

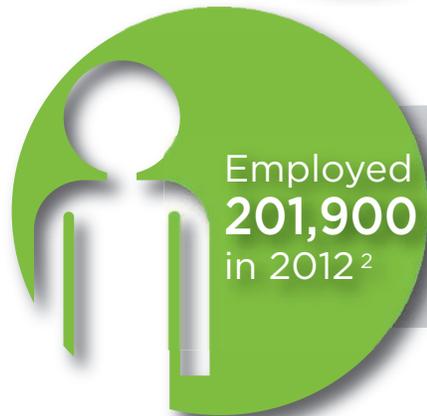
Sign and Visual Communications Sector

The sign 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 in the Sign and Visual Communications Industry

- Sign installer
- Sales
- Fabricator
- Electrician
- Industrial Maintenance Mechanics
- Technical Drafting
- CAD-CAM
- Electronics
- Precision Machining
- Project Management
- Manufacturing Technology
- Welder
- Graphic Design
- Color Specialist
- Technician
- General Manager
- And more



CAREERS

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

² *ibid.*

³ 2014 State of the Industry Report, International Sign Association, www.signs.org/stateofindustry



WHAT JOBS ARE AVAILABLE?

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 32 million people between 2010 and 2020. That means more houses, more restaurants, more retailers and more companies which supports a growing career path. ⁴

Many signs are fabricated in small, medium and large manufacturing shops. As a segment of the broader manufacturing sector, the sign 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. ⁵

The sign and visual communication industry is a dynamic and ever-changing employment field that covers an array of opportunities. Signs require many manufacturing elements such as welding, CAD-CAM, electronics and fabrication. Not all careers in the sign and visual communication 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.

⁴ Bureau of Labor Statistics, "Monthly Labor Review," January 2012, <http://www.bls.gov/opub/mlr/2012/01/art3full.pdf>

⁵ Manufacturing Institute, "Accenture 2014 Manufacturing Skills and Training Study," 2014, http://www.themanufacturinginstitute.org/Research/Skills-and-Training-Study/~/_/media/70965D0C4A944329894C96E0316DF336.ashx.