

Design Your Career ----- Design Your Life

**Customizing a career that
harmonizes with life's priorities**



By Joshua Beal

Master of Fine Arts Thesis | Liberty University

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Design Your Life

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harmonizes with life's priorities

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This thesis is submitted to Liberty University
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Dedication

To my wife, Kristina, for your encouragement, patience, and support in the face of trials, tears, and victories. There is no one I'd rather travel with through life than you.

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Abstract

This research investigates the current plague of unemployment and underemployment that nearly half of qualified individuals in the field of Visual Communications are met with after graduation. Students who major in this field dedicate a tremendous amount of time, money, and energy toward developing a broad skillset that resolves critical matters of communication through visual solutions. Research has demonstrated that despite conditions that are subject to ongoing change of economy, industry, and marketplace there are contributing factors that must be addressed to overcome un/underemployment regardless of circumstances. These include an underdeveloped network of professional contacts, deficiency in recognizing or responding to changing conditions, and a limited ability to customize one's career around their unique specialization. The purpose of this study is to provide students who major in Visual Communications the information and tools needed to incorporate their ability to adapt and problem solve from their skillset into their search for work. To explore this issue, information was gathered through secondary research that involved data from federal databases, case studies, literature review, and secondary research in general. Return on investment for one's education is measured in consideration of three primary themes: job satisfaction, income, and quality of life, which may provide hopeful opportunity for professionals in Visual Communications to overcome un/underemployment through career customization.

Chapter 1: Introduction

Thesis Topic

This thesis researches the pathways to designing a career in Visual Communications and the barriers that prevent individuals from reaching this goal.

Research Problem

Students who major in Visual Communications develop a broad skillset that enables the effective communication of messages and information through a variety of visual elements. The adaptability of this field of expertise should open doors to a wide range of job options and opportunities for graduates. However, nearly half of those who pursue a degree in this field are unable to secure a job after graduation. In fact, nearly a third remain un- or underemployed up to five years after graduation. The un- and/or under-employability of graduates with degrees in Visual Communications is an issue that merits further investigation given that these individuals have invested a great deal of time, money, and energy in developing this valuable skillset that should lead to job security. The anticipated outcome for this investment includes improved income, gainful employment in a related field, job promotions, and, ultimately, job security and satisfaction. Since these outcomes are unobtainable for many such job-seekers in the field of Visual Communications, this thesis addresses issues that underpin the problem such as the expectation vs. the reality of job satisfaction and work-personal life-balance, mechanisms of income generation, and alternatives to traditional employment paths and sources of income. Addressing these issues will help provide more realistic outcome expectations, thereby increasing employability, and subsequently, quality of life.

Research Purpose

This study aims to help students who major in Visual Communications navigate their career so that it can be customized in a manner that is well suited for their life, thereby gaining a return on investment for time, money, and energy spent on education.

Significance

Return on investment for education spans multiple areas of occupation and extends into personal well-being. Securing a job in one's field is a return on investment for their education. While the purpose of the thesis could be applied to any career field, emphasis is placed on Visual Communications for the purpose of providing clarity for specific career navigation in this area.

If the information that is collected with associated research is presented and effectively disseminated broadly to students, job seekers, and job creators in the field of Visual Communications there is potential for these individuals to gain a career that meets their personal and professional needs. Added benefit is longevity in their career field so that one does not find themselves starting over in another, unrelated field. The end result is not only positive return on investment for the individual, but potential for a reduction in underemployment within the greater economy.

A final benefit that can be realized from this research is the opportunity for professionals in Visual Communications to customize their career. These individuals are not limited to a single occupation or source of income. Due to the versatility of their skillset, they have the opportunity to switch to another organization, engage in a side source of income, or laterally transfer to a related discipline that might be a better fit for personal priorities as measured against job satisfaction, income, and lifestyle. This project is not only engaged to reduce underemployment in order to increase return on investment but is intended to become a reliable evaluation that professionals can come back to at different stages of career navigation.

Chapter 2: Research

Summary of the Literature Review

The literature review has been covered in two parts. During part one we discovered some of the overwhelming numbers on underemployment as presented by the federal reserve and conditions of underemployment. Regarding each of the major themes during the first part of research, the following areas were explored:

- Job satisfaction: work mode and cerebral symmetry as factors in job satisfaction
- Income: pay structures (salary, hourly pay, commission, bonus, and piece rate) and income methodologies (such as W2, 1099, etc.)
- Lifestyle: Employment vs. self-employment

In the second part of the literature review the three major themes have been peeled further back. The following became the focus of each study during the second part:

- Job satisfaction: specialization vs. generalization and proactive vs. reactive work
- Income: career assessment of six major disciplines within Visual Communications
- Lifestyle: Employment vs. self-employment was refocused to consider employment vs. entrepreneurship

Research Questions

Generally speaking, the goal of this research is to address two major questions:

- What is the problem? – Since improving one's career is the return on investment for education, what factors become barriers to this goal? This is

how underemployment became the named condition that lead to further investigation.

- How do we fix it? – In the field of Visual Communications, careers are customized based upon the interdisciplinary nature of skills. The industry is as customizable as one's specialty within, so a map is a better solution than a formula due to the many paths that can be taken. Research revealed three primary considerations for customizing career ROI: job satisfaction, income generation, and lifestyle.

Topic specific questions are as follows:

- Underemployment
 - What is the rate of underemployment related to Visual Communications?
 - How does the rate of underemployment in Visual Communications compare to other fields?
 - What are different forms of underemployment?
 - What degree level of college graduates are at greater risk of underemployment in the field of Visual Communications (associates, bachelors, masters, doctorate)?
 - What are common factors that create underemployment?
- Job Satisfaction
 - What tasks are low mental concentration activities that allow for multitasking and what tasks are high mental concentration activities that require single focus on a task until it is complete?
 - Should a professional in Visual Communications focus on specializing or generalizing their skillset? What are the pros and cons to each approach?
 - What is the difference between proactive and reactive jobs? Does one provide better career opportunities than the other?
 - How much does right vs. left brain orientation affect one's ability to be productive and, therefore, satisfied with their work?
 - What are the differences between organizational sectors as relevant to employment?
- Income
 - What restrictions exist between each occupational structure for gaining access to additional income opportunities? Examples may include noncompete agreements, nondisclosures, and government policy on occupational overlap (moonlighting).
 - What are classifications of income and how reliable is each?
 - What is the current outlook for each Visual Communications discipline in consideration of:
 - Median pay
 - Pay range
 - Standard education level
 - Top industries for each field

- Regularity of work (seeking or maintaining accounts, AKA hunting or fishing)
- Job security
- Lifestyle
 - What are the common lifestyle differences that exist between employment and entrepreneurship?
 - How much risk and reward are involved with each type of job environment (in-house, agency, freelance, and business owner)?
 - What factors contribute to autonomy?
 - What is the impact of blending work and family environments both at home and for co-working couples (who work together at the same organization)?

Research Methods

The three metrics of career ROI for education revolve around value. Each of these are of greater priority at different stages of life, so the approach to presentation of material is building from this consideration. In addition, the research methods have been selected to meet the needs of each stage. While there will be an overlap in methods between each value, the assigned research methods are expected to be the primary mechanisms as listed.

Traditional methods of research contain some of the most comprehensive options from those covered in the course materials associated with this course. These are time-tested to reveal longstanding success. The following summarizes research methods for each topic:

- Job Satisfaction: Secondary Research
- Income: Literature Review
- Lifestyle: Case Studies

Please note that other methods of research were incorporated into each of those listed above, but those listed are the primary approach selected.

Exploratory research, as a form of primary research, was considered in the earlier stages of research but was not needed within the scope of the project. Although this method offers opportunity to acquire insight through primary research that allows for multiple tactics, (Martin and Hanington 84) the research has shown that the information applicable to the questions presented is already available.

Underemployment

- Research Method: Secondary Research

The majority of information needed for this portion of the report was data focused, so sources such as the Bureau of Labor and Statistics and Federal Reserve were irreplaceable. In addition, other sources that were analytical of this data were employed for deeper insight. Secondary research provided the opportunity to gain perspective through multiple research methods (Martin and Hanington 154).

Return on investment was a goal of research identified early in the project, but the research problem was not concrete. With further investigation, the problem of students falling short of gainful employment in their field of study is even greater than realized: specific to job fields either within or related to Visual Communications, as of 06FEB2019 the Federal Reserve reported the following data that reflects the percentage of college graduates who are underemployed in their field of study:

- 36.2% in commercial art and graphic design
- 55.2% in mass media
- 47.7% in advertising and public relations
- 52.7% in marketing (Federal Reserve 2019)

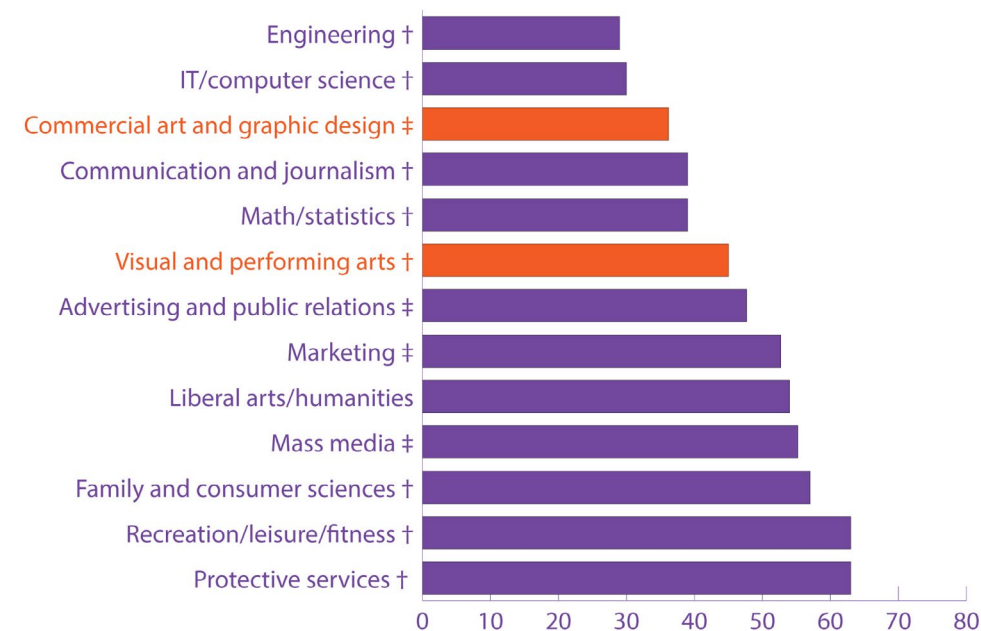
In another report it is stated that 45% of those who major in Visual and Performing Arts (the closest title for Visual Communications) will be underemployed in their first job and 31% will remain underemployed up to five years after graduation (Burning Glass 20). The greatest cause of this is due to misplacement of the first job – those who were initially underemployed after graduation are five times more likely to remain so after graduation. Much of this is caused by a lack of transferrable skills that result from placement in a job with occupational mismatch (16). When a college graduate enters the workforce the first job sets their trajectory: although a job as a millworker or barista may pay more than an opportunity in their own line of work at entry level, accepting such a position will distance themselves from reentering their field due to lack of experience and transferrable skills. In situations where job opportunities within one's field are minimal it can still be of advantage to accept a position in which developed skills within the same field can still be exercised. Relating back to Visual Communications, a good example is a position as an administrative assistant in which one will not only have the opportunity to add a layer of design skills to their role but will also incorporate office management as a skillset to their resume. Designers have a competitive edge going into administrative positions since their counterparts do not share the same level of skill. Additionally, when a designer is ready to go into a design-focused role they will bring with them a transferrable skillset that other designers may not have. Taking this example a step further, designers with an administrative backdrop have an edge in managing data for building infographics.

According to this same report, underemployment related to Visual and Performing Arts is slightly less than the median on a spectrum of 29% to 65% in the first year after graduation. Those on the low end of underemployment include:

- 29% in engineering
- 30% in IT/computer science
- 39% in communication and journalism
- 39% in math/statistics

Those at the high end of underemployment include:

- 54% in liberal arts/humanities
- 57% in family and consumer sciences
- 63% in recreation/leisure/fitness
- 65% in protective services (homeland security, fire fighters, law enforcement, etc.)



‡ = Federal Reserve 2019

† = Burning Glass 2018

Finally, we should note the level of underemployment according to degree level. According to PayScale, these numbers are as follows:

- 57% some college
- 52% high school diploma

- 50% GED
- 43% BA/BS
- 41% MBA
- 39% MA
- 37% JD
- 34% PhD
- 30% MD (PayScale ND)

These numbers are staggering, and there are multiple factors that can contribute to such conditions. In a post-industrial economy where services largely outweigh the manufacturing of goods, educational programs become structured to prepare students to fulfill these roles. However, once the “quota” of roles is filled, graduates who are next in queue to gain employment find themselves in a position with limited to nonexistent opportunities, putting them in the undesirable position of underemployment (Chesters and Baffour 321). Due to the obligation to pay regular fixed expenses (rent/mortgage, utilities, transportation, food, etc.) with the added responsibility of paying for college loans, graduates in this position will typically resort to working in a position that does not require their skillset, which typically translates into entry level work on a part-time basis. This is a barrier to benefits, higher pay, and promotion. To make matters more complicated, the gap in time representing work in one’s skillset demonstrates a lack of ongoing experience.

Labor Utilization Framework

Gainful employment can be thought of as a target. When this target is missed, the one who has made such an attempt has suffered a loss that has either resulted in unemployment (through which no job is secured) or underemployment (through which a job is secured but it is the wrong description for the qualifications and personal career ambition). In the early 1970s the Internal Labor Office spearheaded studies on underemployment, which resulted in a rough model known as the Labor Utilization Framework. This model divides the total work force into classification levels: adequate vs. inadequate utilization of one’s labor, followed by amount of work, and finally followed by income compared to qualifications. The original model was a rough draft, but led to further studies by the Bureau of Labor and Statistics upon the severity of missed employment opportunities, which resulted in the following classifications (from least to most severe):

1. Sub-employment – this is a category for “discouraged workers” who are not currently working and did not look for work in the previous four weeks due to an assumption that work was not available; these individuals are less concerned about securing employment than any of the following classifications
2. Unemployed – have searched for work within the previous four weeks but have not secured employment

3. Underemployed by low hours – working less than 35 hours per week because they have not found full time employment
4. Underemployed by low income – these individuals are occasionally referred to as the “working poor”; earnings are less than the official poverty level for an individual living alone (by 125%)
5. Underemployed by occupational mismatch – also referred to as “over qualified”; education, training, and/or certification beyond the required level for the job description is a barrier to employment (Jensen and Slack 23-24)

We can see from this information that the definition for underemployment has expanded from working outside of one’s career field to include working within one’s career field with the tolerance of critical deficiencies.

So how does this redefine our understanding of underemployment as “being off target?”

The last three classifications above involve employment in one’s career field. However, the limited characteristics of each creates a career strain through which the individual will look for other opportunities. These conditions are a temporary solution since they do not meet the long-term needs of the individual, which results in further career exploration. Regarding a target, these conditions are comparable to darts that do not stick.

The search for other opportunities will either result in another job that becomes the perfect match within their career field, or they will look for work in an alternative job description. When the latter happens, the dart has fallen off the target – they are no longer in line with their career goals which is a long-term to permanent state of underemployment. Therefore, we should consider each of the three final conditions above as a temporary career position that results in more serious underemployment if not resolved.

From here we turn our attention to clarification of the target. The center of the target is return on investment for education which expands into three themes revolving around benefits of work: job satisfaction, income, and lifestyle. As it turned out, the three ROI metrics were identified demonstrate distinct priorities that emerge at different stages of life. Let’s take a closer look at each in the order of a life span.

Job satisfaction

- Selected Method: Secondary Research
- This method was selected due to the opportunity to acquire insight through

multiple research tactics. Since job satisfaction is a subjective item, benefit gained from an aggregation of multiple perspectives. Employing secondary research not only involves different ideas but includes an array of methods from which to collect these ideas to aggregate a consensus of ideas through which quantitative research remains necessary (Martin and Hanington 154). However, article-based documentation will also have provided extra spotlight on noteworthy insight. Much of the information on job satisfaction has already been gathered so the goal with secondary research is to compare notes between circumstances rather than to focus attention on gathering data from a small grouping.

In the earlier stages of our youth we look to those with more life experience than ourselves as models of our future. Dynamics are multiple, among which include number of children, who they have married (or divorced), type of home, and of course, where they work. This last item, work, is a key area of discussion that lives somewhere between aspiration and aptitude. Children are rarely bothered with how much they will make and are even less likely to connect the dots for how different jobs will affect their lifestyle (such as the impact upon a family for working graveyard shifts). Regardless, job satisfaction is the first area of interest in a given occupation, and this is typically the first consideration when at the beginning of one's career or when in the position of making a career change.

Cerebral Symmetry

The principle of cerebral symmetry focuses on whether one is more oriented toward right-brained or left-brained thinking and tasks. Those who are more prone to abstraction (right-brained dominant) will likely find greater satisfaction with illustration, animation, storytelling, and any other objective that involves creative work. In contrast, those who gravitate to logic and order will likely find greater satisfaction in such tasks as coding, troubleshooting, and planning (WDD 2009). Varying disciplines in Visual Communications have different degrees of creative and technical work, which can have a significant impact on job satisfaction. A surprising discovery in the literature review is that cerebral asymmetry is demonstrated with different preference among different species. For example, although chimpanzees show some leaning toward right-handedness, a clearer distinction is found with birds of which 90% pick up objects with their left talon. For humans, asymmetry exists between 89% and 92% right-handed for women and men respectively (Corballis 867-868). Significance of this becomes evident with activity due to the connectedness of handedness to cerebral symmetry, in which the left brain is more analytical, and the right brain is more creative. Activities in Visual Communications are governed by their relationship to cerebral symmetry such as a web developer's left-brained command of code and a graphic designer's right-brained ability to arrange elements creatively. Some activities involve a mixture of cerebral symmetry, such as a photographer's ability to capture composition while at the same time conducting

calculations related to aperture and depth of field.

Below is a breakdown of tasks compartmentalized within cerebral symmetry, which will create the platform for subsequent sections with this analysis of job satisfaction:

| Left-Brained: Analytical and Technical | Right-Brained: Creative |
|--|---|
| <ul style="list-style-type: none"> • Writing code • Troubleshooting • Video editing • Tweening • Paragraph styles • Document setup • Exporting files • Metadata • SEO • Planning blog/social media posts • Writing brand standards • Layout • Form development • Forensic photography • Catalog photography | <ul style="list-style-type: none"> • Illustration • Thumbnails • Nature photography • Screenwriting • Storyboards • Branding • Character development • Composite image design • Writing blogs • Branding • Typographic creation/selection/modification • Portrait photography • Videography • Video effects |

Work Mode

One of the greatest considerations of job satisfaction is work mode. This largely involves one's ability to focus on a task at hand. In our consideration of job satisfaction, our exploration aims to understand how tasks of low mental concentration allow for multitasking and how tasks of high mental concentration require a narrowed focus for completion. Furthermore, since occupations in Visual Communications often require a blend of tasks at either end of this spectrum, we seek to understand how project management is affected, especially for design directors.

