demand:	11,409	53%
Retirements:	7,576	36%
Other Replacement Demand:	1,210	6%
Emigration:	1,134	5%
Projected Job Openings:	21,328	100%
	Level	Share
School Leavers:	16,882	83%
Immigration:	2,578	13%
Other	925	5%
Projected Job Seekers:	20,385	100%

- “Based on projections and considering that labour supply and demand in this occupation were balanced, it is expected that the number of job seekers will remain sufficient to fill job openings over the 2011-2020 period. The main source of job openings will be expansion demand. The number of new jobs will be higher than over the 2001-2010 period. Although the retirement rate in this occupation is below the overall economic average, the majority of job openings over the projection period will arise from replacement needs due to retirement. The relatively low retirement rate in this occupation is due to the fact that workers are generally younger and retire later than in other occupations. In terms of supply, the majority of job seekers will come from the school system. However, a rather large number of workers will leave this occupation

³ "Photographers, Graphic Arts Technicians And Technical Occupations (522)." Canadian Occupational Projection System (COPS). N.p., n.d. Web. 15 Aug. 2012. <<http://www23.hrsdc.gc.ca/occupationsummarydetail.jsp?&tid=66>>.

Key Research Findings

for others because of the often precarious nature of employment in motion pictures, performing arts, broadcasting and photography.”

US Bureau of Labour⁴

Graphic Designers (SOC – 27-1024)

Occupational Title	SOC Code	Employment, 2010	Projected Employment, 2020	Change, 2010-20	
				Percent	Numeric
Graphic Designers	27-1024	279,200	316,500	13	37,300

Computer systems design and related services	61%
Specialized design services	27
Advertising, public relations, and related services	17
Printing and related support activities	2
Publishing industries (except Internet)	-4

- “Employment of graphic designers in printing and publishing is expected to increase by 2 percent and decline by 4 percent respectively, during the projection period. However, as shown in the table below, employment for graphic designers in computer systems design and related services is expected to grow by 61 percent over the same period.”
- “With the increased use of the Internet, designers will be needed to create designs and images for portable devices, websites, electronic publications, and video entertainment media.”
- “Graphic designers will take on increasingly important roles in the marketing of products. For example, graphic designers working in advertising or for computer design firms may influence the design of websites and publications. Designers will work with advertising and marketing staff to create graphics for websites, mobile phones, and other technology.”
- “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.”

Sector Councils and Reports

- [Canadian Association of Photographers and Illustrators in Communications](#)
- [Canadian Printing Industries Sector Council \(CPISC\)](#)
- [Cultural Human Resources Council](#)
- [Information and Communications Technology Council](#)
- [Society of Graphic Designers of Canada](#)
- [Association of Registered Graphic Designers of Ontario](#)

⁴ “Graphic Designers.” *Occupational Outlook Handbook*. N.p., n.d. Web. 15 Aug. 2012. <<http://www.bls.gov/ooh/arts-and-design/graphic-designers.htm#tab-6>>.

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- This occupation does **not** require certification in Ontario or in any Canadian province or territory. **But the Association of Registered Graphic Designers of Ontario does have a professional status designation (RGD) that can be used if you meet their requirements:**
 - **"DISTINGUISH YOURSELF AS AN R.G.D. PROFESSIONAL**
In a world of increasing competition, graphic design professionals need to be able to set themselves apart. Putting the R.G.D. designation after your name lets clients know that you are a professional practitioner of graphic design, that you have many years of experience and education and that you understand not only their design needs, but also their business objectives."
 - **ELIGIBILITY**
"To find out more about the qualification criteria and procedures for becoming an R.G.D., visit the web site of the Examination Board for Graphic Designers at www.rgdexamboard.com or contact our Membership Coordinator and the Exam Board Administrator, Heidi Mulzer, by email at heidi@rgdontario.com or by phone at 1.888.274.3668 ext. 22."
 - **"ANNUAL FEE: \$335 + HST"**

Taken from the Cultural Human Resources Council of Canada-Cultural HR Study 2010⁵

Fast Facts

"Exports for visual arts and crafts in 2008 totalled \$207 million."

"Total federal government support for the visual arts and crafts subsector was \$24.6 million for 2007/08."

Impact of 2008 Economic Downturn

"The impact of the 2008 economic downturn and subsequent changes to consumer and business spending has lead to significant challenges for the visual arts and crafts subsector. It was seen as the top issue by almost half of survey respondents. By 2009, the subsector consisted of 16 per cent fewer registered businesses than in 2006."

Public Appreciation

"The public's view of visual arts and crafts as non-essential goods or services was ranked by survey respondents as the top trend or issue affecting the subsector."

New Technologies

"New technologies are altering and influencing the ways in which visual artists and craftspeople work. Their traditional tools of canvas and paint are now augmented and expanded by pixels and animation. New technologies are also creating concerns over intellectual property rights."

Need for Collaboration

"A lack of collaboration among subsector stakeholders was a significant issue in visual arts and crafts. Achieving common goals as a unified community is challenging for visual artists and craftspeople since they tend to work in isolation."

⁵ "2010 Cultural HR Study." *Cultural Human Resources Council*. N.p., n.d. Web. 14 Aug. 2012. <<http://www.culturalhrc.ca/research/HRStudy2010/hr-trends-e.asp>>.

Key Research Findings

Lack of opportunities

"Employers such as art galleries indicated that a substantial challenge for them was in attracting and retaining qualified workers due to the low levels of compensation and a lack of opportunities in the subsector."

Low, unstable incomes

"Visual artists and craftspeople face the challenges of lower earning levels and unstable work. Insufficient earnings topped the list of visual arts survey respondent issues. Self-employment brings a host of human resource challenges in the areas of income security, financial management, time management, and "employment" benefits including insurance, health coverage, and retirement plans."

Training needed

"Beyond artistic skills, artists need technological and marketing skills to understand how best to distribute and promote their work. Many workers in the visual arts and crafts subsector have good "technical" and "creative" skills but lack business skills. They would benefit from enhancing their entrepreneurial skills, especially in the areas of marketing, negotiation, and financial management."

"Recommendations"

- "Undertake research on models for ensuring social benefits for aging artists, including pension schemes, retirement funds and income guarantees."
- "Support the establishment and sharing of fee schedules and codes of practice for artists and galleries."
- "Support business skills training for employers, visual artists and craftspeople, in the areas of digital technology opportunities."
- "Support training for visual artists and craftspeople on intellectual property and copyright laws."
- "Support training in export marketing to leverage emerging market opportunities and to develop new markets."
- "Undertake labour market research for visual artists and craftspeople, including the establishment of occupational codes for craftspeople, and methodology for gathering statistics on both employers and artists and craftspeople."
- "Develop internship opportunities for emerging artists in arts practice issues and management."
- "Undertake research into the training/mentorship needed for skills associated with art forms, First Nations and ethno-cultural traditions that are at risk of being lost."

