




PRINT & GRAPHIC COMMUNICATIONS

CAREER GUIDE 2022



Print and Graphics
**Scholarship
Foundation**



INVESTING IN THE FUTURE OF PRINT AND GRAPHICS

Who We Are

The Print and Graphics Scholarship Foundation (PGSF) is a private not-for-profit, industry-directed organization providing undergraduate college and technical school scholarships and graduate fellowship assistance to talented individuals pursuing graphic communications careers. Our recipients include full time students as well as industry workers who seek additional education.

Since 1956, the PGSF has coordinated the print industry's largest scholarship program in the United States, supporting students with funding as well as grants for high school, college and trade school programs which offer training and relevant curriculum.

Apply For A Scholarship

Scholarship applications are accepted November through April for the following academic year.

Jump Start your Future TODAY at pgsf.org

Email: contact@pgsf.org

Phone: 866-566-PGSF

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Print and Graphics
Scholarship
Foundation

Help Us Build the Future

Donate to assist students pursue opportunities or consider leaving a legacy with an endowed scholarship. Give today with an eye on tomorrow. Learn more at pgsf.org

WHAT IS PRINT?

PRINT IS
EVERYWHERE



A CAREER IN PRINT IS MORE THAN YOU KNOW

Print surrounds every aspect of our lives. Understanding the impact that print manufacturing has on our lives is the first step to understanding how the industries of print can support your career objectives.

Print manufacturing is a vast set of industries flourishing with opportunities. Print is creative, it's scientific, it's intertwined with the digital age, it's sustainable, it's mathematical, and it's everywhere you look. You just have to open your eyes.

ABOUT PRINT

THE FACTS ABOUT PRINT



Are you aware of the role print has in our everyday lives?

During the pandemic, the printing of logistics, packaging, labeling, health instructions, and safety related signage has literally been keeping us safe and our economies moving.

Discover the facts of print.

1

PRINT IS A BIG (AND GROWING) BUSINESS

There are more print-related businesses in the U.S. than McDonald's and Subway's combined. Print-related companies employ more than 800,000 Americans. A near \$1 trillion global print market is on an upward trend, expecting to grow at a rate of 2.24% through 2025.

2

PRINT IS ON THE BRAIN

Research has proven that content on paper affects our brains in different and more powerful ways. Content on paper engages viewers for more time, creating a greater emotional response and memory for physical ads. Physical ads cause more activity in brain areas associated with value and desire.

3

PRINT IS A RESPONSIBLE RESPONSE TO GOING GREEN

Print is on the forefront of sustainability practices. Roughly two-thirds of the energy used by paper mills is self-generated. The print industry uses more renewable energy than any other industrial sector, proving why there are more trees on earth today than on the 1st Earth Day.

4

PRINT MAKES DOLLARS AND SENSE

Response rates for printed direct mail are 37% higher than email marketing. Online campaigns are 400% more effective when combined with print. For marketers, not factoring print into their campaigns is proving too often to be a deal breaker.

OUR NEXT GENERATION

GET TO KNOW HOW PRINT CAN WORK FOR YOU

Print manufacturing is underestimated, misunderstood, and even unknown to many career seekers. With a consistent demand for printed products and constant advances in information technologies

and business models, careers in print and graphic communications are in high demand. The following pages illustrate just some of the possible career paths in an industry that employs millions worldwide and touches our everyday lives.

Blink an eye and you'll miss something, because the graphic communications industry is moving fast.

“Graphic communications jobs are high-tech, highly skilled, creative and innovative. They cover a wide range of positions from professional and managerial, to administrative and sales, to job planning and production, operating advanced technologies and machines.”

6 SEGMENTS OF PRINT

The print and graphic communications industry is one of the world's top advanced manufacturing sectors. Its many services comprise Graphic Communications - one of the largest industries in the United States.

Companies within these industry segments are communication specialists, creating and distributing their client's messages in countless ways, both digitally and in print.