Tasks that require high mental concentration allow little to no room for multitasking or distraction. One's ability to sustain concentration on a task is known as "flow." This is also identified as the "holistic sensation received from total involvement in a task" (Demerouti et al 276) and it does not allow room for daydreaming. Flow is enhanced with rest and kinesthetic activity that spurs creativity such as sketching (Cseh 151). Working deep in lines of code in the back end of a website can be regressed by large blocks of time with a simple ring of the phone. This becomes a major consideration

for those who pursue work at home due to the family environment that is full of distractions, especially with the presence of children. While this is clear of analytical activities, the same can be said of creative work – idea generation (brainstorming), and concept development (refining ideas into tangible solutions) are all vulnerable to distraction and require one to be “in the moment.”

Alternatively, there are also tasks that do not require as much concentration for completion, in which multitasking can be introduced. For instance, inking or coloring phases of illustration can be performed while listening to the radio. This is also affected by modality, which refers to tasks that are impacted by different brain functions: within-modal multitasking involves activities that require the same brain function (audio/audio) and dual-modal multitasking involves activities that require different brain functions (audio/visual) (Deprez et al 2013). Dual-modal multitasking is more common in design work than within-modal multitasking, even in circumstances of high mental concentration such as pacing back and forth (motor skill) while developing an idea (imagination).

On the following page is a simple breakdown of high and low-concentration tasks in the field of Visual Communications as compartmentalized by creative and technical characteristics. A good question to ask oneself for developing such compartmentalization is if the activity can be performed while listening to music/podcast, can be conducted while holding a conversation with someone else in the room, or if it can be easily resumed if interrupted by a phone call.

Blocks of time can be managed by compartmentalizing each type of concentration. For tasks that require high mental concentration it is ideal to plan these for times of the day when external activity is low. Freelancers may find that this works best early in the morning or late at night when their children are in bed and phone calls are not rolling in. Those who work with a team may talk to their management in order to coordinate blocks of time in which other team members may cover the low concentration tasks at the same time that high concentration tasks are underway in another section of the same facility so that they may take place without disturbance. For instance, a web design firm may hold a conference with a client at one wing of their base of operations (likely nearby a receptionist desk and/or executive offices) while developers work at another end of the facility resolving lines of code without disturbance.

| | High Mental Concentration | Low Mental Concentration |
|-----------------------|--|---|
| Creative Work | <ul style="list-style-type: none"> • Thumbnails (graphic design) • Wireframes (web design) • Event photography • Logo design • Writing scripts (pre-production in video, animation, and story publishing) • Character development (illustration) | <ul style="list-style-type: none"> • Inking (illustration) • Coloring (illustration) • Nature photography • Image editing |
| Technical Work | <ul style="list-style-type: none"> • Writing code (web development and animation) • Document setup or modification (any discipline) • Video editing | <ul style="list-style-type: none"> • Tweening (animation) • Applying paragraph styles (publication or graphic design) |

Specialization vs. Generalization

This scale considers whether one is more prone to focusing on a single area of expertise or multiple areas. It builds upon work modes to consider how one considers single tasking and multitasking impact their job description.

Specialization is the concentration of a tailored skill that results in a higher level of proficiency in the associated area. This proficiency often results in a sense of occupational gratification that is expressed as increased job satisfaction. In addition, specialists are less divided amongst tasks, resulting in increased aptitude through improved focus. Jobs in Visual Communications that require higher levels of concentration are better suited for specialization, such as web designers.

- Pros:
 - Increased respect among co-workers
 - Improved job satisfaction through proficiency, focus, and excellence in problem solving
 - Higher Earnings
 - Less to learn in one discipline than in multiple
 - Freelance specialists can corner a niche market
- Cons:
 - Risk of a specialization becoming obsolete
 - Fewer job openings

- Repetition of work can produce boredom (Lahren 2015)

In contrast, generalization (also referred to as diversification amongst business owners and investors) of skills provides opportunities within one's occupation for work in expanded disciplines. Within the field of Visual Communications, one is not limited to graphic design but may also use their strength in this area to extend into web design, animation, video production, or publishing. The same may be said about other disciplines as well. The advantage to this approach to one's skillset is adaptability, flexibility, and a skillset that is transferrable for the needs of different types of design projects.

- Pros:
 - Transferrable skills lead to other opportunities within an organization
 - Increased adaptability and problem solving
 - Increased income opportunities
- Cons:
 - Sacrifice breadth for depth (little opportunity for mastery)
 - Can find themselves divided with time and other resources
 - Decreased level of job satisfaction (Lucas Group 2016)

The consideration of specialization and generalization is one that everyone must handle differently based upon aptitude and opportunity. Specialization works well for those who prefer to focus on a single objective, which prescribes a high-concentration work mode, whereas generalization is applicable for those who are prone to multitasking, calling for a low-concentration work mode.

Proactive and Reactive Jobs

Proactive work involves planning in anticipation of upcoming needs. Rather than waiting for circumstances to determine a course of action, proactive orientation continually analyzes conditions, improves workflow, forecasts challenges, and prepares for upcoming work (Mack Nd). Proactive jobs are typically project oriented and, in consideration of visual communications, includes such work as:

- Pre-production objectives in video production and animation (script, storyboard, and production planning)
- Wireframes, sitemaps, and content development for building a website
- Market research and brainstorming for branding
- Dummy boards, mood boards, and turnarounds for storybook or comic development
- Wedding and event photography

Proactive work can be rewarding due to the sense of order and control that one has over their workflow. This reduces a sense of urgency and crisis that can come from reactive work.

In contrast, reactive work is the professional posturing of waiting for work to present itself. This type of work often gets a negative review in articles, especially in management journals. However, some occupations are naturally oriented in this manner such as uniformed and emergency services (military, police, fire department, and paramedics), mechanics, restaurants, and more. Managing a workload of reactive work is admirable amongst business executives (though it is often avoided). Furthermore, time management in reactive positions is difficult since the nature of work is unpredictable (Bourke 2012). However, some individuals find reactive work challenging and thrilling. Regarding visual communications, reactive jobs include:

- The majority of graphic design work
- Web site repair
- Senior portraits, headshots, and family photography
- Print on demand
- Social media management (though this can also be approached proactively)

Organizational Sectors

From here we turn our attention to organizational sectors. This is a term that refers to a characteristic of employment that is in the same categorization level as industry, market, and economy. Organizational sectors encompass the focus of the organization based on its financial design, which is legally determined by tax structures. Namely, there are four of these which include public agencies (primarily government agencies), private companies, nonprofit organizations, and nongovernment organizations (NGOs such as the Red Cross). The material revealed a relevant correlation with the rate of success for which students find employment in their desired field.

The application process for each organizational sector is unique. Government agencies prefer to receive expanded resumes that are used as part of the vetting process in advance of working with sensitive material. In contrast, corporations are focused on efficiency of the organization, through which their human relations departments prefer summarized resumes – the types we are more likely familiar with. With regard to job security, non-profit organizations tend to offer the greatest opportunity for retention due to occupations that are not tied to government programs (which are intended to be temporary [Kettl 220]) and changing marketplace conditions such as a downturned economy that greatly impact for-profit organizations in the private sector (Smith 1). Additionally, nonprofit occupations generally provide greater job satisfaction than for-profit occupations stemming from a strong sense of purpose, which is consistent across demographics (Binder 64-65).

The following is a summary of each occupational sector:

Private companies

- **Description:** private companies are the same as for-profit businesses. They may be as large as a global corporation or as small as a self-employed company. Operationally, private companies have a greater focus on results than personnel, and performance above analysis (Raharjo and Eriksson 1813)
- **Application Process:** this can vary, but a commonality among employers is the request for a brief resume (often one page).
- **Retention:** since private companies operate in the open market, retention likeliness is closely tied to competitiveness. Some of this can be determined by the size of the company and whether one is working for a design agency or with an organization that has provided an in-house job.
- **Job Satisfaction:** varies greatly, but the greater factors are how closely one works with their primary discipline within visual communications, schedule, and compensation equivalence to skill level.

Public Agencies

- **Description:** public agencies are often government entities, but also take the form of schools (especially universities) and hospitals, as examples. They are not publicly traded and do not operate out of charity. Operationally, public agencies have a strong focus on synergy amongst personnel and place emphasis on data and analysis for determining managerial decisions (Raharjo and Eriksson 1812).
- **Application Process:** for government positions applications will typically call for extended information. Resumes for these positions may run several pages long. Education and medical sectors also require extended information but require this in the form of a curriculum vitae.
- **Retention:** this can be higher than private companies but can be impacted by low paygrade during seasons of government cutbacks. Additionally, government jobs can be temporary if they are based in a program instead of an ongoing service. Increased credentials are a factor that can help secure employment such as a higher education level and annual certification in one's field. For those pursuing education as a career path after studying Visual Communications tenure is a key factor for retention.
- **Job Satisfaction:** since public jobs are not directly tied to the marketplace, job satisfaction may increase with greater chances for retention. Some creatives may find this occupational sector restrictive of their skillset, especially considering that government jobs do not allow for moonlighting.

Nonprofit organizations

- **Description:** nonprofit organizations typically have a tax structure of a 501c3. They do not operate for profit and although they are not publicly traded, they contrast public agencies in consideration of being charity centered.

- **Application Process:** the application process is similar to for-profit companies – resumes are normally a single page.
- **Retention:** this tends to be higher than all other operational sectors. Much of this has to do with decompartmentalized roles between departments: an executive assistant may also have a role in developing media materials as well as cooking food for the homeless after conducting inventory with shipping and receiving. This integration of duties makes an employee an integral part of the organization – one who is not easy to replace.
- **Job Satisfaction:** reportedly, job satisfaction in nonprofit organizations is the highest of all organizational sectors due to the strong sense of purpose that is tied to it (Binder 64-65).

Nongovernment organizations (NGOs)

- **Description:** nongovernment organizations operate similar to nonprofits, however, they conduct business as an extension of government. Rather than operating as a government agency that is taxpayer funded and subject to information from overlapping departments, NGOs are funded through charitable channels and work with government agencies to receive support such as security during disaster relief.
- **Application Process:** the application process varies from one organization to another. It is more closely related to the single page resume than a multipage resume.
- **Retention:** the amount of retention is shortly behind nonprofit organizations, but reasons are more comparable in nature to public jobs. Public jobs have a greater consistency of income, and therefore operations. NGOs model their operations in agreement with public agencies which compartmentalizes job descriptions, which contrasts the integration of job descriptions in nonprofit organizations.
- **Job Satisfaction:** job satisfaction in NGOs is close to nonprofit organizations, also due to the strong sense of purpose that is tied to it (Binder 65).

Income

- **Selected Method:** Literature Review
- **With the use of trade journals, industry analysis, and other documentation from credible sources this area will be approached with an expansion of literature review. Applying this secondary research method will be beneficial for integrating the credibility of material using the support of authoritative authors (Martin and Hanington 112).**

As our youth fades into the distance we are left with a new priority: responsibility. We become responsible for providing for our family, paying our bills (and those we

owe a debt to), and preparing for our later years in life when we no longer have the strength to work as many hours in a day. This is where income eclipses job satisfaction as a priority, which is unfortunate but realistic. To complicate matters, there are not only an expansive number of ideas about money, but many of them are competing. (The literature review already conducted on this subject hardly opened the door, and therefore this approach is being adopted for the research method related to the subject of income.) Key takeaways from the literature review included contract enforcement, through which both parties must have something worth losing for a contract to be self-enforcing (Parent 74), and incentive-based pay structures. These have a motivating factor for the opportunity to earn more money than the “baseline” by working harder and faster, yet the downfall is that reaching a threshold of performance above the baseline sets a new norm by which employers (or clients) determine that the worker is easily capable of achieving such a goal by which they pay the worker less (Parent 78 and 81).

Pay structures include salary, hourly pay, commission, bonus, and piece rate, which focus on the timing and amount of pay. While this sounds dry and obvious (at the risk of boredom), pay structures are defining of other areas of life – when these are lacking one may either resolve to find a different occupation (which is an indicator of dissatisfaction with a job) or take on a second job to maintain employment within their field. Seeking a second job is not always an option due to conflicts of interest, which is most specific to government jobs. Occupational overlap, also known as moonlighting, is acceptable to private employers at some design firms as long as moonlighting does not have connection to any of their existing contractual relationships. However, federal agencies have greater restrictions on moonlighting than other occupational sectors. Specifically, if there is a conflict that concerns matters of interest to the United States, duplication of pay for the same service while in the role of a government employee, or if the employee is receiving payment from a foreign government then moonlighting is not authorized (USOGE 2016). Additionally, provisions against higher ranking personnel are more restrictive against moonlighting than rank and file employees. Each agency many also have their own rules on top of universal federal rules (Maskell 1).

Second to pay structures are income methodologies, which commonly involve a paycheck, contract, or spot exchange (common of retail sales), and we should be mindful that pay structures are not limited to employer wages (whether W-2, 1099, under the table, or otherwise). Income methodologies differ from pay structures through the duration of exchange, meaning how long parties will conduct business with one another.

Career Assessment of Visual Communications Disciplines

In the second part of research financial data was gathered by sources within the

Bureau of Labor Statistics, which is a division of the Department of Labor. This data cross examined each of the six primary disciplines in Visual Communications (graphic design, web design, photography, video production, multimedia and animation, and publishing). Data was taken from four main BLS sources: O*NET Online, CareerOneStop, Occupation Employment and Wages Reports, and the Occupational Outlook Handbook. The data gathered is reported for 2018 across each career field.

The data offers hopeful information about occupational outlook – most of the career fields in Visual Communications are identified to have potential for growth with video production in the lead with an expected 16% growth rate between 2016 and 2026 and web design close behind at 15%. Graphic design and multimedia/animation both have positive expected growth rates, but graphic design is expected to only grow at 4% which means that salaried positions will become more competitive. Those fields that have negative expected growth rates include photography and publishing, the latter of which is in the greatest jeopardy due to this field becoming grafted into graphic design and web design. However, books are a demand that have less overlap with graphic and web design than journals or newspapers, thus leaving a place for desktop publishing to avoid extinction.

Most of the career fields require education levels between associates and bachelors degrees, although some allow room for a minimum of a high school diploma. Photography requires the least amount of education, which creates greater opportunities for entry into Visual Communications. Graphic design and multimedia/animation are tied at 62% among professionals holding bachelors degrees in their fields.

Regarding workplace setting, most career fields take place in an office or studio, though photography and video production involve field work. Many fields include freelance professionals, some of which represent 50% of the workforce in their field. Finally, along the pay scale for all fields, the lowest pay is in the area of photography at \$9.54 hourly / \$19,850 annually and the highest pay is in the area of video editing (not production equipment operation such as camera, light, and sound) at \$81.75 hourly / \$170,040 annually.

It has become clear that while the other subjects of job satisfaction and lifestyle are supported by information that has greater longevity, income is a data-driven subject that will need to be updated annually for any ongoing design solution associated with the thesis project.

Graphic Design

- Median Pay: \$26.29 hourly / \$54,680 annual (BLS, 27-1024 Graphic Designers)

- 2018)
- Pay Range: \$14.23 - \$41.23 hourly / \$29,610 - \$85,760 annually (BLS, 27-1024 Graphic Designers 2018)
- Education Level: 62% bachelors degree, 15% associates degree (O*NET, Graphic Designers, Nd)
- Top Paying Industries: government, manufacturing, securities/financial, legal services (BLS, 27-1024 Graphic Designers 2018)
- Location of Work: Office/studio setting
- Employment: 1 in 5 graphic designers are self-employed (BLS, Graphic Designers, 2018)
- Regularity of work (hunting vs. farming): this is a hunting job, especially for freelance – work is not recurring since each work order is for a new client or a new campaign for an existing client
- Level of job security: job outlook is projected to grow 4% between 2016 and 2026, which is slower than other fields and is expected to result in increasing levels of competition within the field (BLS, Graphic Designers 2018).

Web Design

Note: Most web searches for “web designer” have populated results for “web developer.” While design as related to websites is more closely related to visual aspects, and development is more closely related to programming and function, the terms are commonly blended by government labor databases. For the purpose of analyzing financial data, we will borrow the description for web developers as described by the Bureau of Labor Statistics:

“Web developers design and create websites. They are responsible for the look of the site. They are also responsible for the site’s technical aspects, such as its performance and capacity, which are measures of a website’s speed and how much traffic the site can handle. In addition, web developers may create content for the site.” (BLS, Web Developers 2018).

- Median Pay: \$35.63 hourly / \$74,110 annual (BLS, 15-1134 Web Developers 2018)
- Pay Range: \$17.71 - \$58.81 hourly / \$36,830 - \$122,320 annually (BLS, 15-1134.00 Web Developers 2018)
- Education Level: 46% bachelors degree, 17% associates degree (O*NET, Web Developers, 2017)
- Top Paying Industries: rental and leasing services, personal services, air transportation, audio and video manufacturing, software publishers (BLS, 15-1134 Web Developers Nd)
- Location of Work: Office/studio setting
- Employment: 1 in 6 web designers are self-employed (BLS, Web Developers

- Nd)
- Regularity of work (hunting vs. farming): this is a farming job – work has a project-based beginning, in which income is large and irregular; after a website is established ongoing maintenance results in recurring work and income
- Level of job security: job outlook is projected to grow 15% between 2016 and 2026, which is much faster than other which is expected to be driven by mobile design and e-commerce (BLS, Web Developers 2018).

Photography

- Median Pay: \$20.56 hourly / \$42,770 annual (BLS, 27-4021 Photographers 2018)
- Pay Range: \$9.54 - \$36.71 hourly / \$19,850 - \$76,360 annually (BLS, 27-4021 Photographers 2018)
- Education Level: 28% high school diploma, 20% associates degree (O*NET, Photographers Nd)
- Top Paying Industries: aerospace and parts manufacturing, local government, motion picture and video industries, printing and related activities, travel and reservation services (BLS, 27-4021 Photographers 2018)
- Location of Work: Partly in field or studio – partly in a digital darkroom (or traditional darkroom). Field work will have cost of travel.
- Employment: 60% of photographers are self-employed (CareerOneStop, Photographers Nd)
- Regularity of work (hunting vs. farming): this is a typically hunting job but is mostly determined by specialization – family photographers and event photographers will find some recurring work, but this is typically on an annual basis. Most other photography is irregular and thus photographers must regularly seek new opportunities.
- Level of job security: Salaried photography is projected to decline by 6% between 2016 and 2026. This creates more opportunities for freelance photography (BLS, Photographers 2018).