This is the executive summary taken from a Report from WorkInCulture on Artists' Business Skill Needs:⁶

"WorkInCulture continues its work on business skills issues for artists and cultural workers which it began with *Enriching Our Work In Culture: Professional Development in Ontario's Cultural Sector* in 2008. The current report is the first of a series of skills check-in. This one polled more than 500 artists from various disciplines around the province."

"Survey questions were organized into four brief sections, covering general employment issues and career goals, perceived challenges to career, professional development needs, and WorkInCulture programs and services. Survey summary results showed a number of trends which will affect training and development around the province:"

⁶ "SKILLS CHECK-IN: A Report from WorkInCulture on Artists' Business Skill Needs." *WorkInCulture*. N.p., n.d. Web. 14 Aug. 2012. <<http://www.workinculture.ca/documents/Check-inFinal2012.pdf>>.

Key Research Findings

- “Slightly **more than one out of three artists work in two or more media**”
- “Despite the challenges of creating a living, **artists are highly motivated, entrepreneurial and resilient**, continuing to practise art in lifelong careers which will require lifelong training”
- “Artists see their **top challenges as finding sources of funds, making sales, marketing and promotion**”
- “Although artists rely on word of mouth and networking to further their careers, increasingly they **take advantage of online sources** to network, market and to learn”
- “Acquiring business skills to manage an entrepreneurial life is extremely important to them; **more than half of respondents have taken some kind of business skill training**”
- “Artists prefer face-to-face learning but increasingly they are **taking advantage of online learning (41%)** and one in four recognize the value of business skill learning that blends styles and technologies.
- There are only **minor differences between artistic disciplines or regions** on the issues, suggesting that more generic training is possible and that training opportunities can be rolled out regionally and provincially. But survey results showed the variety of training providers in communities, suggesting that **there are many potential partners and collaborators** to deliver more systematic business skills training across the province.”

“The report will be shared with WorkInCulture’s professional training partners – its members, other arts discipline associations, community arts councils and others, as well as with its funders.”

Employment Ontario⁷

Graphic Designers and Illustrators (NOC - 5241)

- Employment Ontario Rating (2009-2013):
 - **Average**
- Education and Training
 - “A university degree in visual arts with specialization in graphic design, commercial art, graphic communications or cartooning or completion of a college diploma in graphics arts is usually required. Experience or training in multimedia design at a post-secondary, college or technical institution may be required. In addition to the arts, training in biology, engineering, architecture or a scientific field is usually required for medical, technical and scientific illustrators. To demonstrate their creative ability and artistic talent, graphic designers and illustrators need a portfolio of their published and unpublished work. This can include work done in school, as well as freelance work or projects from a summer job or internship.”
 - “Illustrators may specialize in a particular field such as illustrations for children, advertising editorials, humour, or medical, scientific or technical illustration, or multimedia design. Illustrators are almost solely self-employed.”

⁷ “5241 Graphic Designers and Illustrators.” *Employment Ontario*. N.p., n.d. Web. 15 Aug. 2012. <http://www.tcu.gov.on.ca/eng/labourmarket/ojf/pdf/5241_e.pdf>.

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- “The Association of Registered Graphic Designers of Ontario grants designers who qualify the right to the exclusive use of the designations Registered Graphic Designer and R.D.G. RDG Ontario is the only graphic design association in Canada to have such provincial legislation.”
- Demand
 - “Opportunities for employment in this occupation are expected to be average over the period from 2009 to 2013. However, the profession attracts more talented individuals than there are available job openings. Since the workforce is relatively young, retirement is not expected to create additional opportunities.”
 - “Demand will continue to come from advertisers, publishers and computer design firms. The expansion in the video entertainment market including television, movies and video will present new opportunities for these workers and new requirements to keep up with the latest trends in technology. Designers with website design and animation experience will be in high demand for interactive design projects using video games, cellular phones and personal digital assistants and other technology. Individuals with a bachelor’s degree, knowledge of web site design and animation experience will have the best opportunities.”

HRSDC⁸

Graphic Designers and Illustrators (NOC - 5241)

	Level	Share
Expansion Demand:	21,523	46%
Retirements:	18,930	41%
Other Replacement Demand:	3,579	8%
Emigration:	2,454	5%
Projected Job Openings:	46,486	100%
	Level	Share
School Leavers:	38,028	96%
Immigration:	6,694	17%
Other	-5,204	-13%
Projected Job Seekers:	39,518	100%

- “Based on projections and considering that labour supply and demand in this occupation were balanced, the number of job seekers is expected to remain sufficient to fill job openings over the 2011-2020 period. The job openings for artistic designers and craftspersons will arise primarily from expansion demand. New computer and telecommunications technologies will continue to create new jobs in graphic design. Moreover, interior designers will continue to benefit from high renovation expenditures, though lower than in previous years. Retirements will result in fewer job openings than in other occupations. The retirement rate will be below the average, mainly because the workers in this occupation are typically younger. In terms of labour supply, job seekers will come primarily from the school system. However, a large number of workers will leave this occupation for another because of the often precarious employment conditions.”

⁸ "Creative Designers And Craftspersons (524)." Canadian Occupational Projection System (COPS). N.p., n.d. Web. 15 Aug. 2012. <<http://www23.hrsdc.gc.ca/occupationsummarydetail.jsp?&tid=68>>.

Key Research Findings

Working in Canada⁹

Graphic Arts Technicians (NOC-5223)

- Ontario Rating: **Not Available**

- **Wage Range by Region:**

Location	Wage (\$/hr)		
	Low	Median	High
Ontario	12.00	23.96	37.44
Hamilton--Niagara Peninsula Region	12.00	23.96	37.44
Kingston - Pembroke Region	N/A	N/A	N/A
Kitchener--Waterloo--Barrie Region	12.00	23.96	37.44
London Region	12.00	23.96	37.44
Muskoka-Kawartha Region	N/A	N/A	N/A
Northeast Region	N/A	N/A	N/A
Northwest Region	N/A	N/A	N/A
Ottawa Region	12.00	23.96	37.44
Stratford--Bruce Peninsula Region	N/A	N/A	N/A
Toronto Region	12.00	24.00	38.16
Windsor-Sarnia Region	N/A	N/A	N/A

Working in Canada¹⁰

Graphic Designers and Illustrators (NOC - 5241)

- Ontario Rating: **Not Available** (Except for **FAIR** in the **Toronto Region**)

- **Employment Rating by Region:**

Location	Employment Potential
Hamilton--Niagara Peninsula Region	Fair
Kingston - Pembroke Region	N/A
Kitchener--Waterloo--Barrie Region	Fair
London Region	N/A
Muskoka-Kawartha Region	Fair
Northeast Region	Fair
Northwest Region	Fair
Ottawa Region	N/A
Stratford--Bruce Peninsula Region	Fair
Toronto Region	Fair
Windsor-Sarnia Region	N/A

⁹ "Graphic Arts Technicians (NOC-5223) ." Working In Canada. N.p., n.d. Web. 15 Aug. 2012.
<http://www.workingincanada.gc.ca/report-eng.do?area=8792&lang=eng&noc=5223&action=final&ln=p@ionKeyword=Peterborough%2C+Ontario&s=1&source=0&titleKeyword=graphics+technician#wages>.

