

Sign, Graphics and Visual Communications Sector

The sign, graphics and visual communications industry is varied in every sense of the word. Career possibilities range widely. The industry is spread largely throughout the United States, in small towns and major cities. And companies range from small shops to major nationwide employers.

But one thing remains consistent: signs play a tremendous role in the country's overall business health by helping build businesses and offering numerous career opportunities.

DIVERSE CAREER POSSIBILITIES

- 3D Printing
- Administration
- CAD
- Color Specialist
- Construction
- Electronics
- Fabrication
- Graphic Design
- Industrial Maintenance Mechanics
- Installation
- Manufacturing Technology
- Precision Machining
- Project Management
- Sales
- Technician
- Welding
- Wide Format Printing
- And more!

For more information on the career possibilities available in the sign, graphics and visual communications industry, contact: **workforce@signs.org** or **703.836-4088**



Accounted
for **\$37.5
billion** in
U.S. sales¹



Employed
201,900
in the U.S.²



80%
of ISA
members
said they
**planned to
hire** in the
next year³



\$22.05
is the
**average
hourly wage**
for a sign
industry
professional⁴

WHAT JOBS ARE AVAILABLE in the Sign, Graphics and Visual Communications Industry?

Signs are a significant component of any business venture. Most businesses will have one or more on-premise signs and then multiple signs inside, identifying rooms or boosting point-of-purchase sales. As commercial construction grows, so too do the possibilities for signage. In the coming years, the U.S. population is expected to grow by some 81 million people between 2014 and 2051. That means more houses, more restaurants, more retailers and more companies which supports a growing career path. ⁵

Many signs are fabricated in small, medium and large manufacturing shops. As a segment of the broader manufacturing sector, the sign, graphics and visual communications sector faces similar gaps in finding skilled workers. A survey of manufacturers found that 45 percent of manufacturing jobs are skilled, meaning qualified workers must have some training beyond high school. ⁶

The sign, graphics and visual communications industry is a dynamic and ever-changing employment field that covers an array of opportunities. Signs require many manufacturing elements such as welding, CAD, electronics and fabrication. Not all careers in the sign, graphics and visual communications sector are manufacturing. Creative skills—such as art, graphic design, color specialist, computer programming, technical drafting and project management—also are in high demand. The latest evolution in signage is happening right now with the increased usage of digital signage. Signs are a critical element to the success of all businesses and strong communities. No matter what media is being used—print, metal, electric or digital—signs must be created by creative and highly skilled professionals.

¹ Ernst & Young, "Economic Impact of the Sign & Visual Communications Industry," 2014, www.signs.org/economicimpact

² *ibid*

³ ISA Pulse of the Industry Report 2019, www.signs.org/pulse

⁴ ISA 2018 Wage & Benefit Survey Report, www.signs.org/salary

⁵ United States Census Bureau, "Projections of the Size and Composition of the U.S. Population: 2014 to 2060," March 2015, www.census.gov/library/publications/2015/demo/p25-1143.html

⁶ Manufacturing Institute, "Accenture 2014 Manufacturing Skills and Training Study," 2014, <http://bit.ly/1FmC0go>