01
COMMERCIAL
PRINT



02
PACKAGING
& CONVERTING



03
TAG AND LABEL
PRINTING



04
GRAND
FORMAT



05
PROMOTIONAL
PRINT



06
INDUSTRIAL
PRINT

CREATIVE

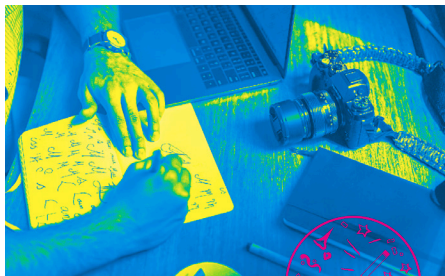
Do you **relish** variety?

Enjoy creative **problem-solving**?

Like **color** and all things **visual**?

Being a creative in the Graphic Communications industry opens the door to many different kinds of career options. There are positions at every level beginning with internships and up the ladder to art and creative directors.

Post-secondary education is not required for entry level positions, knowing the industry standard software applications and understanding basic principles of good design are required skills.



GRAPHIC DESIGNERS

Combining art and technology, working with images, graphics, text and color, designers create visual concepts and problem solve to communicate ideas that inform, inspire and captivate consumers.

Skills:

- Adobe Creative Suite
- Digital Prepress
- Marketing
- Time Management
- Digital Color
- Typography
- Communication
- Detail-Oriented

Salary:

\$47,000 x \$71,000

ILLUSTRATOR

An illustrator creates drawings for physical and digital products, used in publications, greeting cards, calendars, packaging, and digital illustrations.

Skills:

- Adobe Creative Suite
- Precise Artistic Talent
- Composition Skills
- Digital Color
- Digital Prepress

Salary:

\$40,000 x \$70,000



ART DIRECTOR

Responsible for the visual styling and communication of all promotional materials, art directors must coordinate and collaborate with a team of Creatives, often across multiple areas, to strategize, manage, meet with the clients through initial concepts, designs, and final project deliverables.

Skills:

- Adobe Creative Suite
- Problem-solving
- Project Management
- Supervise
- Communication
- Creative vision
- Leadership
- Print
- Collaborate
- Marketing

Salary:

\$60,000 x \$90,000

PRODUCTION

Do you like to work with **your hands**?
Are you **fascinated** by how things work?

PREPRESS SPECIALIST

Using specialized software and hardware, a Prepress Specialist preflights and troubleshoots digital files for proper output requirements. These specialists set up imposition according to specifications and ensure proper color management for the proofs and plates.

Skills:

- Adobe Creative Suite
- Digital Prepress
- Marketing
- Time Management
- Digital Color
- Typography
- Communication
- Detail-Oriented

Salary:

\$47,000 x \$62,000

This career path offers on-the-job training and opportunity for advancement. Operating a variety of highly technical machines including web, offset and digital presses, to collators, cutters and letter presses, skilled workers produce unique collateral with a variety of substrates, finishes and bindings.

PRESS TECHNICIAN

A Press Technician operates and maintains the press according to job specifications; adjusting color, densities, registration, ink and substrates for quality control and accurate sheets. The Press Technician is essential when it comes to the quality of a printed piece.

Skills:

- Digital Color
- Mechanical Skills
- Detail-Oriented
- Technical Skills
- Prepress
- Communication
- Substrates
- Time Management

Salary:

\$38,000 x \$75,000

FINISHING TECHNICIAN

A Finishing Technician has a series of jobs that tie together printed pieces off the press. They operate, maintain and troubleshoot finishing equipment including: Cutting, folding, gathering, collating, trimming, die-cutting, and binding.

Skills:

- Functional Flexibility
- Problem Solver
- Detail-Oriented
- Quality Control

Salary:

\$35,000 x \$61,000



MANAGEMENT

Enjoy working with people?

Like to manage projects?