¹⁰ "Graphic Designers and Illustrators (NOC - 5241)." Working In Canada. N.p., n.d. Web. 15 Aug. 2012.
<http://www.workingincanada.gc.ca/report-eng.do?area=8792&lang=eng&noc=5241&action=final&ln=p@ionKeyword=Peterborough%2C+Ontario&s=1&source=2&titleKeyword=graphic+designer#wages>.

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- **Wage Range by Region:**

Location	Wage (\$/hr)		
	Low	Median	High
Ontario	13.34	20.00	38.46
Hamilton--Niagara Peninsula Region	13.34	20.00	38.46
Kingston - Pembroke Region	13.34	20.00	38.46
Kitchener--Waterloo--Barrie Region	13.34	20.00	38.46
London Region	13.34	20.00	38.46
Muskoka-Kawartha Region	13.34	20.00	38.46
Northeast Region	N/A	N/A	N/A
Northwest Region	13.34	20.00	38.46
Ottawa Region	13.34	20.00	38.46
Stratford--Bruce Peninsula Region	13.34	20.00	38.46
Toronto Region	14.59	25.00	38.46
Windsor-Sarnia Region	N/A	N/A	N/A

Competitive Analysis¹¹

• **MODERATE**

The following information consists of yearly winter application and registration data as well as a conversion ratio for each program under this category, provided by the program's coordinator:

Certificate

- In 2011, Fleming had a **5:1** conversion ratio, which is an improvement from the 2011 ratio (**7:1**) which was the initial offering of the course

Certificate

Program: 41814 – Digital Image Design															
	App. 2008	Reg. 2008	Conv. Ratio	App. 2009	Reg. 2009	Conv. Ratio	App. 2010	Reg. 2010	Conv. Ratio	App. 2011	Reg. 2011	Conv. Ratio	App. 2012	Reg. 2012	Conv. Ratio
→ Fleming										47	7	7:1	43	8	5:1
Total										47	7	7:1	43	8	5:1

¹¹ Application data obtained from OCAS College Count Cube October 19, 2011 Registration data obtained from the Program Counts by Applicant Type Report (RPT0050P) in the OCAS Reporting and Analytics Cube December 7, 2011. Some programs/colleges may not be included because they were missing MCU codes in the OCAS dataset Prepared by Fleming Data Research (07-2012)

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Financial Analysis

- **NO CONTRIBUTION**

Source: Program Costing Analysis 2010/2011

- Contribution to Overhead: 17.0%
- Program Weight: –
- Funding Unit: –

Key Performance Indicators

- **WEAK**

Source: Key Performance Indicator Summary 5 Year Historical Overview KPI Data from Reporting Years 2008-2012

KPI1-Graduation Rate	-
KPI2-Working	Even with system
KPI3-Working Related	Even with system
KPI4-Grad. Satisfaction	Even with system
KPI8-Student Satisfaction-Learning	-
KPI9-Student Satisfaction- Teachers	-
KPI11-Grad. Satisfaction-Program	Even with system

Resource Analysis

Equipment

Staffing

Space

Key Research Findings

Appendix

The following is the original environmental scan conducted by the Library Researchers to form the basis of the previous summary of Key Research Findings Report.

Digital Image Design

Overview of the Profession

NOC 5223 Graphic Arts Technician

http://www5.hrsdc.gc.ca/noc/english/noc/2011/ProfileQuickSearch.aspx?val=5&val1=5223&val65=*

Graphic arts technicians perform some or all of the following duties:

- Review the graphic designer's instructions
- Produce or assist in developing and producing design concepts
- Capture elements such as titles, text, drawings, illustrations, graphics, lettering and colour harmonization, using a computer
- Produce computerized images and drawings
- Digitize images using peripherals and transform them using retouching systems, graphic palettes or specialized software
- Perform the layout, page make-up and placement using the conceptual mock-ups provided
- Produce proofs and camera-ready materials and prepare film and any other prepress materials
- Paint or ink individual cells of 2-D or 3-D animated drawings according to animator's specifications using an electronic palette
- Lay out, draw or paint letters, figures, logos and designs for windows, advertisements, billboards, vehicles, books and publications using specialized software or painting equipment
- Work in an interdisciplinary environment.

Common Job Titles

- animated cartoon technician
- animation painter
- computer graphics technician
- graphics technician
- multimedia graphic design technician

Typical Employers

- publishing, communications, advertising, marketing, printing and multimedia establishments
- television and film production companies
- self-employed

NOC 5241 Graphic Designers & Illustrators

http://www5.hrsdc.gc.ca/noc/english/noc/2011/ProfileQuickSearch.aspx?val=5&val1=5241&val65=*

Graphic designers perform some or all of the following duties:

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- Consult with clients to establish the overall look, graphic elements and content of communications materials in order to meet their needs
- Determine the medium best suited to produce the desired visual effect and the most appropriate vehicle for communication
- Develop the graphic elements that meet the clients' objectives
- Prepare sketches, layouts and graphic elements of the subjects to be rendered using traditional tools, multimedia software and image processing, layout and design software
- Estimate cost of materials and time to complete graphic design
- Use existing photo and illustration banks and typography guides or hire an illustrator or photographer to produce images that meet clients' communications needs
- Establish guidelines for illustrators or photographers
- Co-ordinate all aspects of production for print, audio-visual or electronic materials, such as Web sites, CDs and interactive terminals
- Co-ordinate sub-contracting
- Work in a multidisciplinary environment
- Supervise other graphic designers or graphic arts technicians.

Illustrators perform some or all of the following duties:

- Consult with clients to determine the nature and content of illustrations in order to meet their communications needs
- Develop and produce realistic or representational sketches and final illustrations, by hand or using computer-assisted design (CAD) software, for printed materials such as books, magazines, packaging, greeting cards and stationery
- Assist in developing storyboards for electronic productions such as multimedia, interactive and digital products and television advertising and productions
- Produce 2-D and 3-D animated drawings or computer illustrations
- May adapt existing illustrations.