Video Production

Note: Video production is commonly divided into three phases: pre-production, production, and postproduction. Each phase involves a different skillset or further divisions of skillsets. Studio operators (camera crew, lighting, sound technicians, etc.) are focused on developing raw video and sound assets during production whereas video editors process this material into a final product during post-production. The Bureau of Labor Statistics gives attention to each of these phases as integral parts of video production but overlooks pre-production due to the elusiveness of income in this phase. Therefore, the reporting of income related to video production is focused on the latter two phases.

- Median Pay for Camera Operators: \$29.69 hourly / \$61,750 annual (BLS, 27-4031 Camera Operators, Television, Video, and Motion Picture 2018)
- Pay Range for Camera Operators: \$12.40 - \$49.27 hourly / \$25,290 - \$102,470 annually (BLS, 27-4031 Camera Operators, Television, Video, and Motion Picture 2018)
- Education Level for Camera Operators: 41% associates degree, 24% bachelors degree, 18% high school diploma (O*NET, Camera Operators, Television, Video, and Motion Picture, Nd)
- Median Pay for Film and Video Editors: \$41.75 hourly / \$86,830 annually (BLS, 27-4032 Film and Video Editors 2018)
- Pay Range for Film and Video Editors: \$15.36 - \$81.75 hourly / \$31,940 - \$170,040 annual (BLS, 27-4032 Film and Video Editors 2018)
- Education Level: 50% bachelors degree, 26% some college/no degree, 12% high school diploma (O*NET, Film and Video Editors Nd)
- Top Paying Industries: motion picture and video industries, accounting, federal executive (government), management services, employment services (BLS, 27-4032 Film and Video Editors 2018)
- Location of Work: Field or studio during production – editing booth at a studio or a private office for post-production
- Employment: most video production professionals work in an office or studio (BLS, Film and Video Editors and Camera Operators, 2018)
- Regularity of work (hunting vs. farming): these are hunting jobs – work is project based
- Level of job security: job outlook is projected to grow 16% between 2016 and 2026, which is much faster than other which is expected due to streaming internet services such as videos for websites, video social media channels (YouTube), and video subscriptions including Netflix, Amazon Prime, and Hulu (BLS, Film and Video Editors and Camera Operators, 2018)

Multimedia and Animation

- Median Pay: \$36.81 hourly / \$76,560 annual (BLS, 27-1014 Multimedia Artists and Animators 2018)
- Pay Range: \$18.91 - \$59.17 hourly / \$39,330 - \$123,060 annually (BLS, 27-1014 Multimedia Artists and Animators 2018)
- Education Level: 62% bachelors degree, 19% associates degree, 17% some college (O*NET, Multimedia Artists and Animators Nd)
- Top Paying Industries: professional and commercial equipment and supplies wholesalers, aerospace parts and manufacturing, motion picture and video industries, software publishers, information services (BLS, 27-1014 Multimedia

- Artists and Animators 2018)
- Location of Work: Studio setting.
- Employment: Half of multimedia artists and animators are employed and half are self-employed (CareerOneStop, Multimedia Artists and Animators Nd)
- Regularity of work (hunting vs. farming): this is a farming job due to regular demand for animated video, animated infographics, and interactive entertainment across platforms.
- Level of job security: job outlook is projected to grow 8% between 2016 and 2026, which is average among all occupations. Growth is expected due to increasing demand in video games, internet video, movies, and television (BLS, Multimedia Artists and Animators 2018).

Publishing

- Median Pay: \$22.47 hourly / \$46,750 annual (BLS, 43-9031 Desktop Publishers 2018)
- Pay Range: \$10.95 - \$36.12 hourly / \$22,770 - \$75,120 annually (BLS, 43-9031 Desktop Publishers 2018)
- Education Level: 28% associates degree, 27% bachelors degree, 18% post-secondary certificate (O*NET, Desktop Publishers Nd)
- Top Paying Industries: aerospace products parts and manufacturing, securities and financial services, scientific research and development, business and professional organizations, scientific instrument manufacturing (BLS, 43-9031 Desktop Publishers 2018)
- Location of Work: Office
- Employment: (no statistical data found on employment to self-employment ratio)
- Regularity of work (hunting vs. farming): this is a hunting job that has a similar nature and pace to graphic design - work is not recurring since each work order is for a new client or a new campaign for an existing client. However, self-publishing allows the opportunity for work that is not on-demand.
- Level of job security: job outlook is projected to decline 14% between 2016 and 2026, which places this category at the greatest rate of deterioration among all the job fields in visual communications. Desktop publishing is currently being grafted into graphic and web design as part of these skillsets. However, this field is not on the path to extinction due to the continuing demand for book publishing that does show disruption from the other career fields. (BLS, Desktop Publishers 2018).

Lifestyle

- Selected Method: Case Studies
- While this may be an unexpected subject, it is easily overlooked and underappreciated in consideration of navigating one's career. In some cases, people may leave a job that may be the perfect line of work with the intended income structure and pay scale, due to interference with life outside of work. Visual Communications also has a unique dynamic in that many of the disciplines within can be performed remotely. Researching the balance of occupation with life will be approached with case studies in order to compare samplings of information that have been previously evaluated. In addition, this method will likely introduce ideas that may not have been considered (Martin and Hanington 28).

At the end of life, there are two common considerations that are pondered by those on their death bed:

1. Was if it was a life well spent?
and
2. What happens next?

Income has long disappeared as a top priority by this point, but job satisfaction will often be reminisced through stories of the glory days. An even greater priority to those in their senior years than either of the former mentioned is lifestyle. This is not only true for the lifestyle of retirement that may become a result of one's career, but also how life was lived while the career was fully engaged. During the prime of life many individuals build families and the amount of time spent together is impacted by one's career. Factors that can impact scheduling outside of a normal work day are unexpected work orders that take up the evenings or weekends, military deployments that remove one from a family setting anywhere from a few months to over a year (sometimes two years or more), and overnight shifts, to name a few. Other scheduling factors that compound a schedule such as continued education, commutes, weather, and seasonal impact (unexpected snow plowing or summer farming as examples) are realities that also affect occupational performance and life outside of work. For those in freelance occupations, job security requires added hours to cover dry periods of income as well as cover financial losses from clients who do not pay. Since raising a family is a short and fleeting time, considering how a career will impact one's lifestyle is perhaps the greatest priority out of all these themes, though it is typically the first to be overlooked.

Employment vs. Entrepreneurship

The binary alternatives of traditional employment and freelance are the two most impactful areas upon one's lifestyle. But this is a starting point for our consideration. Further review revealed that the common question asked by designers brings up a third consideration - one that splits employment in half between agency and in-house work environments. Yet, we can take this another step further. Opposite of splitting the employment paradigm in two, freelance can be extended into a promoted level of ownership: freelance as a form of self-employment is the designation of owning a job and this can extend into owning a business. We'll return to this shortly.

For the meantime, let's clean up our understanding of what we are dealing with. The impact of one's trade upon their lifestyle is determined by two paths which are employment and entrepreneurship. Each of these paths offers two other unique conditions for the designer:

| Employment | Entrepreneurship |
|------------|--|
| • In-house | • Freelance |
| • Agency | • Business owner or automation solutions |

Interestingly, the three options that are common amongst design journals (including AIGA) and blogs consider in-house, agency, and freelance. These options are commonly evaluated through a scoring system that compares:

- the value of experience through diverse projects, through which agency jobs and freelance provide such experience, and
- stability, through which in-house and agency jobs provide consistent income and less risk than freelance

Therefore, based on these factors alone, agencies are the common denominator for gaining broad experience (Castillo, Nd). Agencies operate by meeting client needs, which often involves a short deadline and work order requirements that change at a moment's notice. This creates an environment that is high-paced and can be stressful (Robert Half Nd). The company culture will change dramatically from one agency to another: while one agency will inspire creativity through a free workflow (including a game room and provided snacks) others will operate with greater terms of pressure. The lifestyle that emerges from working with an agency is one of a regular paycheck and work week. Professionals in this setting can go home in the evening with peace of mind knowing that they will have a stable income and can forget about the job when they are not present in the workplace. But agencies are financially vulnerable to a highly competitive industry, which means that the designer working for one must excel in skill and turnaround.

But this is not a cut-and-dry conclusion. Another important factor between the three career placements is focus. While in-house jobs are commonly criticized for generating a working condition of boredom, they also allow the designer to become familiar with the product. A consistent product focuses on the same subject through which these ideas are developed and documented for future projects, thereby expediting the brainstorming process in future work and results in an efficient work environment. For some, this can be a reward that goes back to our consideration of job satisfaction. Working on a product that represents the company one works for instills a sense of return on investment and ownership through how the company will perform and grow as a result of their effort (Gressley Nd). However, designers working in an in-house job can find frustration that a group project has the opposite effect of ownership when multiple designers work on different parts of the same design (Morley 2018). In actuality, agencies and freelancers share a common problem in the field of design – they must constantly reinvent themselves to remain competitive. The trick with in-house work is to find the right company to work for through which the team creates a positive work environment, the product and company are worth being passionate about, and the range of work is challenging enough to be exciting yet without becoming overwhelming. Similar to agencies, in-house jobs offer stability of income and schedule, but are often carry less risk of losing employment since they are typically found in larger organizations with budgets equal to their size.

For further consideration, related to both for in-house and agency jobs, when one staff member is absent another can help to cover the work to make sure that delivery of services is seamless to the client. Often these companies have longevity in their market and an extended portfolio due to their history of work, which increases client confidence in their skill and system for delivery.

From here we can shift our focus to the other career path, entrepreneurship, which begins with self-employment. A key difference between this and freelance is that self-employment focuses on how income is generated (pay is determined by oneself rather than another employer), whereas freelance focuses on working independently. Freelance designers operate with different working conditions than a design company with a set team. The cost of freelance designers is typically more favorable to a client than a company with a team due to overhead. Freelance designers often work at home, keeping rent and utility costs down. Legal costs are less, often due to the volume of work, which has a direct impact on the cost of services. They are often more flexible with their schedule since they do not have to drive to a location to perform their work.

Freelance can also be used to refer to the industry of the related work. At times, freelance can be on an on-demand or per-project basis (such as graphic design projects), while at other times it can be ongoing (such as web site maintenance).

According to an Oxford University study, between the years 2016 and 2017 Fortune 500 companies demonstrated a 26% increase in the amount that they sourced freelancers (Corporaal and Lehdonvirta 2). There were three reasons identified for this increase:

1. Easy access to manpower – corporations can gain access to professional services without putting them on payroll
2. Minimized startup and transaction costs – online sourcing platforms, such as UpWork and 99Designs, reduce the cost of sourcing a staffing agency for temporary work
3. Eliminating hiring barriers – by widening the hiring pool to a global marketplace, HR managers can have access to a greater number of qualified professionals that can be available for short deadlines (Corporaal and Lehdonvirta 10).

This reveals some incredible opportunities for freelancers – as freelance work becomes more in-demand, the stability of income increases with an effect of determining one's schedule in the manner they see fit. This level of independence is rare within agency and in-house employment positions.

Finally, we have business ownership. The difference between self-employment and business ownership is described well by Robert Kiyosaki:

“Those who are true [business owners] can leave their business for a year or more and return to find their business more profitable and running better than when they left it. In a true self-employed system type of business, if the [self-employed professional] left for a year or more, the chances are there would be no business left to return to.”
(Kiyosaki 27)

Those who determine that lifestyle is the greatest value among the three considerations for return on investment related to developing a trade should take note of this insight. By turning a freelance job into a business whereby a sales force brings in clientele, a management team oversees projects, and a labor force achieves operational objectives makes it possible for a freelance job to expand into an enterprise. We should note that to develop such a company means that the founder will have less involvement with operations, and thus will not likely continue to use their design skillset within the organization other than in a managerial position through direction of projects and coaching the staff. For those who would consider an enterprise as beyond their intended use of time or within their skillset but still have a desire to receive passive income may find a solution with systems of automation such as hosting accounts, subscribers to video platforms on social media, website banner ads, and published books (to name a few). While self-employment is the path for the freelancer to establish independence, business ownership and automation solutions provide the opportunity for a product to provide this independence instead of labor.

Autonomy that is gained from freelance is the greatest opportunity for a flexible schedule, but inconsistency of income that results as a byproduct manifests in long hours to offset the higher level of risk. The product of the business can have a major impact on the long-term investment of time. For instance, a videographer will have inconsistent income from month to month due to work that does not repeat, whereas a web designer may gain monthly maintenance work with their established book of business that provides a predictable and reliable income. Alternatively, products that are produced as proprietary goods that can be reproduced as a virtual produced or manufactured through repeat orders (such as a printed book) can be designed once and sold in repeat increments – the designer does not have to repeat their work in this case for continued income. However, the revenue is based on trends that produce peaks and valleys. Those who work in traditional employment may also experience unique tensions, such as being required to work overseas or environmental hazards such as video crew filming wildlife or walking to one's car after dark when their employer is located in a part of town with a higher crime rate.

Self-employment, as well as the path of building an enterprise of multiple employees that can emerge from self-employment, is an income alternative that exists within the organizational sector of a private organization but offers a level of autonomy that is close to nonexistent with any other employment option. In some cases, especially regarding limited economies (third world countries), self-employment may be selected out of necessity against underemployment rather than desire (Gindling 313). In such cases, preserving experience in one's field of expertise is a higher priority than embracing a job outside of one's field in effort to preserve stable income. Self-employment and unemployment are widely debated regarding whether the former is a cure for the latter, or if unemployment is made worse by self-employment (Kaiser 674-676). Yet, with mixed motivations freelance is a well-accepted alternative to employment that allows one to determine their own schedule, allowing flexibility for personal activities as well as detachment from a brick-and-mortar occupation creates mobility of work.

With further regard to freelancers, unexpected takeaways from the literature review involved co-working, through which co-working spaces are contradictory in the sense that they create an environment that allows freelancers to maintain their independence yet work in a collaborative environment (Merkel 531). Risk of presentation was another factor, which involves presenting ideas that may cost one either a bid for a contract (for freelancers) or may cost the job seeker an opportunity at employment. For freelancers, the loss of a bid is less of a concern than the loss of a job for an employee since income can be regained with the next sale opportunity (Talon 1). Further investigation into autonomy vs. security is on the agenda.

Coworking Couples

An unexpected area of consideration is that of coworking couples, which are married

couples who work at the same organization. Demographics of these groups are typically between their 20s and 30s and are in the process of developing their families (Moen and Sweet 467). A challenge for these couples is what is known as “spill-over,” which is the occurrence of “bringing work home” (Moen and Sweet, 469). This enters the area of lifestyle but has overlap with job satisfaction due to the consideration of how home life impacts work life (rather than the other way around.)

Chapter 3: Design Process

Design Solution

A successful solution will help students and graduates in Visual Communications secure work in their chosen discipline (whether employment or entrepreneurship) with an income that matches their skill level and a lifestyle and is fitting with their personal goals. To fulfill this order, the design solution will be a website. This option makes information available on a global scale while keeping distribution affordable (free to low budget) for the student who is already investing heavily into their education. The website is intended to present live data from federal databases related to employment conditions and income, catalogue significant references, and include tools and information that provide career navigation recommendations.

Company Name

Moving from thesis research to a design solution, a key shift in focus that had taken place is project name. Leading up to this point the phrase “Design Your Career – Design Your Life” had been the working title for the thesis. It is remaining as such for this final document. However, it is too lengthy for the name of a website and will instead be used as the slogan for this design solution. A domain name came available, and was quickly purchased, that works cohesively with the theme of this project. The domain is emuser.org and the name, “Emuser,” has several layers of meaning:

- The “E” is a play on words (or rather, the alphabet) for how this letter has come to represent electronic mail and commerce
- “Muse” is also within the name, serving as a nod to inspiration
- And finally, this word is “resume” spelled backwards

- Since this project is intended to help and professionals maximize their careers in the field of Visual Communications, selecting a name that consolidates the above items seemed appropriate.

Key Competitors

In the development process toward a design solution, it is important to become familiar with competition in order to identify areas of current marketplace competency, deficiencies in these other sources, and to ensure that the design solution is not a duplication of the work of another. Competitors include sources that specialize in a particular area, but none have been found that encompass all purposes of the design solution. To clarify, information is available, but not aggregated in a manner that is tailored to the Visual Communications student, graduate, or working professional. Such competitors are:

Design Career Coaches

Defining Success Coaching

- <http://www.definingsuccesscoaching.com>
- This website has thorough articles but is dated in its design. It is not welcoming or a proper representation of career coaching for creatives.

Missy Titus: UX Career Coaching

- <https://www.missytitus.com/coaching>
- Career coaching found on this website is tailored to UX.

Kat Koh: Career Coaching for Creative People

- <https://www.katkoh.com/>
- This website has a clean style. However, article navigation is lacking searching capability other than feed scrolling.

Design Job Placement Tests

Princeton Review

- <https://www.princetonreview.com/quiz/career-quiz>
- This is a straightforward, open source career quiz. Questions are binary (“Would you rather...”) and the options have distinct differences between one another.

Career Explorer

- <https://www.careerexplorer.com/>
- This test is impressive. Options are multiple choice and the design is sleek.

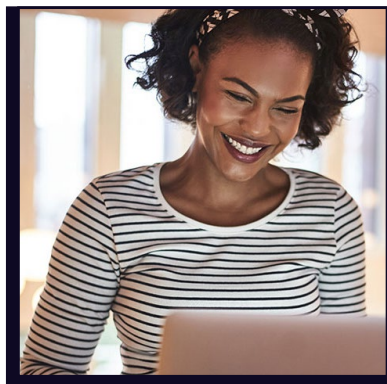
Minnesota State: Career Cluster Survey

- <https://careerwise.minnstate.edu/careers/clusterSurvey>
- This quiz sample allows for the user to select more than one option for each answer.

Personas

Persona 1

- Name: Cynthia Rogers
- Job Title: Student
- Demographics:
 - Age: 24
 - Gender: Female:
 - Education: Bachelor degree in progress
 - Ethnicity: African American
 - Family status: single with no children



- Backstory and Motivation:

Candace enjoys the subjects she is learning, especially in the area of graphic design. She has entered her senior year of college and the reality of searching for work is setting in. She was delayed in entering college due to the responsibility of taking care of her sick mother for two years after high school, which has resulted in a strong sense of responsibility. Throughout her time in college she has worked diligently, which has placed her at the top of her class.

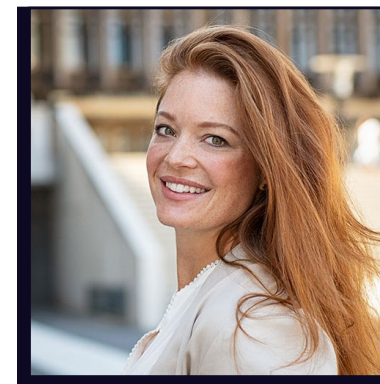
Candace is a self-starter, which makes her apprehensive of working a traditional nine-to-five schedule after college. But, wants to get her student loans paid off as soon as possible, as well as build her resume. In summary, Candace is looking for options for life after the classroom and wants to make sure that all of her effort as a student was worth it – she is looking for a map for her career.