Print managers focus on project planning, budgeting, and supervising a team. They combine creative energy, an attention to detail, resourcefulness, and troubleshooting skills to solve problems, analyze needs, and plan solutions.

Over 100 schools offer post-secondary Graphic Communications management programs, covering everything from internships to one-, two-, and four-year degrees. Most employers offer continuing education and in-house training, developing managers from within their company.



PROJECT MANAGEMENT

As the Project Manager, you are the primary internal representative for the customer, performing as the liaison to production, communicating and following the job throughout the workflow to ensure customer satisfaction.

Skills:

- Production Knowledge
- Time Management
- Customer Service
- Team Player

Salary:

\$48,000 x \$66,000



ESTIMATING

Responsible for producing timely and accurate production estimates for various types of projects. Estimators examine specifications, layouts, pricing and schedules to determine the most cost effective production method.

Skills:

- Communication
- Multi-tasking
- Math
- Computers
- Organization
- Customer Focused

Salary:

\$56,000 x \$73,000

SALES

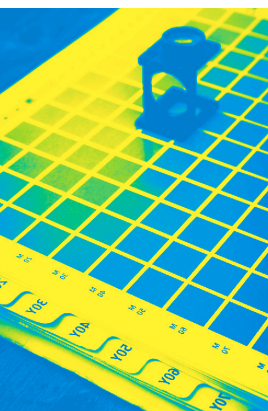
Print sales professionals are responsible for establishing and developing client relationships, connecting their unique business needs with the company's valued services and solutions.

Skills:

- Customer services
- Communications
- Research
- Analytical

Salary:

\$60,000 x \$150,000



CAREER SPOTLIGHT



FINISHING TECHNICIAN



PRESS TECHNICIAN



PROJECT MANAGER



DESIGN TECHNICIAN

DESIGN TECHNICIAN

“ I’m a Design Technician... I conceptualize how a story is told, design all of the pieces that go into a marketing campaign, then produce the digital artwork for our team to print and deliver across channels. ”

TOOLS OF MY TRADE:



ARTISTIC & DESIGN ORIENTED

Being a creative in the graphic communications industry opens the door to all kinds of careers, making this the perfect creative outlet.



CONCEPTUAL THINKER

Graphic communications companies need idea people, to visualize design and production techniques, rewarding your creative energy.



COMPUTER SAVVY GEEK

With digital printing experiencing unprecedented growth, the computer savvy has a home in graphic communications.



LOVE WORKING WITH PEOPLE

Creative professionals combine technical know-how with an ability to communicate into dynamic and rewarding careers.



PROJECT MANAGER

“ I’m a Project Manager... I work directly with customers, account executives and production staff in a fast paced, creative environment to provide graphic solutions to our Fortune 500 clients. ”

TOOLS OF MY TRADE:



WORK COLLABORATIVELY

Championing both the client and the company, project managers effectively communicate project information between all departments and clients.



LIKES TO STAY BUSY

Juggling multiple projects concurrently, you'll manage a variety of tasks to meet project deadlines.



KNOWS HOW TO PRIORITIZE

Use your strong communication skills and organizational ability to prioritize tasks between all stakeholders.



HAS A PASSION FOR PEOPLE

With an ability to think ahead and listen attentively, you'll stay upbeat and positive while providing outstanding customer service.



PRESS TECHNICIAN

“ I’m a Press Technician... I run a 6-color Heidelberg printing press. My company prints posters and event materials for some big companies. We print huge posters that hang in stadiums, or signs that sit inside a retail store. ”



TOOLS OF MY TRADE:



MECHANICALLY INCLINED

Press Technicians run highly specialized, advanced pieces of machinery to print brochures, bags, postcards, signs, and more.



CONTINUOUSLY IMPROVING

Advancing technology spurs an ongoing process of evaluating how systems operate to continuously improve the production process.



PRECISION MATTERS

Quality printing requires the paper, ink, and presses are all in sync despite every job being unique.



