

GREEN JOB FACT SHEET

PACKAGING GRAPHIC DESIGNER

Graphic designers are visual storytellers who illustrate information by hand and with the help of computer software. Graphic designers collaborate to create designs for new products, redesign packaging for existing products, and develop new uses for existing packages.

THE BIG PICTURE

Designers develop optimal design solutions that will draw consumer attention to help brands get results in the marketplace. It is the designer's responsibility to:

- Analyze customer needs and research innovations to add value.
- Create attractive and functional packaging.

IS THIS CAREER RIGHT FOR YOU?

DO YOU LIKE TO BE CREATIVE? DO YOU ENJOY COLLABORATION? DO YOU LIKE TO WORK IN FAST-PACED ENVIRONMENTS?

- Graphic designers need to be creative to design packaging that meets customer needs and expectations.
- Graphic designers work closely with several other parties, making collaboration an essential skill.
- The ability to drive multiple projects and meet deadlines in a fast-paced environment is important for graphic designers.
- Graphic designers use computer aided design (CAD) and 3D design tools to create detailed renderings of their designs and the files that manufacturers use to produce the physical packaging.

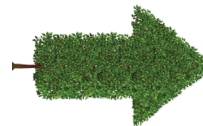
SALARY

The U.S. average starting annual salary is \$65,000 or \$31.25/hour and the U.S. median annual salary is \$95,000 or \$45.67/hour.

FUTURE HIRING DEMAND

The Bureau of Labor Statistics projects 2.5% employment growth for graphic designers between 2023 and 2033. In that period, an estimated 6,600 jobs should open.

MOVING FORWARD



Aspiring designers should:

- Earn an associate's or bachelor's degree in graphic design, art, engineering, or packaging.
- Explore internships or co-ops, which are a great way to gain experience while completing required coursework. Certain universities across the U.S. and Canada offer degrees related specifically to packaging and graphic design.

CONSIDER A #CAREERINCORRUGATED

The corrugated packaging industry prioritizes sustainability through science-based goals and innovation. The industry remains committed to making positive changes for our world by setting sustainability goals and tracking progress through industry-wide Life Cycle Assessments (LCAs).

For more about green jobs, visit
www.plt.org/workingforforests