- Target Audience Represented - Students:

Most noteworthy in this regard are those who are training at the collegiate level in preparation for entering the workforce. Visual Communications majors are the primary target audience due to limited experience in their career field with further consideration of the younger demographic (in their early twenties) who may not have experience navigating the marketplace.

Persona 2

- Name: Abigail Wilson
- Job Title: Art Director
- Demographics:
 - Age: 34
 - Gender: Female
 - Education: Master of Fine Arts in Visual Communications, Bachelor in Fine Arts
 - Ethnicity: Caucasian
 - Family status: Married with one daughter



- Backstory and Motivation:

Abigail has lead a successful career, despite the difficulty of balancing work with her personal life. She and her husband, Mark, got married right after she finished her bachelor degree. Immediately after graduation, Abigail landed an in-house job at a regional grocer as a junior graphic designer. The experience was fulfilling, but the hours were long. When she became pregnant with her daughter, Stephanie, Abigail transitioned into freelance design, which offered the flexibility Abigail needed to stay plugged in with her work without intererung with her role as a new mother, and also allowed opportunity in her schedule to incorporate graduate classes as Stephanie grew to a point that she was no longer waking up in the middle of the night. After Abigail completed graduate school with her MFA in Studio and Digital Arts, she secured her current job as an Art Director at a major firm where she manages a team of fifteen personnel and oversees multiple projects at a time. At this point in Abigail's career she has gained the flexibility to manage her calendar as she sees fit, but has determined that a stable income is a higher priority for her than complete autonomy over her schedule.
- Target Audience Represented - Design Professionals:

This group includes those who are building upon an existing career path, or are considering lateral transfer to a related discipline within the field of Visual Communications. Within this group are individuals who have already developed their trade but are either expanding their skillset within the same discipline (such as switching from general graphic design to branding) or those who are interested in a different discipline under visual communications (such as transferring from photography to video production). Those who are considering a mixture of disciplines may also be considered within this target audience. Additionally, Abigail's resume has included three of the four career classifications that one may pursue: in-house, agency, and freelance. Business owners are not represented through this persona, but are an extension of the freelance route and share managerial qualities of Abigail's role as an Art Director.

Persona 3

- Name: Vincent Young
- Job Title: Administrative Assistant / Underemployed
- Demographics:
 - Age: 27
 - Gender: Male
 - Education: Bachelor of Arts in Graphic Design
 - Ethnicity: Middle-Eastern
 - Family Status: Single with no children



- Backstory and Motivation:

Vincent is a hard working individual who has excelled at every job he has had. While working toward his Bachelor degree he maintained a 3.4 GPA. Although he was not at the top of his class for grades, his design portfolio was voted on by his classmates and the faculty as an example of excellence. After graduation, Vincent demonstrated confidence in his job interviews, but had trouble landing a job related to his major due to a downturned economy at the time of his entry into the marketplace. After some time of searching, Vincent decided that it would be better to secure employment, even if unrelated to his area of expertise, which lead to an administrative job for the state department of transportation. While in this position, Vincent has offered his skills to the department, but the educational requirements for highway planning are related to architecture, geography, and infrastructure rather than graphic design, which would mean that Vincent would have to go back to school to add the proper education to his resume. He feels stuck since he is unable to apply his skillset in-house to his employer, has been underemployed for five years, and has no prospects for gaining a return on investment for his education.
- Target Audience Represented -Underemployed Visual Communications Graduates:

This group includes those who are displaced in their work. They are either employed an another field, working in their field of expertise part-time, working in their field full-time with less pay, or are unemployed.

Persona 4

- Name: Dr. Frederic Ramos
- Job Title: Associate Professor of Applied Arts (Tenure Track)
- Demographics:
 - Age: 46
 - Gender: Male
 - Education: PhD in Adult Education, MFA in Fine Arts, Bachelor in Liberal Arts
 - Ethnicity: Hispanic
 - Family Status: Married with four children

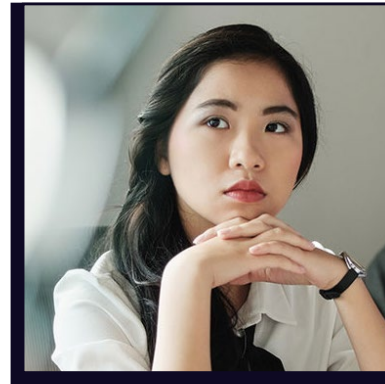


- Backstory and Motivation:
 - Life couldn't be better for Frederic. He worked diligently through school during his twenties, completing his PhD by age 29. He got married shortly after starting work toward his doctorate degree to his wife, Makayla. She financially supported them during this time and was eager to have Frederic take over this responsibility after his final degree was complete so that she could focus her attention on their growing family. Frederic has now worked in higher education for seventeen years and continues to enjoy his work. With the quickly changing conditions of technology, learning environments (traditional classroom and virtual), economy, and marketplace, Frederico is concerned for the success of his students. While firmly believing in the value of education he understands that he has chosen a professional path that has remained within the same realm from student to teacher. He recognizes that this is a completely different path than what will apply to most of his students who will leave the academic environment to work in the marketplace. He is fervently conducting research on employment paths and networking with career coaches and job placement representatives to help his students position themselves for gainful employment within their field.
- Target Audience Represented - Visual Communications Instructors:

Educators work in the field of preparing their students (the primary target audience) for the workforce. By expanding the knowledge base of instructors related to life after the classroom they will be better equipped to direct their curriculum to address these needs.

Persona 5

- Name: Stephanie Howard
- Job Title: Employment Specialist
- Demographics:
 - Age: 30
 - Gender: Female
 - Education: Master of Business Administration in Human Resources, Bachelor in English
 - Ethnicity: Asian
 - Family Status: Married with no children



- Backstory and Motivation:

Stephanie is a career woman to the core. She is married, but has not children or any interest in changing her lifestyle. She takes pride in her work by making it her personal mission to help others secure work in their field. Currently working for a premiere job placement agency, Stephanie guides job seekers on a case-by-case basis either toward their ideal career fit, or at a minimum to secure employment for the sake of income stability and resume continuity. Recently, she was selected by her supervisor for an upcoming opening as a Workforce Analyst, through which she will conduct marketplace research and provide presentations to large groups of job seekers related to job searching with special emphasis on overcoming underemployment. This is her dream opportunity and she is making connections with faculty at universities to help students make the transition from the classroom to the workforce.
- Target Audience Represented - Career Coaches / Job Placement Representatives:

Due to the resource of job placement agencies that job seekers refer to, career coaches and job placement representatives may expand their ability to help their clients in visual communications by having a better understanding of the dynamics and challenges of the field.

NOTE: Stock images applied to these personas were purchased and used with permission (see appendix).

Mood Board

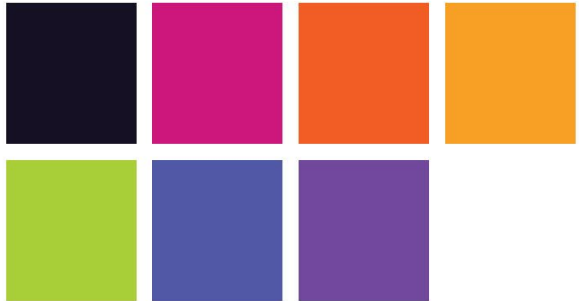
In the development of the mood board the key idea was to implement a palette that would be bright, to provide a sense of hope related to one's career, and to approach colors as widely encompassing so that designers of different talents and taste could relate to an element. Textures are intended to be abstract. Imagery is career focused. Typography is selected to have a corporate appearance, the type that would be seen on a resume.



EMUSER

KEY WORDS - VISUAL COMMUNICATIONS, MULTIMEDIA, MEDIA, DESIGN, RETURN ON INVESTMENT, ROI, JOB SATISFACTION, INCOME, LIFESTYLE, EMPLOYMENT, UNDEREMPLOYMENT, UNEMPLOYMENT, FREELANCE, IN-HOUSE, AGENCY, ENTREPRENEURSHIP, BUSINESS, GRAPHIC, WEB, PUBLISHING, PHOTOGRAPHY, VIDEO, ANIMATION, PUBLISHING



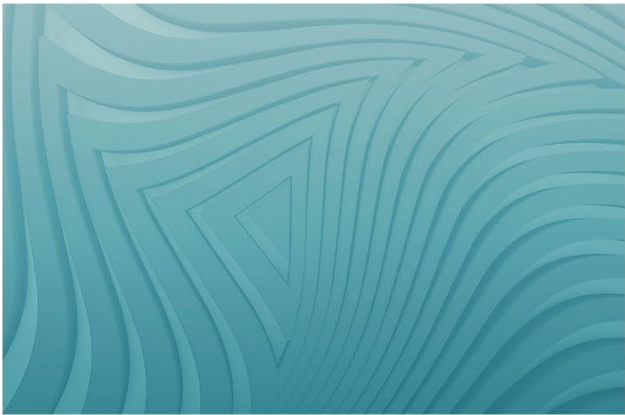


ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890

**INTEGER CURSUS
URNA RISUS**

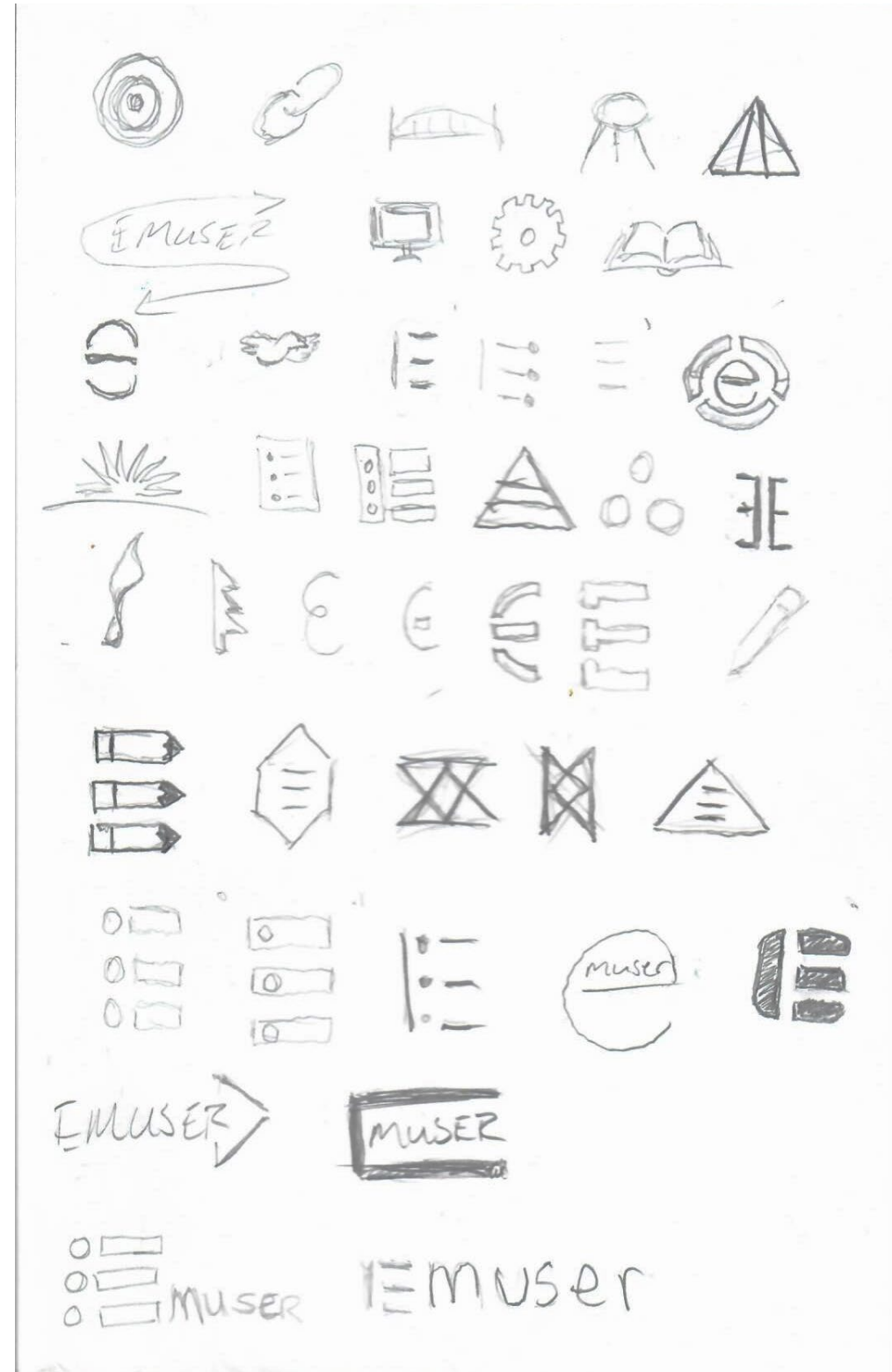
A pharetra nibh lacinia at. Nulla non nisl vitae ante mollis feugiat vel eget nulla. Vestibulum vel ante non risus lobortis semper. Nullam ullamcorper nunc ac enim hendrerit ultricies eu nec velit. Cras ut mattis metus, at malesuada quam. Donec eu arcu tellus. Phasellus porttitor metdapibus.



Logo Development

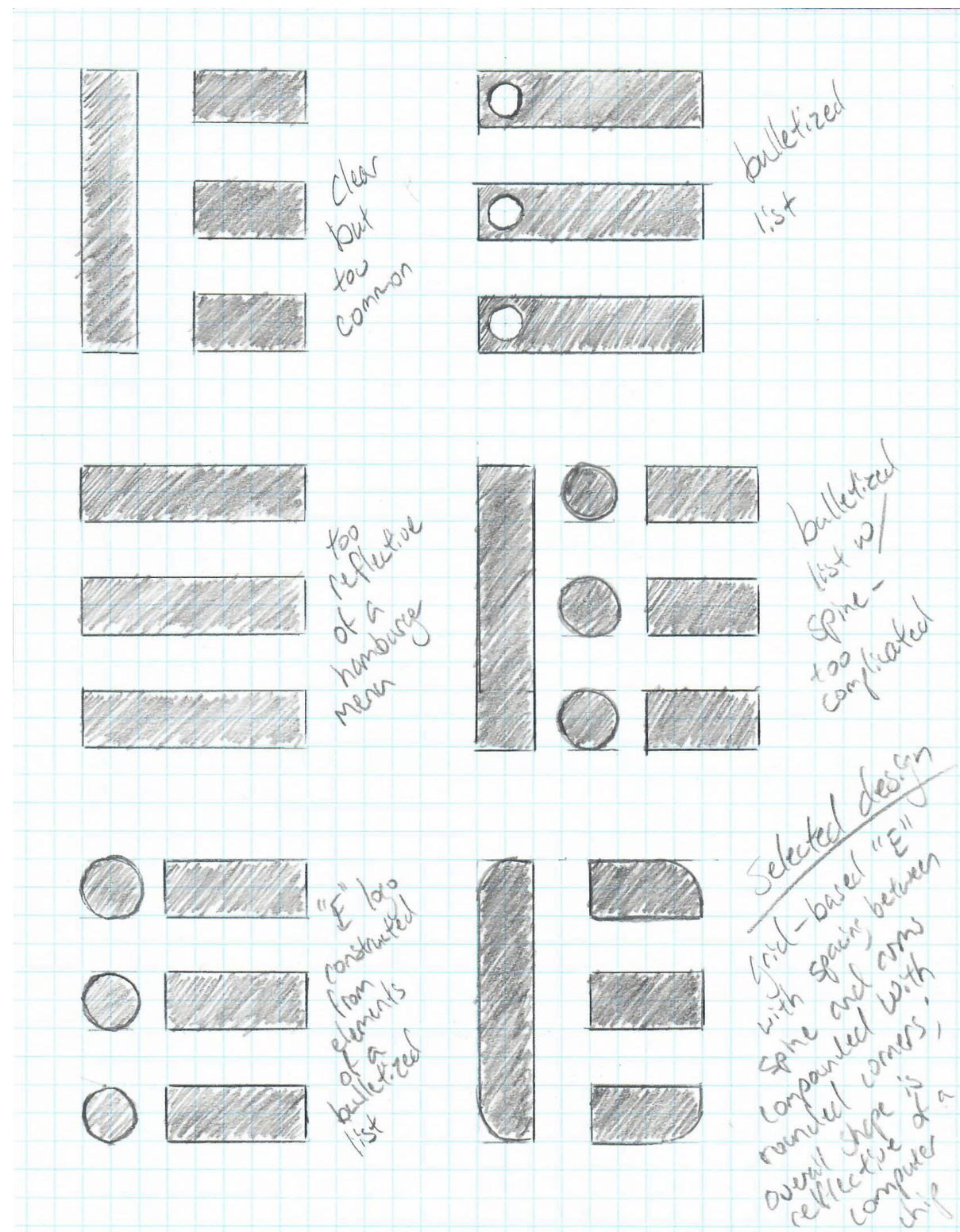
Thumbnails

Although the final logo has an electronic theme, the idea was developed while in a canoe on a camping trip. This provided time to get away from the computer screen, which can be full of clamorous information. Building from the three career metrics the goal of the logo was to encapsulate these considerations into a unified trilogy. Some quick sketches had occurred outside of this directive which were mainly random symbols. While these were at no point considered options, they helped to build momentum toward a visual solution. Ultimately it was decided that the shape of the letter “E” would be used to construct the logo using the three horizontal arms as representative of each career metric.



Comps

Several options for developing the “E” logo were explored, each making a distinction between the arms and the spine. The first two options were cliché, but these expanded into different representations of a bulletized list. Visually, these were moving too far away from a recognizable letter. Finally, the last design returned to the basic “E” that has a separation between spine and arms, but with rounded corners. This results in the look of a microchip, which is packed with symbolism for how a tiny object provides information through the rest of the system. This became a clear option, and design has portability so that it can be applied across multiple applications such as a mug, website, ball cap, and much more.



Final Design

The final logo carries the same look and concept as the option selected from the comps, however, the spacing between the spine and arms is tightened by cutting this in half. Typography was determined to have a corporate look to reflect the marketplace application of a career, as well as to appear clean as would be expected of a resume (since “Emuser” is “Resume” spelled in reverse).