AN INVENTOR

Blending traditional print techniques with advanced digital technologies requires attention to detail and an ability to find creative solutions.

FINISHING TECHNICIAN

“ I’m a Finishing Technician... A beautifully printed sheet of paper doesn’t become sellable until it comes to me. I operate high-speed equipment to make the customers’ job stand out, then bind the printed sheets together so they’re ready to ship. ”

TOOLS OF MY TRADE:



LIKES TO TINKER

Use a variety of stitchers, cutters, laminators and other machines to bind, embellish, and finish printed materials.



ABILITY TO JUGGLE

Coordinate multiple priorities in a fast-changing environment, developing solutions on the fly.



HANDY WITH A SCREW DRIVER

Perform diagnostics and maintenance on high-speed bindery and embellishment equipment to keep the jobs running.



QUICK ON YOUR FEET

Maintain production logs and communicate needs to their team to ensure customer jobs stay on track.



CONNECT LOCALLY

Connect with career-building opportunities in your region with a national network of organizations committed to your professional advancement.



Accelerate your career:

- Types of Jobs
- Salaries by Position
- Skills Training
- Internships
- On-the-Job Training
- Certificate Programs
- Scholarships
- College Degrees
- Trade Schools



AFFILIATE PARTNERS

NORTH AMERICAN
PRINT ASSOCIATIONS



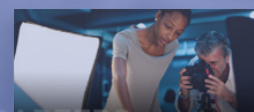
PRINT PROVIDERS

PRINT SERVICE
PROVIDERS



REGIONAL EVENTS

REGIONAL EVENTS



CAREERS

CAREERS

CONNECT LOCALLY

Find a Print Industries Partner in your area.

See us online
@ www.printindustries.org



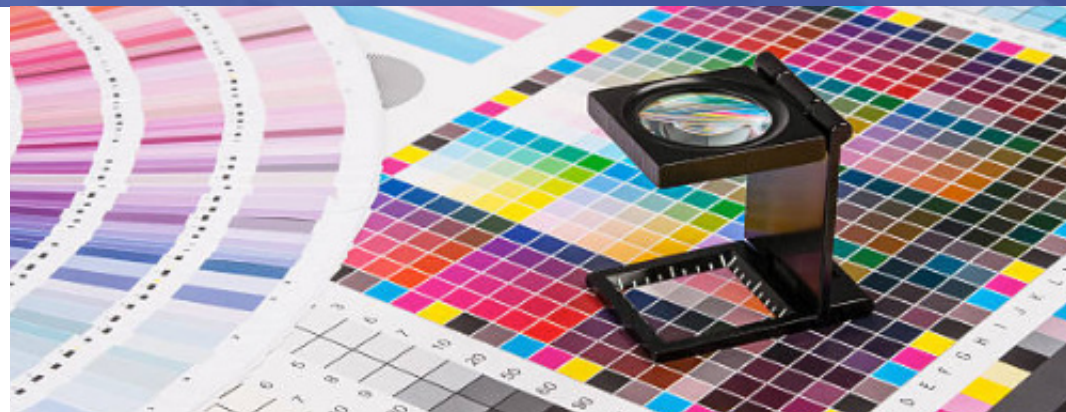
ABOUT PI

Print Industries is a national thought leadership and workforce development organization serving the advanced manufacturing sectors of print and graphic communications, by inspiring, recruiting, and training our next generation workforce.



ADVOCACY

Print Industries offers access to media, tools, and events designed to promote the understanding and awareness of the print industry, by demonstrating the impact print manufacturing has on everyday lives.



CAREERS

Print Industries offers a suite of career guidance support, resources, and programs to advance professional development in the print and graphic communications industry.

LEARNING

Print Industries “Experiential Learning” model combines on-the-job training and expert instruction, along with articles, video, blogs, and more to inspire the next generation of print professionals.