Illustrators may specialize in a particular field such as illustrations for children, advertising, editorials, humour, or medical, scientific or technical illustration, or multimedia design.

Common Job Titles

- 3D animation artist
- advertising designer
- animator – animated films
- bank note designer
- cartoonist
- commercial artist
- graphic artist
- graphic designer
- graphic designer – multimedia
- illustrator
- layout designer
- medical illustrator
- multimedia illustrator
- scientific illustrator

Typical Employers

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- advertising and graphic design firms
- establishments with advertising or communications departments
- multimedia production companies
- self-employed

Labour Market

NOC 5223 Graphics Art Technician

Working in Canada

1. Employment potential for the Kawartha/Muskoka region and Ontario is Not Available.
http://www.workingincanada.gc.ca/LMI_report_bynoc.do?titleKeyword=&NOC=5223&reportOption=oulook&refresh=Refresh

HRDC

2. National Outlook 10 Year Projection (2011-2020)

Occupations in this Group	Photographers (5221), Film and Video Camera Operators (5222), Graphic Arts Technicians (5223), Broadcast Technicians (5224), Audio and Video Recording Technicians (5225), Other Technical Occupations in Motion Pictures, Broadcasting and the Performing Arts (5226), Support and Assisting Occupations in Motion Pictures, Broadcasting and the Performing Arts (5227)
Employment (non-student) in 2010	47,307
Median age of workers 2010	37.9
Average Retirement Age in 2010	60

3. For **Photographers, Graphic Arts Technicians And Technical Occupations**, over the 2011-2020 period, job openings (arising from expansion demand and replacement demand) are expected to total **21,328** and **20,385** job seekers (arising from school leavers, immigration and mobility) are expected to be available to fill the job openings.
4. Over the 2008-2010 period, this occupation experienced slight employment growth, but its unemployment rate remained stable at a level near the average for all occupations in 2010. The average hourly wage in this occupation increased slightly more quickly than in all occupations over this period. According to key labour market indicators, the number of job seekers was sufficient to fill job openings in this occupation.
5. According to Employment Ontario the Opportunities for employment in this occupation are expected to be average over the period from 2009 to 2013.
6. According to Employment Ontario (Estimates 2006), 17% of workers in this group were self-employed and 80% Full-Time.
7. Local wages for the Peterborough area were not available. Wages for Ontario 2010
 Low: \$12.00 Average: \$23.96 High: \$37.44

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http://www.workingincanada.gc.ca/LMI_report_bynoc.do?titleKeyword=&NOC=5223&reportOption=wage&refresh=Refresh

NOC 5241 Graphic Designers & Illustrators

Working in Canada

1. Employment potential for the Kawartha region is not available. In Ontario, the outlook for graphic designers and illustrators is expected to be fair for the period 2011-2012.

http://www.workingincanada.gc.ca/LMI_report_bynoc.do?titleKeyword=&NOC=5241&reportOption=outlook&refresh=Refresh

HRDSC

2. National Outlook 10 Year Projection (2011-2020)

Occupations in this group	Graphic Designers and Illustrating Artists (5241), Interior Designers (5242), Theatre, Fashion, Exhibit and Other Creative Designers (5243), Artisans and Craftspersons (5244), Patternmakers - Textile, Leather and Fur Products (5245)
Employment (non-student) in 2010	105,471
Median age of workers in 2010	39.9
Average Retirement Age in 2010	60

3. For **Creative Designers And Craftspersons**, over the 2011-2020 period, job openings (arising from expansion demand and replacement demand) are expected to total **46,486** and **39,518** job seekers (arising from school leavers, immigration and mobility) are expected to be available to fill the job openings.
4. Over the 2008-2010 period, employment in this occupation increased slightly and the average hourly wage increased a little more quickly than the average for all occupations. However, the unemployment rate remained stable at 4.0%. According to key labour market indicators, the number of job seekers was sufficient to fill job openings in this occupation.
5. According to Employment Ontario the Opportunities for employment in this occupation are expected to be average over the period from 2009 to 2013.
6. According to Employment Ontario (Estimates 2006), 32% of workers in this group were self-employed, and 83% Full-Time.
7. Local wage for the Kawartha/Muskoka region 2010:
Low: \$13.34 Average: \$20.00 High: \$38.46

http://www.workingincanada.gc.ca/LMI_report_bynoc.do?&noc=5241&reportOption=wage

US Bureau of Labour

<http://www.bls.gov/oco/ocos211.htm#outlook>

Job Outlook: Graphic Designers

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

Key Research Findings

Employment of graphic designers in printing and publishing is expected to increase by 2 percent and decline by 4 percent respectively, during the projection period. However, as shown in the table below, employment for graphic designers in computer systems design and related services is expected to grow by 61 percent over the same period.

Computer systems design and related services	61%
Specialized design services	27
Advertising, public relations, and related services	17
Printing and related support activities	2
Publishing industries (except Internet)	-4

With the increased use of the Internet, designers will be needed to create designs and images for portable devices, websites, electronic publications, and video entertainment media.

Graphic designers will take on increasingly important roles in the marketing of products. For example, graphic designers working in advertising or for computer design firms may influence the design of websites and publications. Designers will work with advertising and marketing staff to create graphics for websites, mobile phones, and other technology.

Job Prospects. 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.

There are no Sector Council Reports.

Industry Standards:

This occupation does **not** require certification in **Ontario or in any Canadian province or territory. But the Association of Registered Graphic Designers of Ontario does have a professional status designation (RGD) that can be used if you meet their requirements:**

DISTINGUISH YOURSELF AS AN R.G.D. PROFESSIONAL

In a world of increasing competition, graphic design professionals need to be able to set themselves apart. Putting the R.G.D. designation after your name lets clients know that you are a professional practitioner of graphic design, that you have many years of experience and education and that you understand not only their design needs, but also their business objectives.

ELIGIBILITY

To find out more about the qualification criteria and procedures for becoming an R.G.D., visit the web site of the Examination Board for Graphic Designers at www.rgdexamboard.com or contact our Membership Coordinator and the Exam Board Administrator, Heidi Mulzer, by email at heidi at rgdontario dot com or by phone at 1.888.274.3668 ext. 22.

