

TRENDS FOR COMMERCIAL AND ARTISTIC PRODUCTION TECHNOLOGIES

Overview

The commercial art and artistic production industry will have tremendous growth. Increased demand for advertising services will stem from growth in the number and type of media outlets used to reach consumers. Opportunity will be great for students with skills in preparing material for presentation on the internet.

Graphics

Nationwide Visual artists held over 308,000 jobs in 1998, six out of ten were self-employed. The visual artist who were not self-employed, were graphic designers who worked for advertising agencies, design firms, printing and publishing companies, motion picture and television industries, wholesale and retail trade and public relations firms.

- Employment of visual artists is expected to grow faster than the average for all occupations through the year 2008. Growth is expected due to the demand for design and development of web pages.
 - Employment in the advertising industry is projected to grow 21% over the 1998-2008 period nationwide.
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Printing

Persons seeking jobs in the printing industry are likely to face keen competition from experienced operators and prepress workers who have been displaced by new technology.

- North Carolina had 11,022 printing companies in 2001 that employed 30,044 people with sales at 4 billion dollars. Growth in North Carolina is expected to increase by 5 % in 2002.
 - Nationwide employment of press operators is expected to grow little through 2008, although demand for printed materials will grow, employment growth will be slowed by the increased use of new, more efficient computerized printing presses.
 - Employment of bindery workers is expected to grow as fast as the average for all occupation through 2008 as demand for printed material grows.
 - Technological changes will have a tremendous effect on skills needed in the printing industry. Postsecondary courses in printing are increasingly important. Skills such as mechanical aptitudes, mathematical skills, chemistry, electronics, color theory, and physics are needed.
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Evolving Printing Industry

The number of US printing plants will continue to decline due to evolving industry structure, most of the decline will be smaller plants those with less than 10 employee.

- The modern graphic arts industry is on the cutting edge of innovation in digital imaging, data management, computer technology, and telecommunication.
- Printing companies will enable customers to obtain quotes and submit print jobs directly through their website.
- By 2005, 5% of printing volume will take place online.

Film Industry

North Carolina is the number three filmmaking state in the United States according to the US Department of Commerce.

- North Carolina has more production studios and soundstages than any state in the nation except California.
- In the 21st Century, North Carolina is strengthening its position among the global leaders in the rapidly changing entertainment and communication industries.
- In 2000, North Carolina had 81 major productions, 19 features, 6 movies of the week and 56 TV episodes with total revenues of \$250 million.

In 2000, the motion picture industry produced 31,000 jobs for North Carolina, of which a large percent were temporary jobs ranging from 1- 4 months with a median income range.

Interior Architecture

The interior design industry continues to increase in employment opportunities statewide and nationally.

- North Carolina employment opportunities in interior design will rise 27% before the year 2008.
- Non-garment sewing machine operators' employment is expected to drop 100 positions in North Carolina between 1998-2008.
- Nationwide interior design positions will increase at an annual average of 5.6% in the next five years (2001-2006).

Apparel Design and Merchandising

Employment opportunities in the apparel industry show steady growth in areas other than apparel construction.

- Garment sewing machine operators' positions are projected to drop by 22%.
 - Apparel production continues to be done off shore at an increasing rate.
 - Apparel retail is increasing in specialty stores.
 - Merchandise display and window dresser positions will increase 23% from 2001 to 2008.
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