Below: Final logo – icon only



Above: Final logo with name



Above: Final logo with name and tagline

Branding

Name:

- EMUSER

Slogans:

- Design your career - Design your Life
- The Visual Communicator's guide to success
- Customizing a career that harmonizes with life's priorities

Key words:

- Visual Communications, Multimedia, Media, Design, Return on Investment, ROI, Job Satisfaction, Income, Lifestyle, Employment, Underemployment, Unemployment, Freelance, In-House, Agency, Entrepreneurship, Business, Graphic, Web, Publishing, Photography, Video, Animation, Publishing

Logo:



EMUSER

EMUSER

.....
Design your career
Design your life

Colors:

| Color | HEX | RGB | CMYK | Spot |
|----------------------|--------|-----------------|--------------------|-----------|
| Dk Gray | 0e0923 | 14 / 9 / 35 | 84 / 81 / 55 / 73 | Black 6 C |
| Red/Purple | ce0d7c | 206 / 13 / 124 | 16 / 100 / 15 / 0 | 233 C |
| Red/Purple - Dark | 871054 | 35 / 16 / 84 | 42 / 100 / 41 / 20 | 235 C |
| Orange | f75a1c | 247 / 90 / 28 | 0 / 79 / 99 / 0 | 165 C |
| Orange - Dark | ac451e | 172 / 69 / 30 | 23 / 84 / 100 / 15 | 1675 C |
| Yellow/Orange | f89f23 | 248 / 159 / 35 | 0 / 44 / 96 / 0 | 1375 C |
| Yellow/Orange - Dark | d7842c | 215 / 132 / 44 | 13 / 55 / 97 / 1 | 7570 C |
| Lime Green | a8e00e | 168 / 224 / 14 | 39 / 0 / 100 / 0 | 375 C |
| Lime Green - Dark | 497629 | 73 / 118 / 41 | 74 / 32 / 100 / 19 | 364 C |
| Blue | 4444ea | 68 / 68 / 234 | 80 / 74 / 0 / 0 | 2728 C |
| Blue - Dark | 002d5d | 0 / 45 / 93 | 100 / 88 / 35 / 29 | 248 C |
| Med. Purple | 7426c6 | 116 / 138 / 198 | 69 / 85 / 0 / 0 | 266 C |
| Med. Purple - Dark | 543278 | 84 / 50 / 120 | 82 / 95 / 20 / 7 | 7680 C |

Fonts:

| Name | Purpose |
|-------------|-----------------|
| Bahnschrift | Logo |
| Open Sans | Headers (H1-H4) |
| Caslon Pro | Body |

Content Inventory and Architecture

This section is intended to identify material that was needed to be gathered, created, and structured in preparation for the final product.

Common Content

- Header [Insert logo]
- Tagline/slogan
 - Design your career – Design your life
 - The Visual Communicator’s guide to success
 - Customizing a career that harmonizes with life’s priorities
- Page Title
 - Emuser
- Meta Description
 - Equipping Visual Communicators with the tools needed to navigate their career path.
- Meta Keywords
 - Visual Communications, Multimedia, Media, Design, Return on Investment, ROI, Job Satisfaction, Income, Lifestyle, Employment, Underemployment, Unemployment, Freelance, In-House, Agency, Entrepreneurship, Business, Graphic, Web, Publishing, Photography, Video, Animation, Publishing
- Categories/Tags
 - Return on Investment
 - Job Satisfaction
 - Enjoyment
 - Purpose/fulfillment
 - Work environment and schedule
 - Work mode
 - Specialization vs. generalization
 - Proactive vs. reactive work
 - Cerebral symmetry
 - Organizational sectors
 - » Public
 - » Private
 - » Nonprofit
 - » NGO
 - Income
 - Responsibility
 - Materialism
 - Value

- Responsibility
- Incentives (often in the form of benefits)
- Pay structures
 - Salary
 - Hourly
 - Commission
 - Bonus
 - Piece rate
- Occupational overlap (“moonlighting”)
- Income methodologies
 - Paycheck
 - Contract
 - Spot exchange
- Lifestyle
 - Purpose/fulfillment
 - Significance
 - Rest
 - Reflection
 - Employment
 - In-house
 - Agency
 - Entrepreneurship
 - Freelance
 - Business
 - Risk vs. reward
 - Autonomy
 - Coworking couples
- Underemployment
 - Sub-employment (“discouraged workers”)
 - Unemployed
 - Underemployed by low hours
 - Underemployed by low income
 - Underemployed by occupational mismatch (“overqualified”)
- Visual Communications
 - General disciplines
 - Graphic design
 - Web design
 - Photography
 - Video
 - Animation
 - Publishing
 - Specialized disciplines (this list will expand with further project development)
 - Print

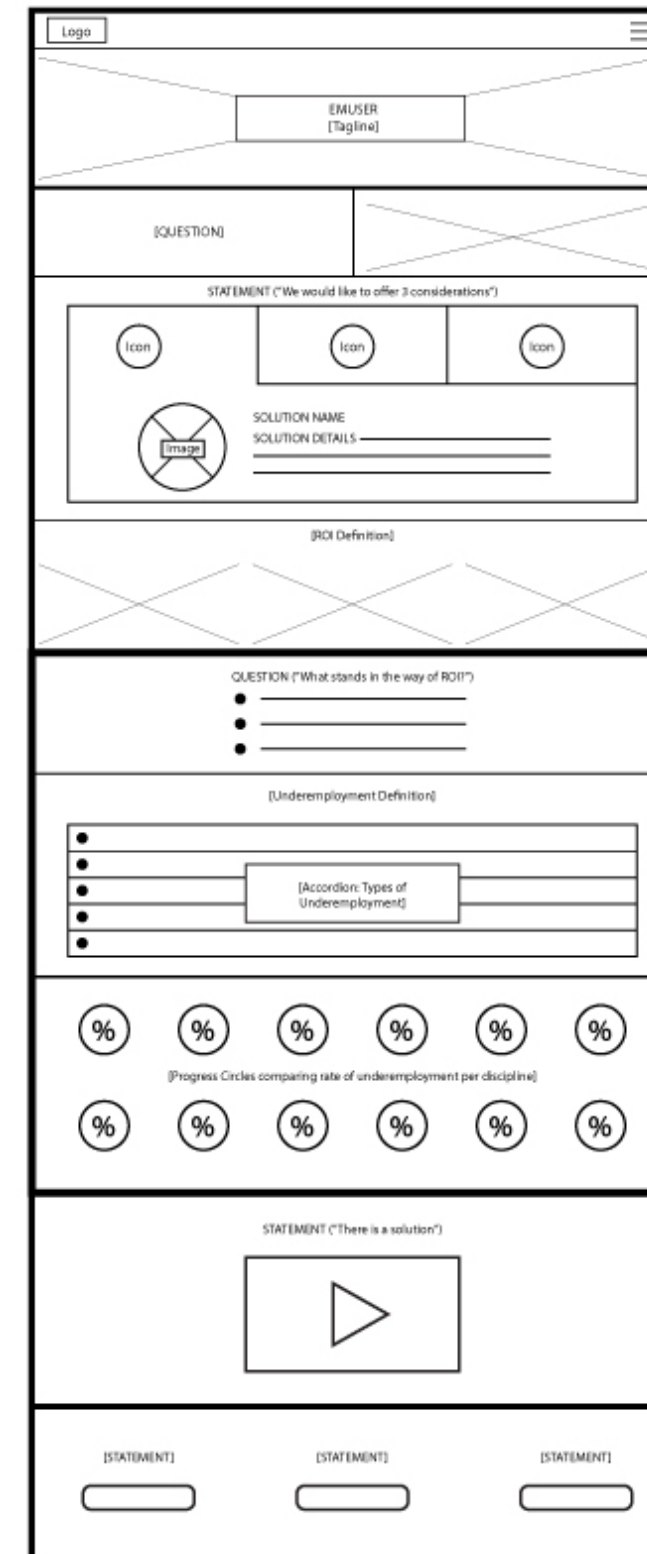
- SEO
- Web development
- Hosting services
- Photo restoration
- Illustration
- Fillable forms development
- Navigation
 - Home | Career Quiz | Career Catalog | Articles | Job Seeker | Entrepreneur
- Footer
 - Copyright © 2019 Joshua Beal. All rights reserved.

Site Structure

- Home (overview)
- Career Quiz (aptitude placement exam)
- Career Catalog (contains information about job descriptions, income expectations, and qualifications)
- Articles (various relevant subjects)
- Job Seeker (job seeking tools and income information sources)
- Entrepreneur (information for building a business)

Home Page Structure

The home page is structured in a logical sequence that begins by identifying the subject, need, problem, solution, and steps the user should take next. (See wireframe to the left. This is divided and enlarged on the next two pages for further clarification.)



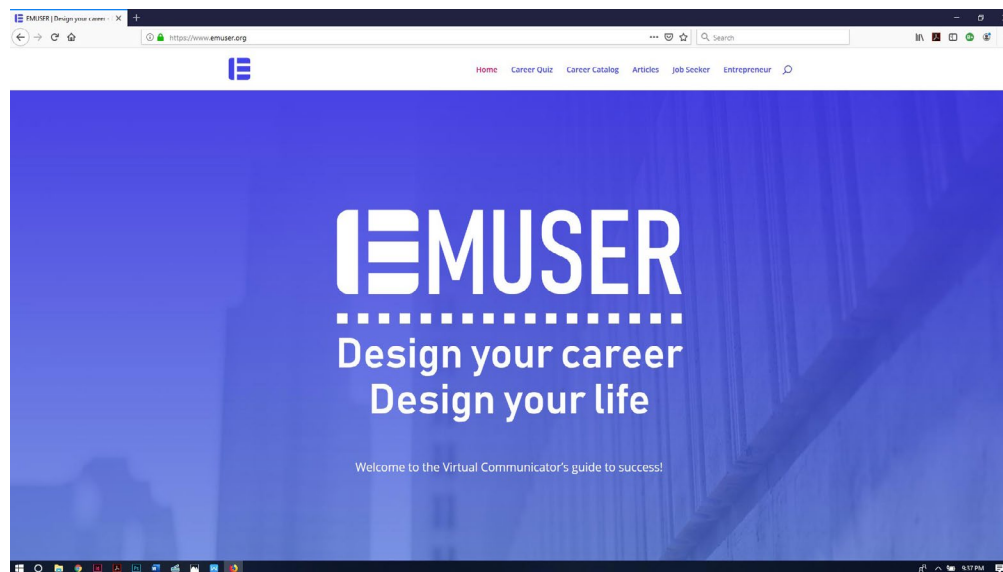
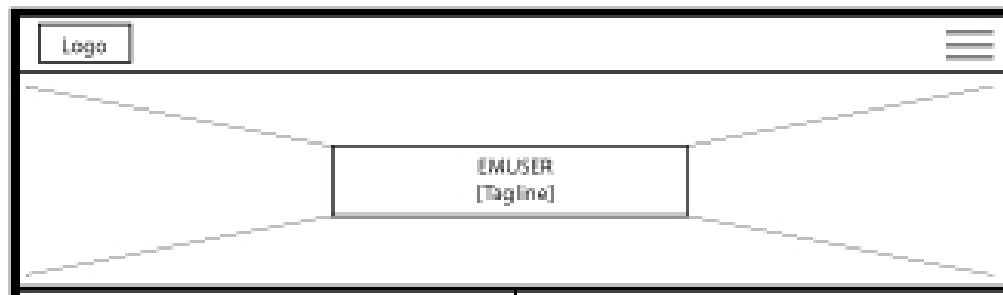
Left:
Wireframe

Hook – overview intended to grab the users’ attention

Above the fold, this area will house a hero image with corresponding information that include the site name and two taglines:

- Design your career – Design your life
- The Virtual Communicator’s guide to success

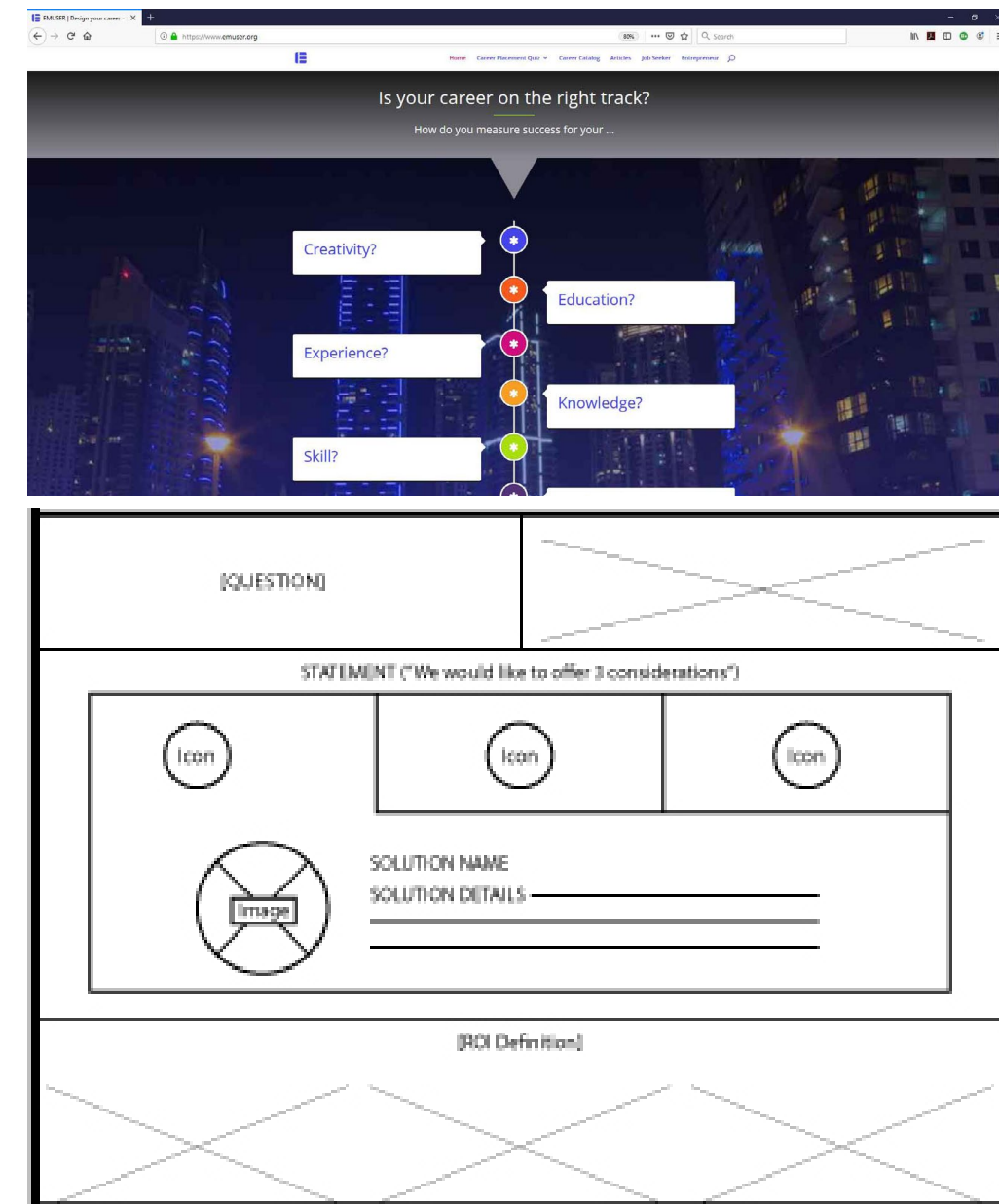
To maintain loading time, there will be no video, slideshow, or likely any animation feature.

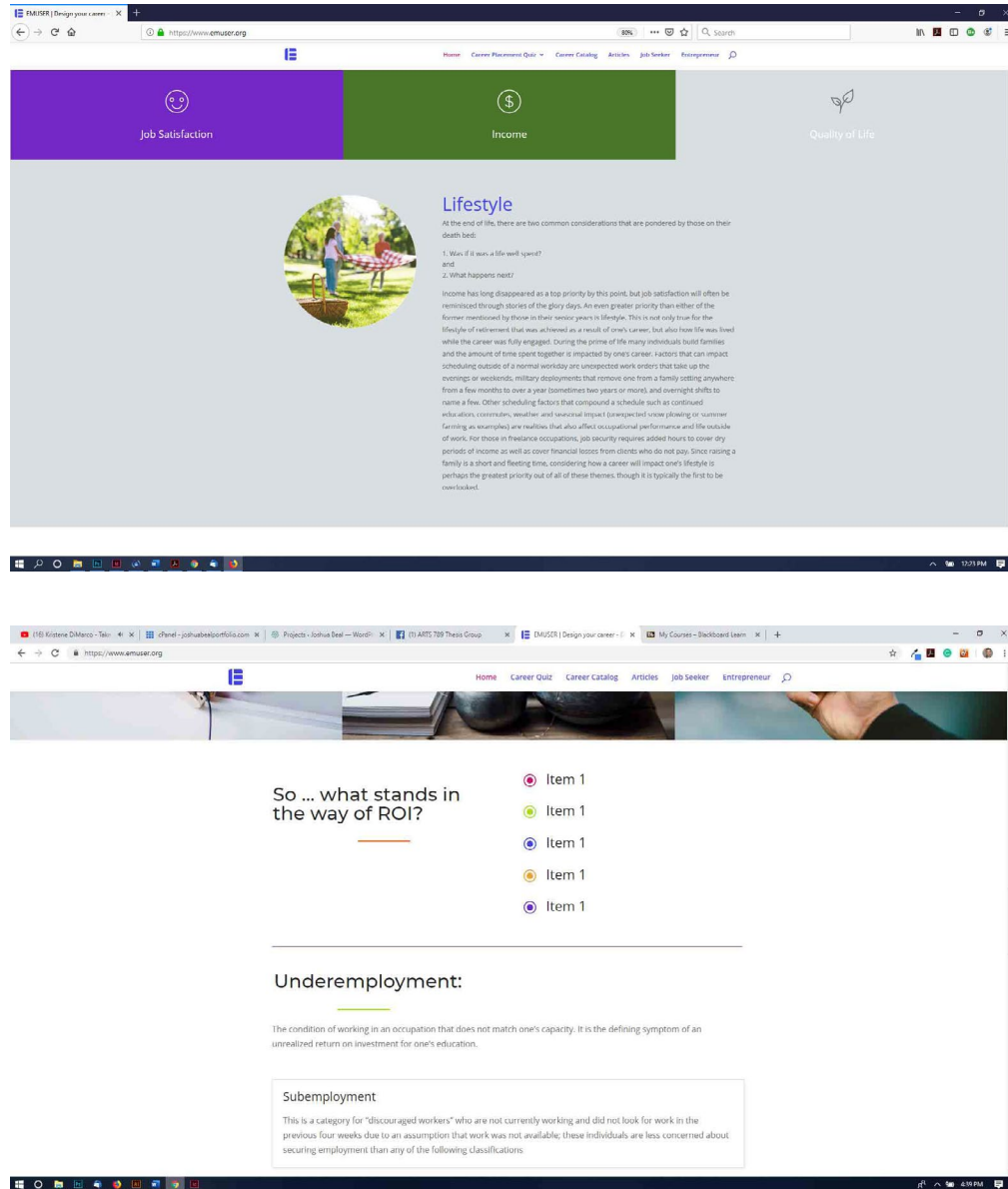


Equilibrium – establishes balance and projects the end goal

Provides a consideration of success. This is achieved with an opening question: “How do you measure success for your education, talent, and experience?” This leads into three sub-sections, which will be presented with a tabular feature, including job satisfaction, income, and lifestyle.

This section continues with a definition of ROI and images of ROI that correspond with each of the established metrics of success.