ANNUAL FEE: \$335 + HST

Professional Associations:

[Association of Registered Graphic Designers of Ontario](#)

[Canadian Association of Photographers and Illustrators in Communications](#)

[Canadian Printing Industries Sector Council \(CPISC\)](#)

[Cultural Human Resources Council](#)

Key Research Findings

[Information and Communications Technology Council](#)
[Society of Graphic Designers of Canada](#)

Employment Requirements

NOC 5223 Graphic Arts Technician:

Employment requirements are prerequisites generally needed to enter an occupation.

- A college diploma in commercial or graphic arts, computer graphics or animated design is required.
- Experience or training in multimedia design at a post-secondary, college or technical institution may be required.
- Creative ability and artistic talent, as demonstrated by a portfolio of work, are required.

[Source: [National Occupational Classification 2006 - HRSDC](#)]

NOC 5241 Graphic Designers & Illustrators:

Employment requirements are prerequisites generally needed to enter an occupation.

- A university degree in visual arts with specialization in graphic design, commercial art, graphic communications or cartooning
or
 Completion of a college diploma program in graphic arts is required.
- Experience or training in multimedia design at a post-secondary, college or technical institution may be required.
- In addition to the arts, training in biology, engineering, architecture or a scientific field is usually required for medical, technical and scientific illustrators.
- Creative ability and artistic talent, as demonstrated by a portfolio of work, are required for graphic designers and illustrators.

[Source: [National Occupational Classification 2006 - HRSDC](#)]

Educational Programs Leading to this Occupation:

NOC 5223: Graphic Arts Technician

A university degree or college diploma in commercial or graphic arts is usually required. Experience or training in multimedia design at a post-secondary college or technical institution may be required. On-the-job training may substitute for education for persons with demonstrated technical and artistic skills. Creative ability and artistic talent, as demonstrated by a portfolio of work, is required.

Source: http://www.tcu.gov.on.ca/eng/labourmarket/ojf/pdf/5223_e.pdf

NOC 5241 Graphic Designers & Illustrators

A university degree in visual arts with specialization in graphic design, commercial art, graphic communications or cartooning or completion of a college diploma in graphics arts is usually required. Experience or training in multimedia design at a post-secondary, college or technical institution may be required. In addition to the arts, training in biology, engineering, architecture or a scientific field is usually required for medical, technical and scientific illustrators. To demonstrate their creative ability and artistic talent, graphic designers and illustrators need a portfolio of their published and unpublished work. This can include work done in school, as well as freelance work or projects from a summer job or

Key Research Findings

internship. Illustrators may specialize in a particular field such as illustrations for children, advertising editorials, humour, or medical, scientific or technical illustration, or multimedia design. Illustrators are almost solely self-employed.

The Association of Registered Graphic Designers of Ontario grants designers who qualify the right to the exclusive use of the designations Registered Graphic Designer and R.D.G. RDG Ontario is the only graphic design association in Canada to have such provincial legislation.

Educational Competitors

Individual Community College/Institute Information

(Click on Program Title to view College program page)

19 Colleges (including Fleming) are currently offering this program. The options include certificate, advanced certificate, diploma, advanced diploma and degree programs.

Includes highlights of unique program characteristics.

Algonquin

[Graphic Design](#) – Advanced Diploma

- Mobile learning program

Cambrian

[Graphic Design](#) – Advanced Diploma

Centennial

[Interactive Digital Media](#) – Graduate Diploma

- 3 semesters

[Graphic Design – Media](#) – Advanced Diploma

Conestoga

[Graphic Design](#) – Advanced Diploma

[Design Foundations](#) – Certificate

Durham

[Graphic Design](#) – Advanced Diploma

Fanshawe

[Graphic Design](#) – Advanced Diploma

Fleming

[Digital Image Design](#) – Certificate

George Brown

[Graphic Design](#) – Advanced Diploma

Key Research Findings

[Design Management](#) – Graduate Certificate

[Digital Design – Advanced](#) – Graduate Diploma

[Digital Design – Game Design](#) – Graduate Diploma

- 3 semesters

Georgian

[Graphic Design](#) – Graduate Diploma

[Graphic Design – Production](#) - Diploma

Humber

[Advertising and Graphic Design](#) – Diploma

- 4 semesters + 4 week internship

[Graphic Design for Print and Web](#) – Certificate

- 22 weeks; Sept and March intakes
- Non ministry funded

[Multimedia Design & Production Technician](#) - Diploma

[Package and Graphic Design](#) – Advanced Diploma

LaCite

[Conception Graphique](#) – Advanced Diploma

Loyalist

[Graphic Design](#) – Advanced Diploma

Mohawk

[Art and Design Foundations](#) – Certificate

[Graphic Design Production – Creative Studio](#) - Diploma

[Graphic Design Production – Digital Media](#) - Diploma

Niagara

[Art & Design Foundation](#) – Certificate

[Graphic Design](#) – Advanced Diploma

Sault

[Graphic Design](#) – Advanced Diploma

Seneca

[Digital Media Arts](#) – Diploma

Key Research Findings

[Graphic Design](#) – Advanced Diploma

- Summer, Fall and Winter intakes

Sheridan

[Bachelor of Design](#) (Honours) – Degree

- Offered collaboratively with York University

St. Clair

[Graphic Design](#) – Advanced Diploma

St. Lawrence

[Graphic Design](#) – Advanced diploma

Institution	APS #	Approved Program Name	MTCU Code	Program Weight	Funding Unit	Degree Factor
CENT	1218	Interactive Digital Media	79410	1.50	1.40	1.50
ALGO	1369	Interactive Multimedia Developer	59403	1.70	1.80	2.00
FANS	1277	Interactive Media Design and Production	59403	1.70	1.80	2.00
FANS	1284	Interactive Media Design and Production	59403	1.70	1.80	2.00
GEOR	1191	Web Animation and Design	59403	1.70	1.80	2.00
HUMB	1215	Multimedia Design And Production Technician	59403	1.70	1.80	2.00
NIAG	1195	New Media Web Design	59403	1.70	1.80	2.00
SAUL	1189	Web Animation and Design	59403	1.70	1.80	2.00
SENE	1207	Digital Media Arts	59403	1.70	1.80	2.00
SENE	1208	Digital Media Technical Production	59403	1.70	1.80	2.00
SLAW	1181	Digital Media Technician	59403	1.70	1.80	2.00
GRBR	1240	Digital Design - Advanced Digital Design	79403	1.40	0.80	1.00
HUMB	1073	Package And Graphic Design	68905	1.10	2.80	3.00
ALGO	1329	Graphic Design	61820	1.10	3.20	3.00
CANA	1163	Graphic Design	61820	1.10	3.20	3.00
CENT	1201	Graphic Design - Media	61820	1.10	3.20	3.00
CONS	1013	Graphic Design	61820	1.10	3.20	3.00
DURH	1017	Graphic Design	61820	1.10	3.20	3.00