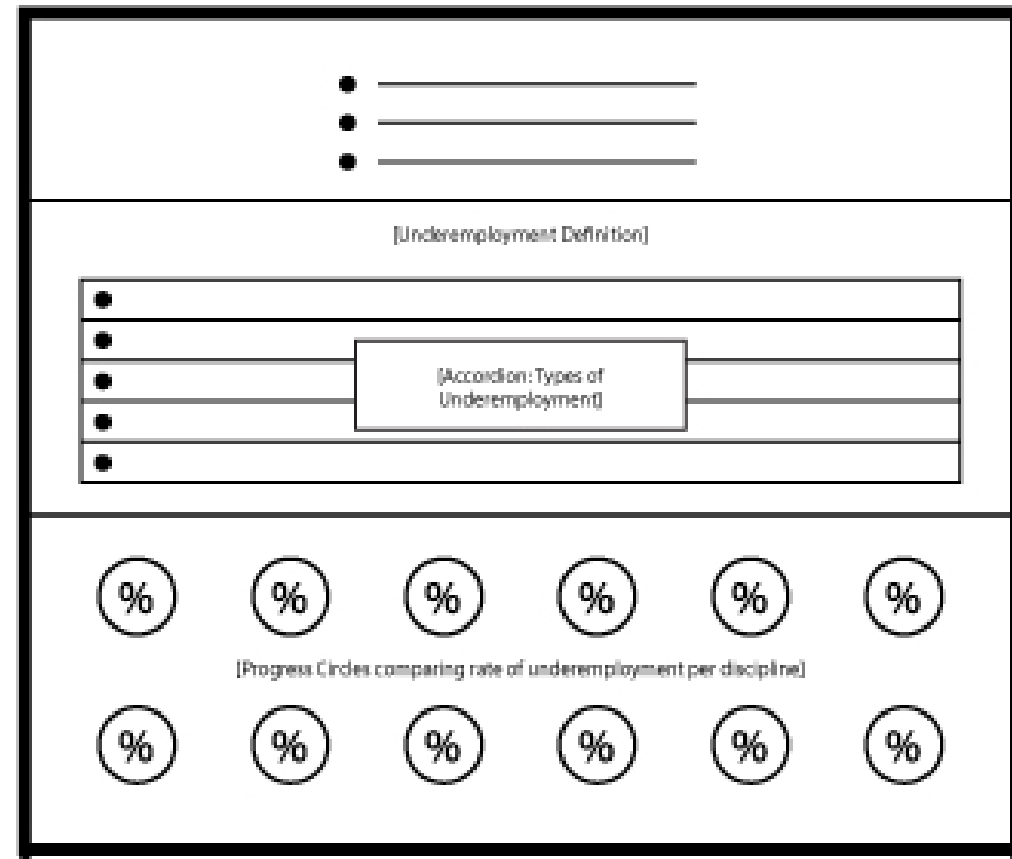
Disruption - introduces conflict to the goal

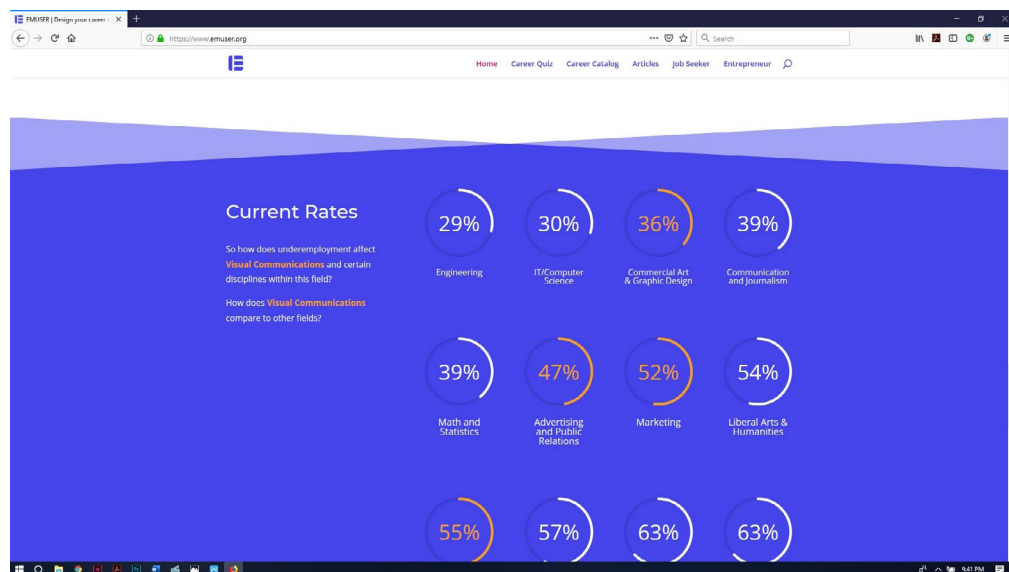
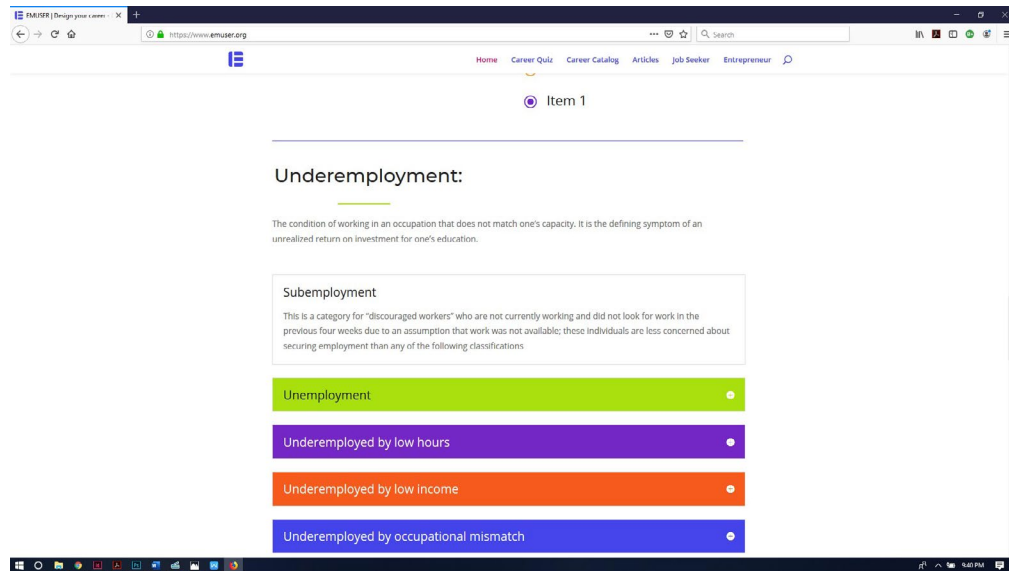
- ROI is followed a question and a corresponding list:
- “So ... what factors can stand in the way of ROI?”
 - Downturned economy
 - Competitive/overly saturated job market
 - Lack of information concerning options
 - Impact of changing technology upon career fields

- Cyclical unemployment
- Issues with a portfolio, resume, or cover letter
- Unsuccessful interviews or sales closure
- Underdeveloped network of referrals
- Unknown job or lead opportunities
- “Overeducated”

This sub-section continues with a definition of underemployment and associated classifications according to the Bureau of Labor Statistics.

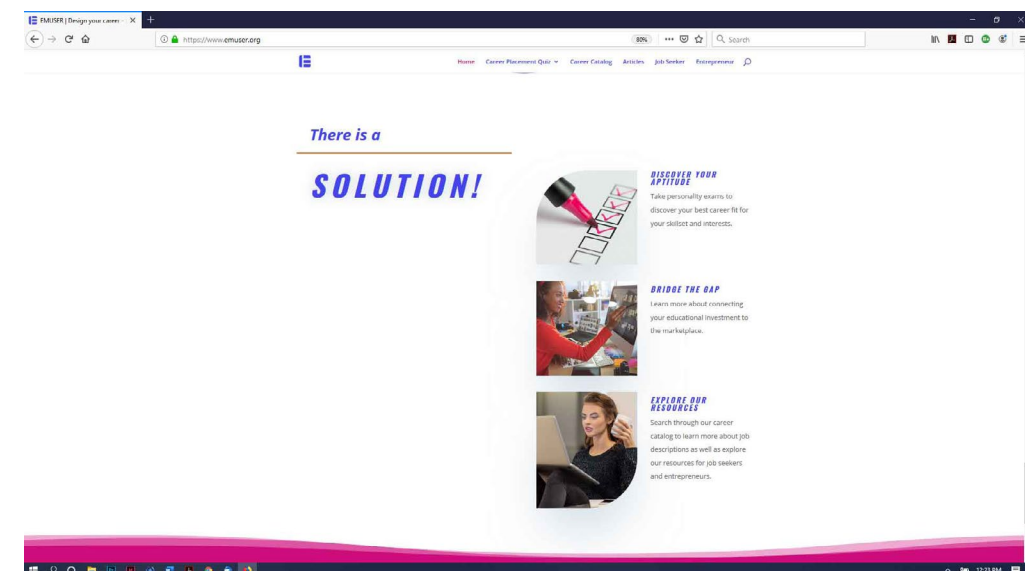
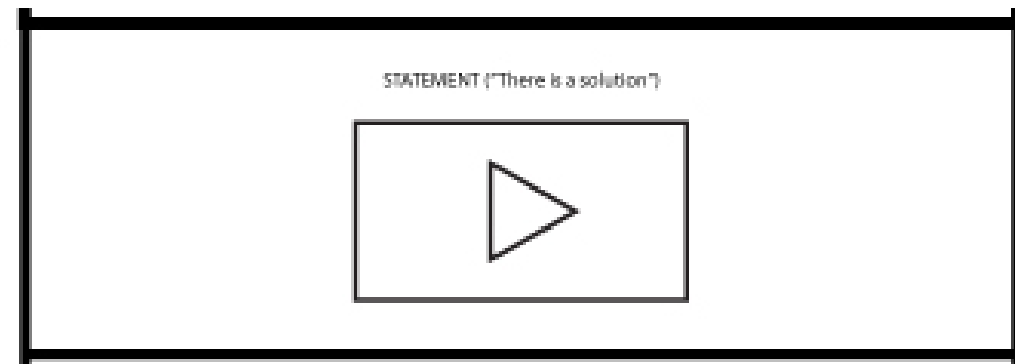
A final feature for this section includes an analysis of how different disciplines with Visual Communications are currently affected by underemployment.





Recognition – provides visitors with assurance that they can find the career answers they are looking for within this resource both now and in the future

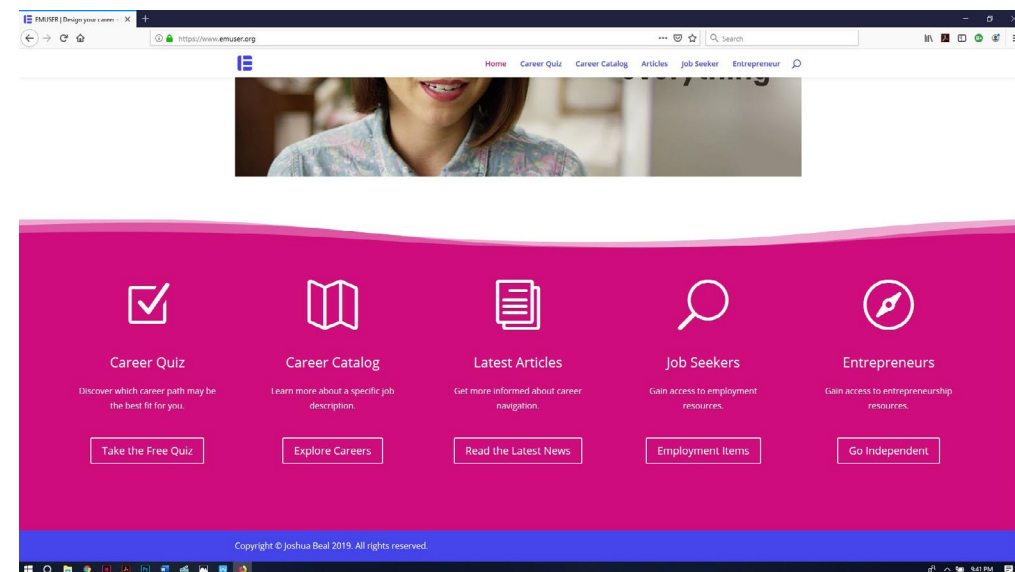
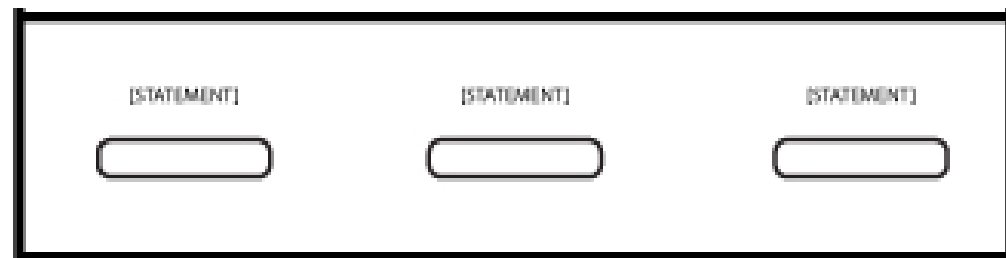
This section was previously intended to include an explainer video that evaluates ROI according to the three metrics and addresses the plague of underemployment as a issue that can be resolved. Budget of time was reallocated to emphasise other tools, so in support of this priority a streamlined overview of the solution was presented in a tiled image format as an alternative.



Equilibrium – reestablishes balance and suggests the next step

In this section visitors will find several calls to action including:

- Link to career placement quiz
 - “Discover which career path may be the best fit for you.”
- Link to explore career fields within Visual Communications –
 - “Learn more about a specific job description.”
- Latest articles (blog summary), and link to articles page
 - “Find out more about common considerations and others that you may have overlooked.”
- Link for job seekers
 - “Gain access to employment resources.”
- Link for entrepreneurs
 - “Gain access to entrepreneurship resources.”



Chapter 4: Final Work

Website Overview and Justification

In consideration of ongoing marketplace changes, it was determined that a website would be the best solution to provide career builders in the field of Visual Communications with the up-to-date tools needed to secure a job that is best suited to their personal goals, whether one's path may take the course of employment or entrepreneurship. Additionally, this option makes information available on a global scale while keeping distribution affordable (free to low budget) for the student who is already investing heavily into their education. Key functions of the website include an aggregation of data related to current underemployment statistics, cataloguing career overviews, a job placement quiz, and resources for job seekers and business builders.

The name of the website is Emuser, which has several layers of meaning:

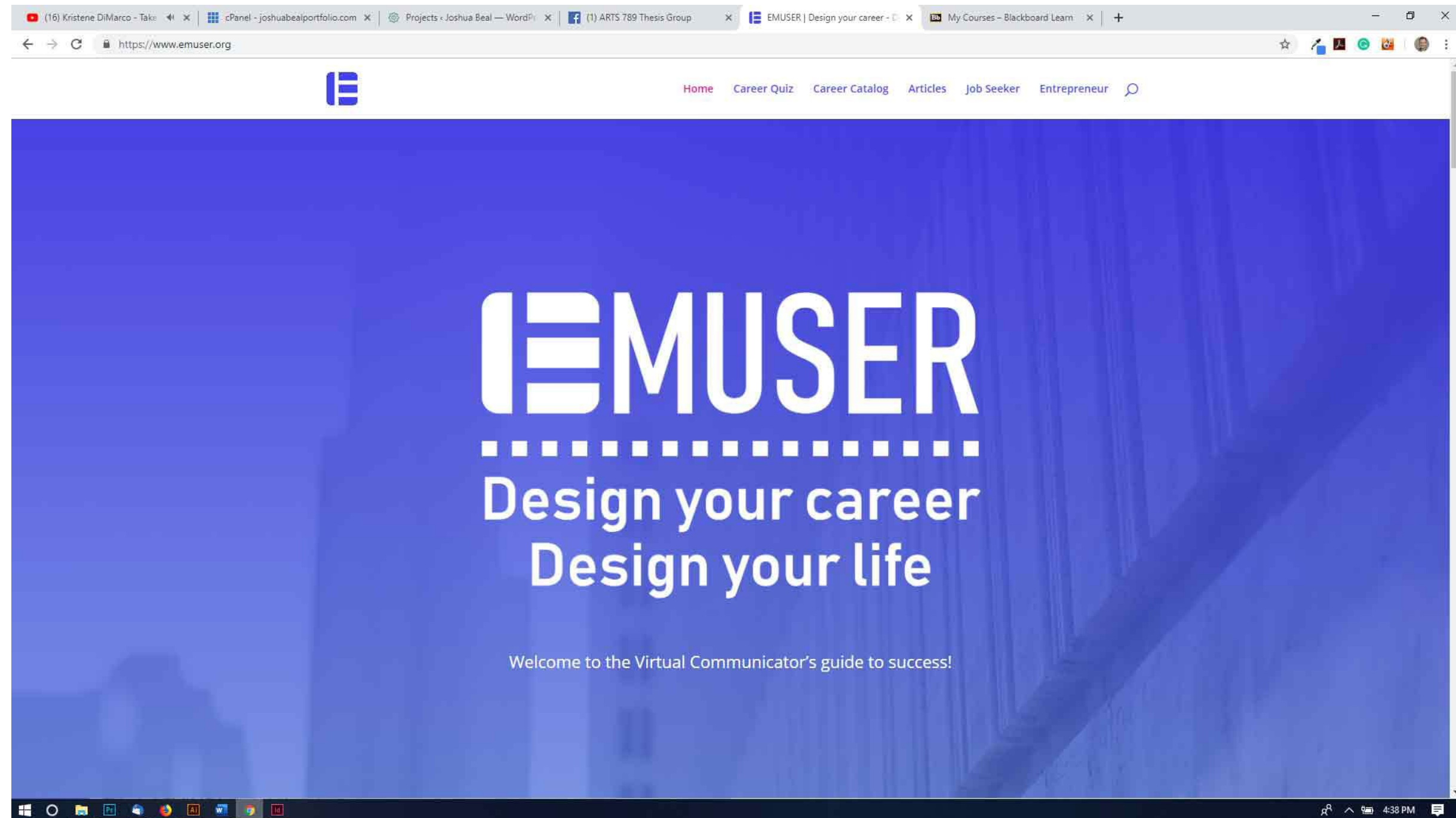
- The “E” is a play on words (or rather, the alphabet) for how this letter has come to represent electronic mail and commerce
- “Muse” is also within the name, which is a nod to inspiration
- And finally, this word is “resume” spelled backwards