Key Research Findings

FANS	1001	Graphic Design	61820	1.10	3.20	3.00
GEOR	1015	Graphic Design	61820	1.10	3.20	3.00
GRBR	1036	Graphic Design	61820	1.10	3.20	3.00
HUMB	1299	Graphic Design	61820	1.10	3.20	3.00
LACI	1117	Conception Graphique	61820	1.10	3.20	3.00
LOYT	1153	Graphic Design	61820	1.10	3.20	3.00
NIAG	1207	Graphic Design	61820	1.10	3.20	3.00
SAUL	1000	Graphic Design	61820	1.10	3.20	3.00
SENE	1031	Graphic Design	61820	1.10	3.20	3.00
SLAW	1030	Graphic Design	61820	1.10	3.20	3.00
STCL	1141	Graphic Design	61820	1.10	3.20	3.00
MOHA	1235	Graphics Media Foundation	41820	1.10	1.10	1.00
NORT	1165	Graphic Design Fundamentals – Electronic Design And Publishing	41820	1.10	1.10	1.00
GEOR	1014	Graphic Design Production	51820	1.10	2.10	2.00
HUMB	1001	Advertising And Graphic Design	51820	1.10	2.10	2.00
MOHA	1100	Graphic Design Production - Creative Studio	51820	1.10	2.10	2.00
MOHA	1201	Graphic Design Production - Packaging	51820	1.10	2.10	2.00
MOHA	1202	Graphic Design Production - Digital Media	51820	1.10	2.10	2.00
MOHA	1239	Graphic Design Production - Integrated Media Arts	51820	1.10	2.10	2.00
NIAG	1099	Graphic Design Production - Art And Design Fundamentals	51820	1.10	2.10	2.00
CAMB	1169	Visual And Creative Arts - Graphic Design	61800	1.10	3.30	3.00

Employment Postings:

On July 26, 2012, there were 17 job postings in Ontario in the JobBank. See below for the variety of postings.

Source: jobbank.gc.ca

Job Number: 6529408

Title: Digital graphic design technician (Design Specialist) ([NOC: 5223](#))

Key Research Findings

Terms of Employment: Permanent, Full Time, Day

Salary: \$15.00 to \$18.00 Hourly for 40 hours per week, Other Benefits, Medical Benefits, Dental Benefits, Disability Benefits, Life Insurance Benefits, Group Insurance Benefits, Vision Care Benefits

Anticipated Start Date: As soon as possible

Location: North York, Ontario (1 vacancy)

Skill Requirements:

Education: Not applicable, Not required

Credentials (certificates, licences, memberships, courses, etc.): Not required

Experience: Experience an asset

Languages: Speak English, Read English, Write English

Area of Specialization: Graphic design

Type of Production Art: General production art, Corporate identity, Signs or billboards, Print advertising, Publication art, Book, Greeting card, Annual reports, Multimedia, Forms

Type of Illustrated Work: Commercial

Work Setting: Print shop

Business Equipment and Computer Applications: MacIntosh, IBM, QuarkXpress, Illustrator, Photoshop, PageMaker

Specific Skills: Mount and scan photographs, Design and layout pages, Set type for printing, Produce project designs, Arrange for project printing and publication

Work Samples: Portfolio, Design sample

Work Conditions and Physical Capabilities: Fast-paced environment, Attention to detail, Hand-eye coordination, Ability to distinguish between colours, Sitting, Combination of sitting, standing, walking

Work Site Environment: Non-smoking, Air conditioned

Work Location Information: Urban area

Essential Skills: Reading text, Document use, Numeracy, Writing, Oral communication, Working with others, Problem solving, Decision making, Critical thinking, Job task planning and organizing, Significant use of memory, Finding information, Computer use, Continuous learning

Other Information: Expert level in Adobe Suite, MS Office & Pitstop or Flightcheck, Quark. Production oriented and Graphic Arts industry experience preferred.

Employer: The Printing House Limited

How to Apply:

Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

Key Research Findings

Online: <http://www.tph.ca/careers>

Web Site: <http://www.tph.ca/careers>

Advertised until: 2012/07/26

Job Number: 6545308

Title: Graphic designer (Intermediate Designer) ([NOC: 5241](#))

Terms of Employment: Permanent, Full Time

Salary: \$50,000.00 to \$60,000.00 Yearly for 40 hours per week, Medical Benefits, Dental Benefits, Vision Care Benefits

Anticipated Start Date: As soon as possible

Location: Toronto, Ontario, Ontario (1 vacancy)

Skill Requirements:

Education: Completion of high school, Completion of university

Credentials (certificates, licences, memberships, courses, etc.): Not applicable

Experience: 2 years to less than 3 years

Languages: Speak English, Read English, Write English

Area of Design Specialization: General graphic design

Business Equipment and Computer Applications: MacIntosh, Illustrator, Photoshop, InDesign

Work Setting: Graphic design firm

Type of Technical Illustration: Technical

Specific Skills: Consult with clients to establish nature and context of designs and illustrations for reproduction, Prepare sketches, photographs or illustrations of subjects to be rendered, Prepare specifications for design, Produce final designs or illustrations

Security and Safety: Bondable, Basic security clearance, Eligible for professional liability insurance

Work Samples: Portfolio

Work Conditions and Physical Capabilities: Fast-paced environment, Work under pressure, Attention to detail, Hand-eye co-ordination, Ability to distinguish between colours, Sitting

Work Site Environment: Non-smoking, Air conditioned

Transportation/Travel Information: Own transportation, Public transportation is available

Essential Skills: Reading text, Document use, Numeracy, Writing, Oral communication, Working with others, Problem solving, Decision making, Critical thinking, Job task planning and organizing, Significant use of memory, Finding information, Computer use, Continuous learning

Key Research Findings

Other Information: Must be a member or affiliate of the Society of Environmental Graphic Designers (SEGD) and Registered Graphic Designers ((

Employer: Entro | G+A

How to Apply:

Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

By E-mail: admin@entro.com

Online: <http://www.entro.com/>

Web Site: <http://www.entro.com/>

Advertised until: 2012/08/03

Job Number: 6547764

Title: Graphic designer ([NOC: 5241](#))

Terms of Employment: Permanent, Full Time, Day

Salary: \$18.00 to \$21.00 Hourly for 40 hours per week

Anticipated Start Date: 2012/08/27

Location: Oshawa, Ontario (1 vacancy)

Skill Requirements:

Education: Completion of high school, Completion of college/CEGEP/vocational or technical training

Credentials (certificates, licences, memberships, courses, etc.): Not applicable

Experience: 3 years to less than 5 years

Languages: Speak English, Write English

Area of Design Specialization: General graphic design, Exhibits, Corporate identity, Advertising, Publications, Annual reports, Forms

Business Equipment and Computer Applications: MacIntosh, QuarkXpress, Illustrator, Photoshop, InDesign

Work Setting: Graphic design firm

Specific Skills: Consult with clients to establish nature and context of designs and illustrations for reproduction, Prepare specifications for design, Produce final designs or illustrations

Work Samples: Portfolio

Work Conditions and Physical Capabilities: Fast-paced environment, Attention to detail

Work Site Environment: Non-smoking, Air conditioned

Transportation/Travel Information: Own transportation, Public transportation is available

Essential Skills: Reading text, Oral communication, Working with others, Decision making, Critical thinking, Computer use

Key Research Findings

Employer: Jellybean Imaging Inc

How to Apply:

Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

By E-mail: kathy@jellybeanimaging.com

Advertised until: 2012/08/10

Job Number: 6545517

Title: Graphic designer (Signs - Technical Illustration/Drawing) ([NOC: 5241](#))

Terms of Employment: Temporary, Full Time, Day

Salary: \$13.00 to \$16.00 Hourly for 40 hours per week

Anticipated Start Date: As soon as possible

Location: Markham, Ontario (1 vacancy)

Skill Requirements:

Education: Completion of high school, Completion of college/CEGEP/vocational or technical training

Credentials (certificates, licences, memberships, courses, etc.): Not required

Experience: 3 years to less than 5 years

Languages: Speak English, Read English, Write English

Area of Design Specialization: General graphic design, Technical illustration, Commercial art, Visual art, Corporate identity

Business Equipment and Computer Applications: IBM, Illustrator, Photoshop, Corel Draw, AutoCAD

Work Setting: Graphic design firm, Corporation

Type of Technical Illustration: Technical, Software, Commercial

Specific Skills: Consult with clients to establish nature and context of designs and illustrations for reproduction, Prepare sketches, photographs or illustrations of subjects to be rendered, Prepare specifications for design, Produce final designs or illustrations

Security and Safety: Driver's validity licence check

Work Samples: Portfolio, Design sample, Example of completed work

Work Conditions and Physical Capabilities: Fast-paced environment, Work under pressure, Attention to detail, Hand-eye co-ordination, Ability to distinguish between colours

Work Site Environment: Non-smoking, Air conditioned

Essential Skills: Reading text, Document use, Numeracy, Writing, Oral communication, Working with others, Problem solving, Decision making, Critical thinking, Job task planning and organizing, Significant use of memory, Finding information, Computer use, Continuous learning

Key Research Findings

Other Information: Advanced level knowledge of Adobe Illustrator a must. Ability to read architectural drawings, know concept of scaling/measurements. Basic knowledge of Auto cad & experience in Sign company desirable.

Employer: Everest Signs

How to Apply:

Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

By Fax: (905) 477-9296

By E-mail: nainesh@everestsigns.com

Advertised until: 2012/08/12

Job Number: 6539552

Title: Computer graphics design technician ([NOC: 5223](#))

Terms of Employment: Permanent, Part Time, Overtime, Weekend, Day, Evening

Salary: \$12.50 Hourly for 20 hours per week

Anticipated Start Date: As soon as possible

Location: Mississauga, Ontario (1 vacancy)

Skill Requirements:

Education: Completion of college/CEGEP/vocational or technical training, Some university

Credentials (certificates, licences, memberships, courses, etc.): Not applicable

Experience: Experience an asset

Languages: Speak English, Read English, Write English

Area of Specialization: Graphic design, Interior design

Type of Production Art: General production art, Product packaging, Print advertising

Type of Illustrated Work: Commercial

Work Setting: Print shop

Work Conditions and Physical Capabilities: Fast-paced environment, Attention to detail, Ability to distinguish between colours, Combination of sitting, standing, walking

Transportation/Travel Information: Own transportation, Own vehicle

Work Location Information: Urban area

Essential Skills: Working with others, Problem solving, Decision making, Critical thinking, Job task planning and organizing, Computer use

Other Information: Stronco is an equal opportunity employer. We thank all interested candidates, but only the most qualified applicants will be contacted. No Employment Agencies Please!

Key Research Findings

Employer: The Stronco Group

How to Apply:

Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

By Mail:

1510B Caterpillar Road
Mississauga, Ontario
L4X 2W9

By Fax: (905) 270-6771

By E-mail: kathy.a@stronco.com

Web Site: <http://www.stronco.com>

Advertised until: 2012/08/10

Job Number: 6534425

Title: Graphic designer - multimedia (Graphic Design Assistant) ([NOC: 5241](#))

Terms of Employment: Temporary, Full Time, Day

Salary: \$12.00 to \$14.00 Hourly for 40 hours per week

Anticipated Start Date: As soon as possible

Location: Scarborough, Ontario (1 vacancy)

Skill Requirements:

Education: Some high school, Completion of high school, Some college/CEGEP/vocational or technical training, Completion of college/CEGEP/vocational or technical training, Some university, Completion of university

Credentials (certificates, licences, memberships, courses, etc.): Not required

Experience: Experience an asset

Languages: Speak English, Read English, Write English

Area of Design Specialization: General graphic design, Technical illustration, Commercial art, Industrial design, Product packaging, Corporate identity, Advertising, Publications, Multimedia

Business Equipment and Computer Applications: Illustrator, Photoshop

Specific Skills: Consult with clients to establish nature and context of designs and illustrations for reproduction, Prepare sketches, photographs or illustrations of subjects to be rendered, Produce final designs or illustrations

Own Tools/Equipment: Computer

Work Samples: Portfolio, Web site URL, Published work, Example of completed work

Work Conditions and Physical Capabilities: Fast-paced environment, Work under pressure, Attention to detail, Hand-eye co-ordination, Ability to distinguish between colours, Sitting

Work Site Environment: Non-smoking, Air conditioned

Key Research Findings

Transportation/Travel Information: Own transportation, Public transportation is available

Essential Skills: Reading text, Oral communication, Working with others, Problem solving, Critical thinking, Job task planning and organizing, Computer use

Other Information: This is a temporary position, with the potential for additional tasks. Successful candidate must be able to multi-task. Projects will include web design, photography, label design, etc.

Employer: KUUsport Mfg. Ltd.