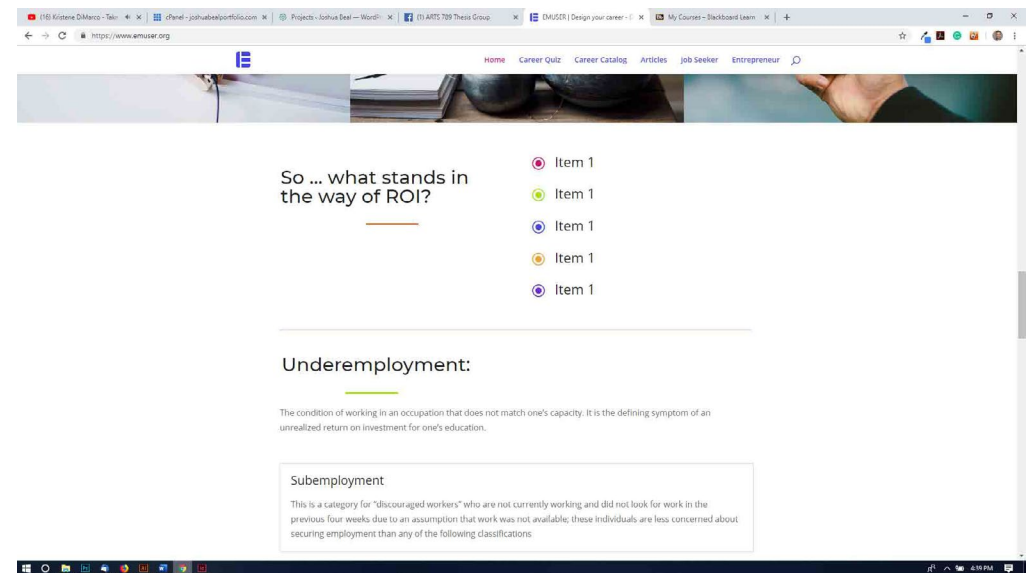
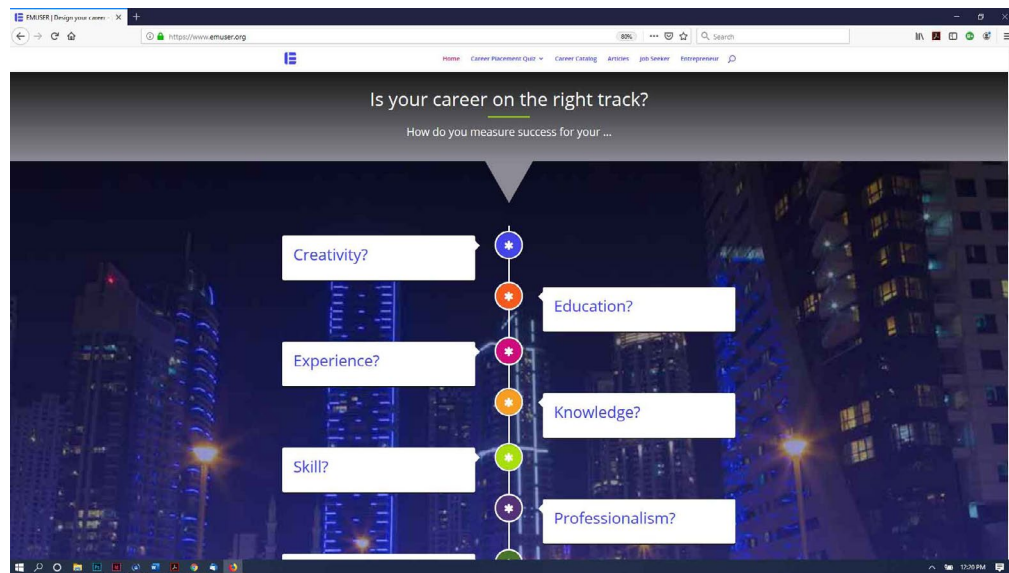
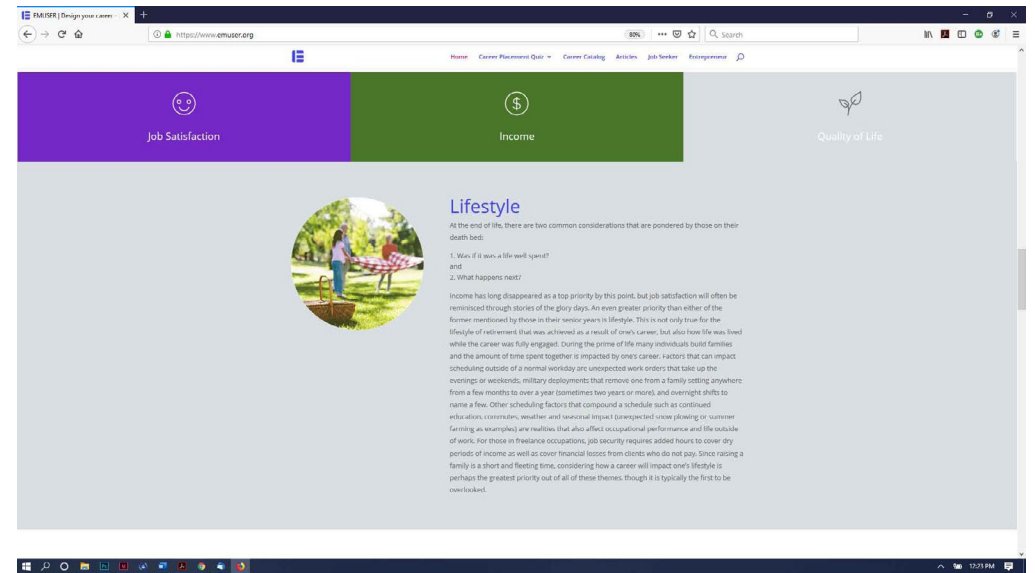
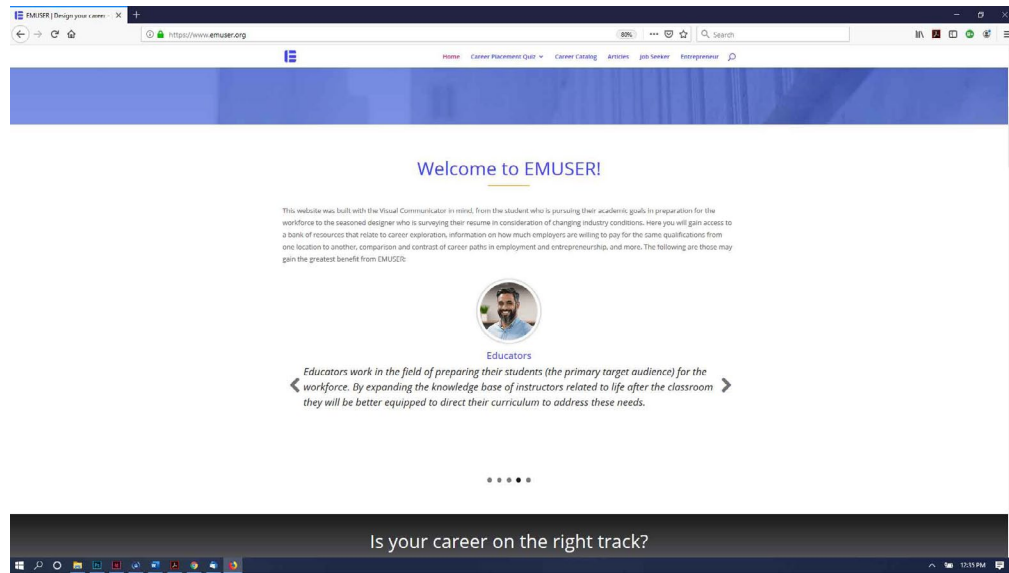
Since this project is intended to help and professionals maximize their careers in the field of Visual Communications, selecting a name that consolidates the above items seemed appropriate.

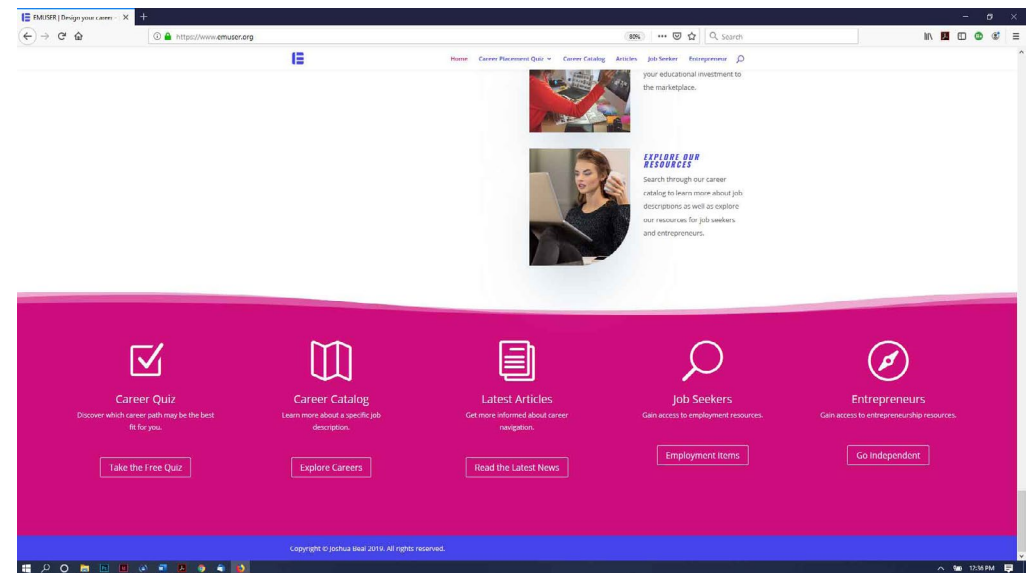
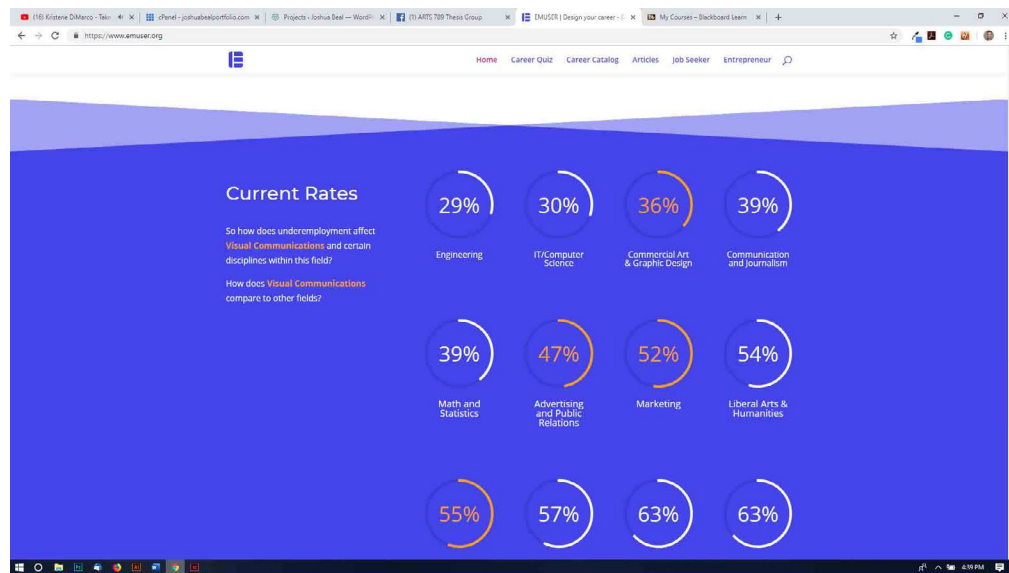
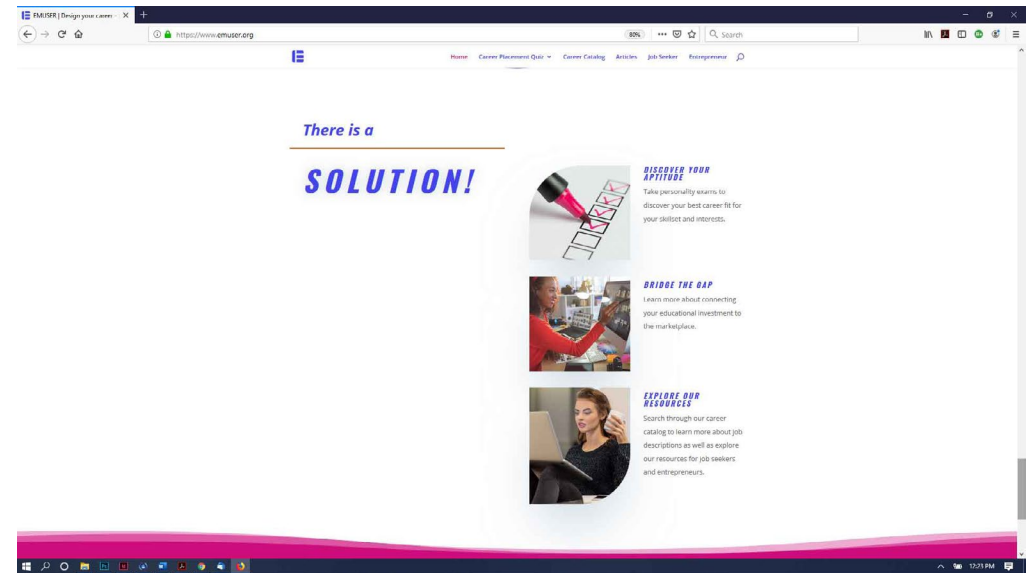
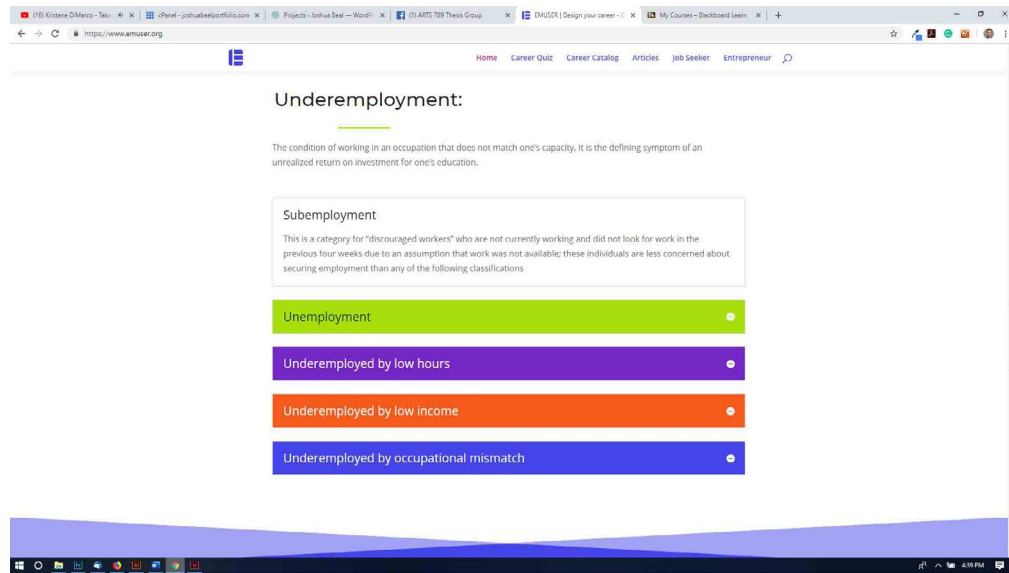
Home Page

This is the first impression of the website and is treated as window shopping. Displaying information that is of interest to the career builder from the onset is a

promise that continuing the journey will be worth their time. Structure of the home page is intended to work in sequence from an identified goal, to a conflict, and finally to a resolution that spurs further investigation into the site.