How to Apply:

Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

By E-mail: kuu@kuu.com

Web Site: <http://www.kuu.com>

Advertised until: 2012/07/30

Job Number: 6534629

Title: Sign designer (Graphic Designer & Office Administrator) ([NOC: 5241](#))

Terms of Employment: Permanent, Full Time, Day

Salary: \$12.00 to \$20.00 Hourly for 40 hours per week

Anticipated Start Date: As soon as possible

Location: Kemptville, Ontario (1 vacancy)

Skill Requirements:

Education: Completion of college/CEGEP/vocational or technical training

Credentials (certificates, licences, memberships, courses, etc.): Not applicable

Experience: Experience an asset

Languages: Speak English, Read English, Write English

Area of Design Specialization: General graphic design, Technical illustration, Industrial design, Exhibits, Corporate identity, Advertising, Greeting cards, Multimedia, Forms

Business Equipment and Computer Applications: Corel Draw

Work Setting: Graphic design firm, Corporation, Print shop

Type of Technical Illustration: Commercial

Specific Skills: Consult with clients to establish nature and context of designs and illustrations for reproduction, Prepare sketches, photographs or illustrations of subjects to be rendered, Prepare specifications for design, Produce final designs or illustrations

Additional Skills: Estimate costs of materials and time to complete graphic designs and illustrations

Work Samples: Portfolio, Web site URL, Design sample, Example of completed work

Key Research Findings

Work Conditions and Physical Capabilities: Fast-paced environment, Work under pressure, Attention to detail, Hand-eye co-ordination, Ability to distinguish between colours, Sitting

Work Site Environment: Non-smoking, Air conditioned

Transportation/Travel Information: Own transportation, Public transportation is not available

Work Location Information: Rural area

Essential Skills: Reading text, Document use, Numeracy, Writing, Oral communication, Working with others, Problem solving, Decision making, Job task planning and organizing, Finding information, Computer use

Other Information: Looking for person with Sign Making experience but can teach suitable candidate. Illustrator and Photoshop experience also good but not essential. Must know and work with CorelDRAW.

Employer: K Group Inc O/A Classic Graphics

How to Apply:

Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

In Person between 9:00 and 17:00:

274-1 County Road 44
Kemptville, Ontario
K0G 1J0

By E-mail: kevin@classicgraphics.ca

Advertised until: 2012/07/30

Job Number: 6532084

Title: Graphic designer and layout artist (UI Artist - Video Games) ([NOC: 5241](#))

Terms of Employment: Permanent, Full Time, Day

Salary: \$45,000.00 to \$80,000.00 Yearly for 40 hours per week, Medical Benefits, Dental Benefits, Disability Benefits, Life Insurance Benefits, RRSP Benefits, Vision Care Benefits

Anticipated Start Date: As soon as possible

Location: London, Ontario (1 vacancy)

Skill Requirements:

Education: Not required

Credentials (certificates, licences, memberships, courses, etc.): Not required

Experience: 2 years to less than 3 years

Languages: Speak English, Read English, Write English

Area of Design Specialization: General graphic design, Animation, Multimedia

Business Equipment and Computer Applications: IBM, Photoshop

Key Research Findings

Work Setting: Corporation

Specific Skills: Produce final designs or illustrations

Work Samples: Portfolio, Web site URL, Published work, Design sample, Example of completed work

Work Conditions and Physical Capabilities: Fast-paced environment, Work under pressure, Attention to detail, Hand-eye co-ordination, Ability to distinguish between colours, Sitting

Work Site Environment: Non-smoking, Air conditioned

Transportation/Travel Information: Own transportation, Public transportation is available

Work Location Information: Urban area

Essential Skills: Reading text, Document use, Numeracy, Writing, Oral communication, Working with others, Problem solving, Decision making, Critical thinking, Job task planning and organizing, Significant use of memory, Finding information, Computer use, Continuous learning

Employer: Digital Extremes

How to Apply:

Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

By E-mail: karen.janes@digitalextremes.com

Online: <http://www.digitalextremes.com>

Web Site: <http://www.digitalextremes.com>

Advertised until: 2012/08/03

Job Number: 6530271

Title: Web designer - graphic design (Email Ad Sales And Marketing) ([NOC: 5241](#))

Terms of Employment: Permanent, Full Time, Day

Salary: \$12.00 Hourly for 40 hours per week

Anticipated Start Date: As soon as possible

Location: Vaughan, Ontario (1 vacancy)

Skill Requirements:

Education: Completion of high school, Some college/CEGEP/vocational or technical training

Credentials (certificates, licences, memberships, courses, etc.): Not applicable

Experience: 1 year to less than 2 years

Languages: Speak English

Area of Design Specialization: General graphic design, Advertising

Business Equipment and Computer Applications: Illustrator, Photoshop, Corel Draw

Key Research Findings

Work Setting: Corporation

Work Conditions and Physical Capabilities: Fast-paced environment, Work under pressure

Work Site Environment: Non-smoking, Air conditioned

Employer: Total Return Solutions Corp.

How to Apply:

Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

By E-mail: em@cwo.ca

Web Site: <http://www.totalreturnsolutions.ca>

Advertised until: 2012/08/03

Job Number: 6531159

Title: Digital graphic design technician (Catalogue and Web Design) ([NOC: 5223](#))

Terms of Employment: Permanent, Full Time, Day

Salary: \$24.75 Hourly for 39 hours per week, Other Benefits

Anticipated Start Date: As soon as possible

Location: Newmarket, Ontario (1 vacancy)

Skill Requirements:

Education: Completion of high school, Completion of college/CEGEP/vocational or technical training, Completion of university

Credentials (certificates, licences, memberships, courses, etc.): Not applicable

Experience: 1 year to less than 2 years

Languages: Speak English, Read English, Write English

Area of Specialization: Graphic design

Type of Production Art: General production art, Print advertising, Publication art, Multimedia

Type of Illustrated Work: Technical, Commercial

Work Setting: Corporation

Business Equipment and Computer Applications: MacIntosh, IBM, QuarkXpress, Illustrator, Photoshop, PageMaker

Specific Skills: Design and layout pages, Produce project designs

Work Samples: Web site URL, Design sample, Example of completed work

Key Research Findings

Work Conditions and Physical Capabilities: Fast-paced environment, Attention to detail, Ability to distinguish between colours, Sitting

Work Site Environment: Non-smoking, Air conditioned

Transportation/Travel Information: Own vehicle, Public transportation is available

Work Location Information: Urban area

Essential Skills: Reading text, Document use, Numeracy, Writing, Oral communication, Working with others, Problem solving, Job task planning and organizing, Significant use of memory, Finding information, Computer use, Continuous learning

Employer: C.C. MARINE DISTRIBUTORS INC.

How to Apply:

Please apply for this job only in the manner specified by the employer. Failure to do so may result in your application not being properly considered for the position.

By Fax: (905) 830-9433

By E-mail: pandian.dason@ccmarine.ca

Advertised until: 2012/07/26

Key Research Findings