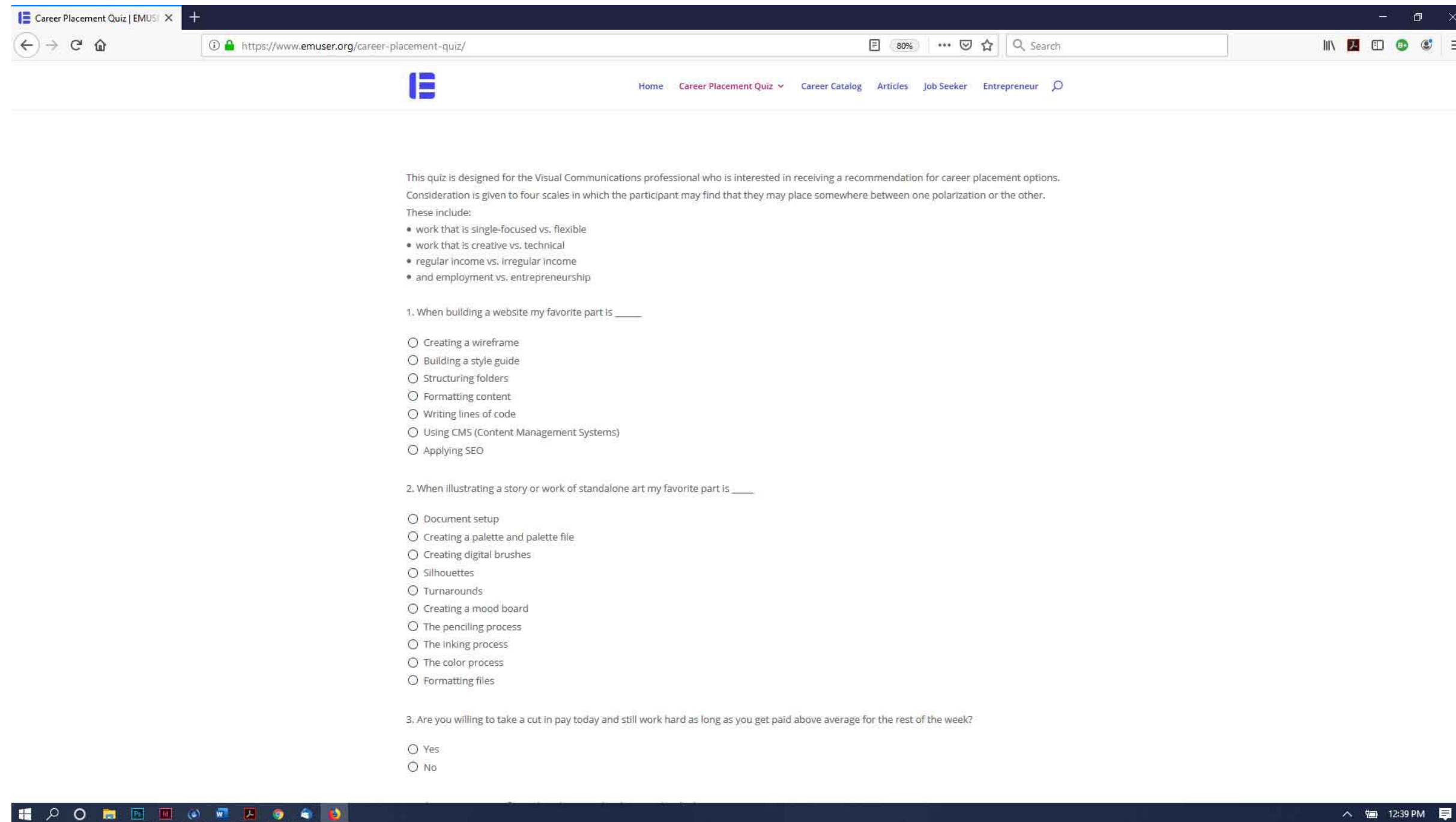




Career Placement Quiz

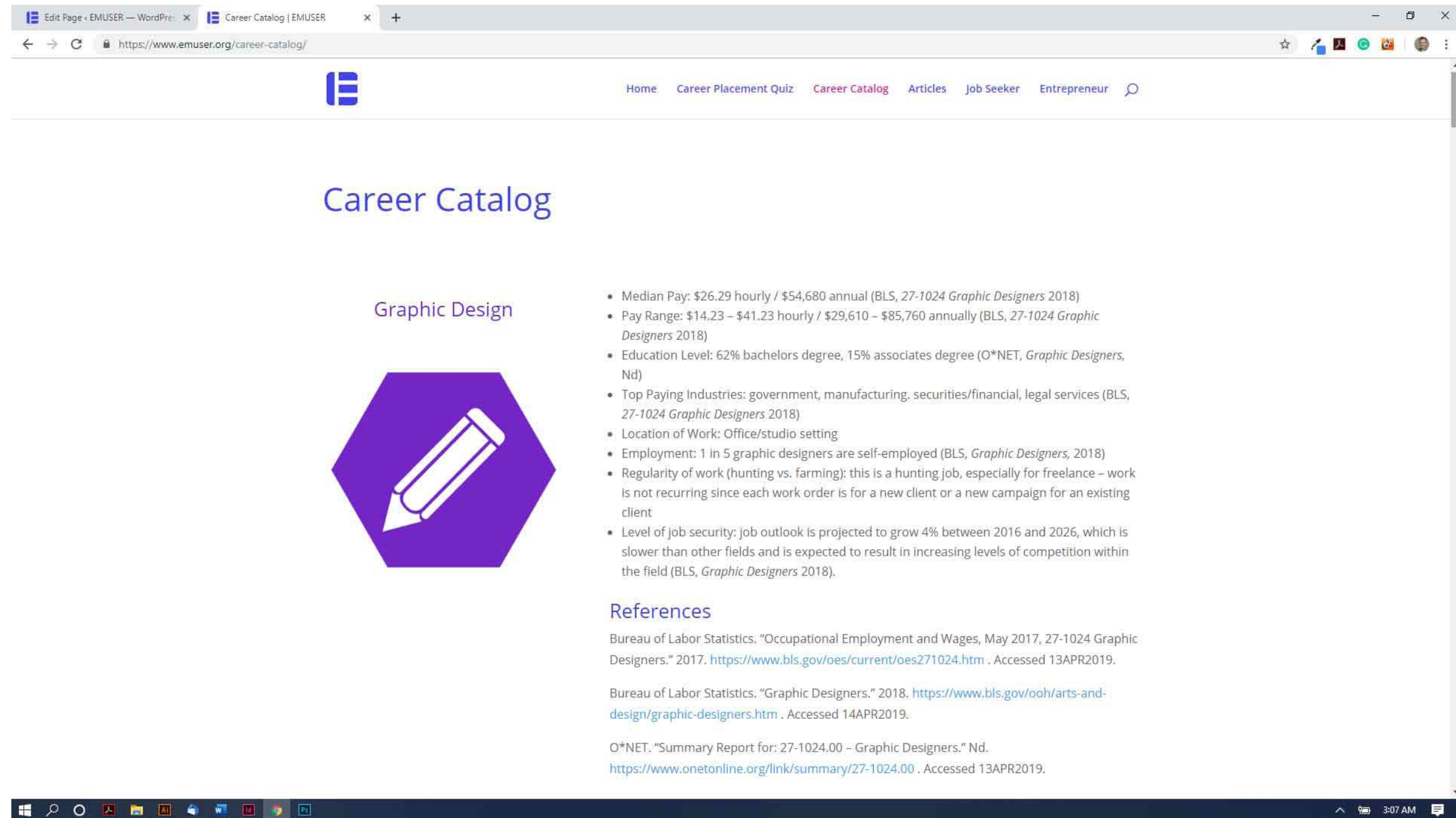
On this page the visitor can take a quiz that will help them to determine what would be the best career for themselves. Multiple quiz features have been tried and

replaced. The quiz is intended to be fun, insightful, and shared on social media platforms in order to generate further site visitations.



Career Catalog


Covering the six identified disciplines within Visual Communications, each is summarized for its characteristics, income potential, and career outlook.



The screenshot shows a web browser window with the URL <https://www.emuser.org/career-catalog/>. The page title is "Career Catalog" and the main heading is "Graphic Design". The page features a purple hexagonal icon with a white pencil. To the right of the icon is a list of bullet points detailing the career's characteristics, income potential, and outlook. Below the list is a "References" section with three citations from the Bureau of Labor Statistics and O*NET. The browser's taskbar at the bottom shows the time as 3:07 AM and various application icons.

Career Catalog

Graphic Design



- Median Pay: \$26.29 hourly / \$54,680 annual (BLS, 27-1024 *Graphic Designers* 2018)
- Pay Range: \$14.23 – \$41.23 hourly / \$29,610 – \$85,760 annually (BLS, 27-1024 *Graphic Designers* 2018)
- Education Level: 62% bachelors degree, 15% associates degree (O*NET, *Graphic Designers*, Nd)
- Top Paying Industries: government, manufacturing, securities/financial, legal services (BLS, 27-1024 *Graphic Designers* 2018)
- Location of Work: Office/studio setting
- Employment: 1 in 5 graphic designers are self-employed (BLS, *Graphic Designers*, 2018)
- Regularity of work (hunting vs. farming): this is a hunting job, especially for freelance – work is not recurring since each work order is for a new client or a new campaign for an existing client
- Level of job security: job outlook is projected to grow 4% between 2016 and 2026, which is slower than other fields and is expected to result in increasing levels of competition within the field (BLS, *Graphic Designers* 2018).

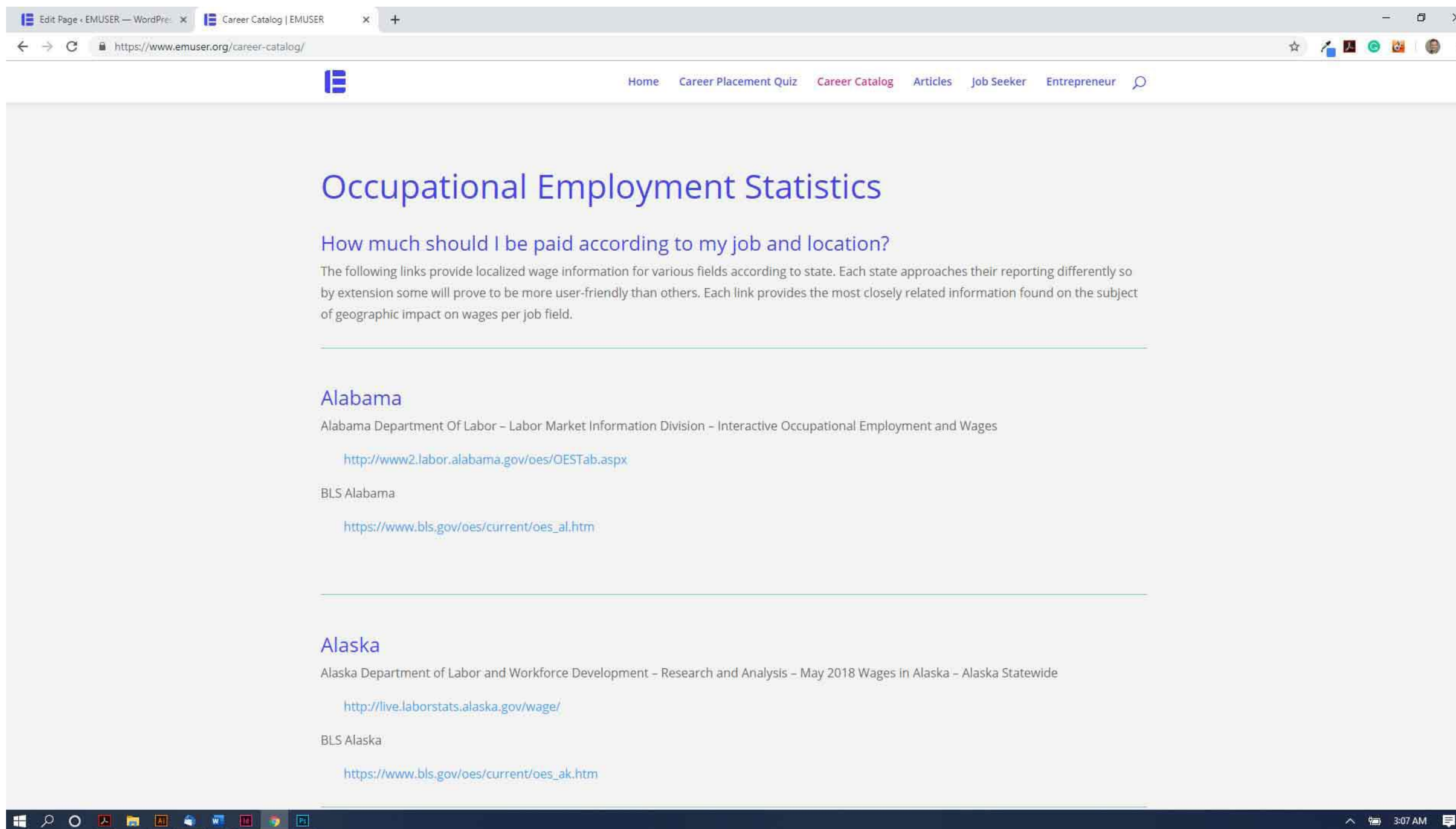
References

Bureau of Labor Statistics. "Occupational Employment and Wages, May 2017, 27-1024 Graphic Designers." 2017. <https://www.bls.gov/oes/current/oes271024.htm> . Accessed 13APR2019.

Bureau of Labor Statistics. "Graphic Designers." 2018. <https://www.bls.gov/ooh/arts-and-design/graphic-designers.htm> . Accessed 14APR2019.

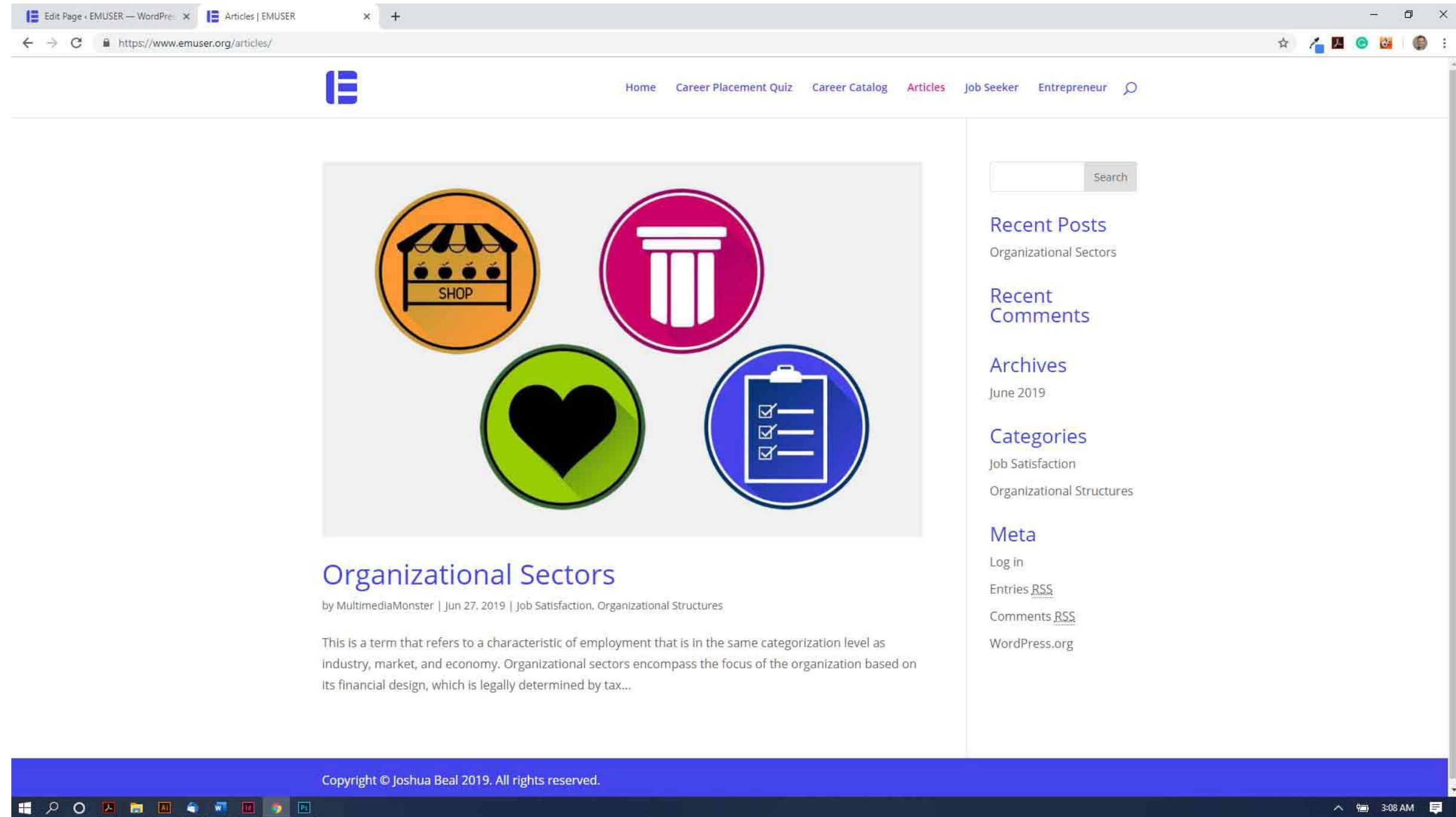
O*NET. "Summary Report for: 27-1024.00 – Graphic Designers." Nd. <https://www.onetonline.org/link/summary/27-1024.00> . Accessed 13APR2019.

In another section on this page are occupational employment statistics for each state. These sources of information are intended to equip the career builder for their discipline of choice within their identified market.



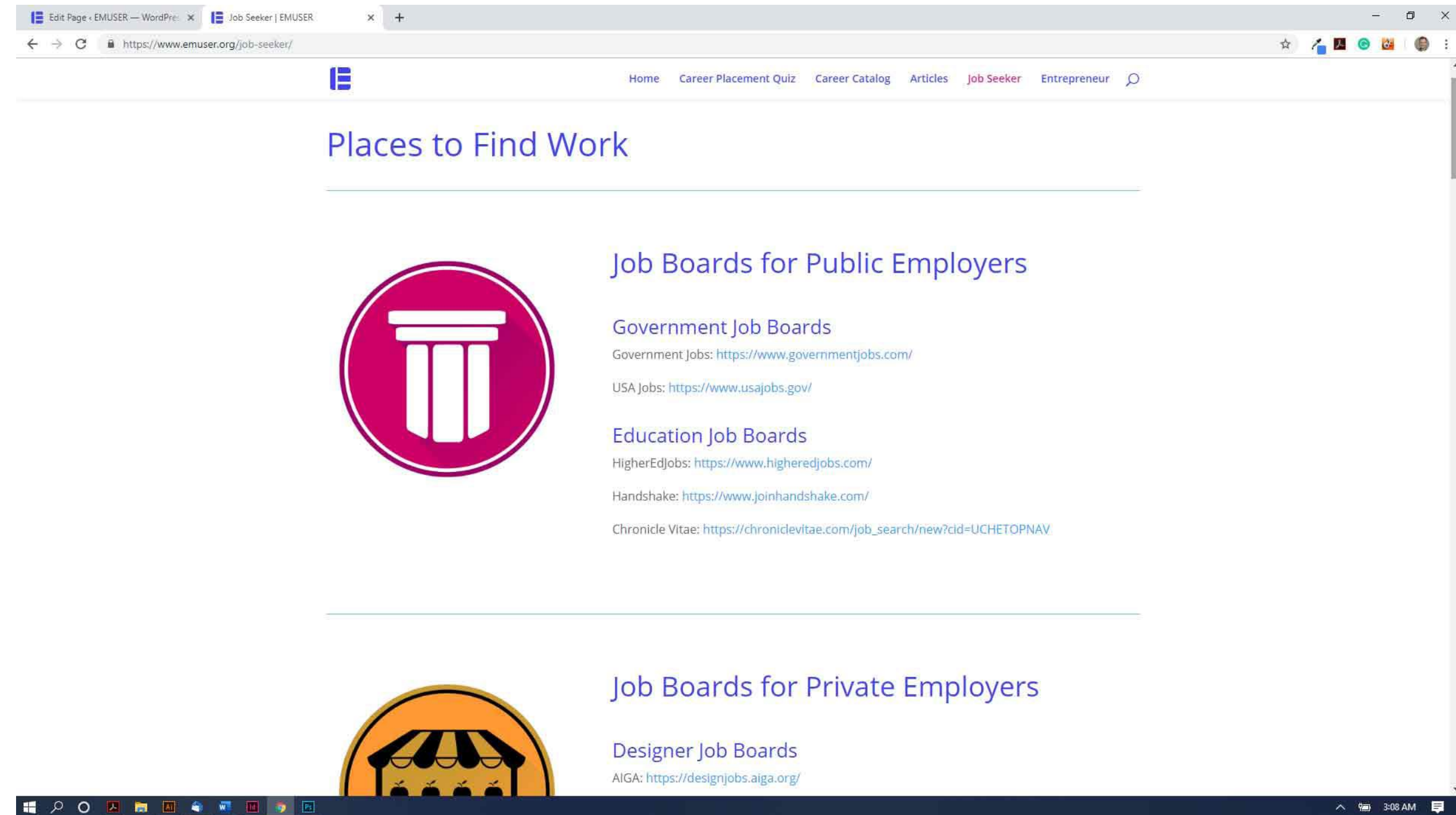
Articles

This page is a running list of articles that are relevant to career builders and will continue to develop over the Emuser lifespan.



Job Seeker

This is a resource page that contains lists of job boards. The page is further divided into the four organizational sectors.



The screenshot shows a web browser window displaying the 'Job Seeker' page on the EMUSER website. The page title is 'Places to Find Work'. It is divided into two main sections: 'Job Boards for Public Employers' and 'Job Boards for Private Employers'. The 'Public Employers' section includes links for Government Job Boards, USA Jobs, Education Job Boards, Handshake, and Chronicle Vitae. The 'Private Employers' section includes a link for Designer Job Boards. The browser's address bar shows the URL 'https://www.emuser.org/job-seeker/'. The Windows taskbar is visible at the bottom of the screen.

Home Career Placement Quiz Career Catalog Articles Job Seeker Entrepreneur

Places to Find Work

Job Boards for Public Employers

Government Job Boards
Government Jobs: <https://www.governmentjobs.com/>
USA Jobs: <https://www.usajobs.gov/>

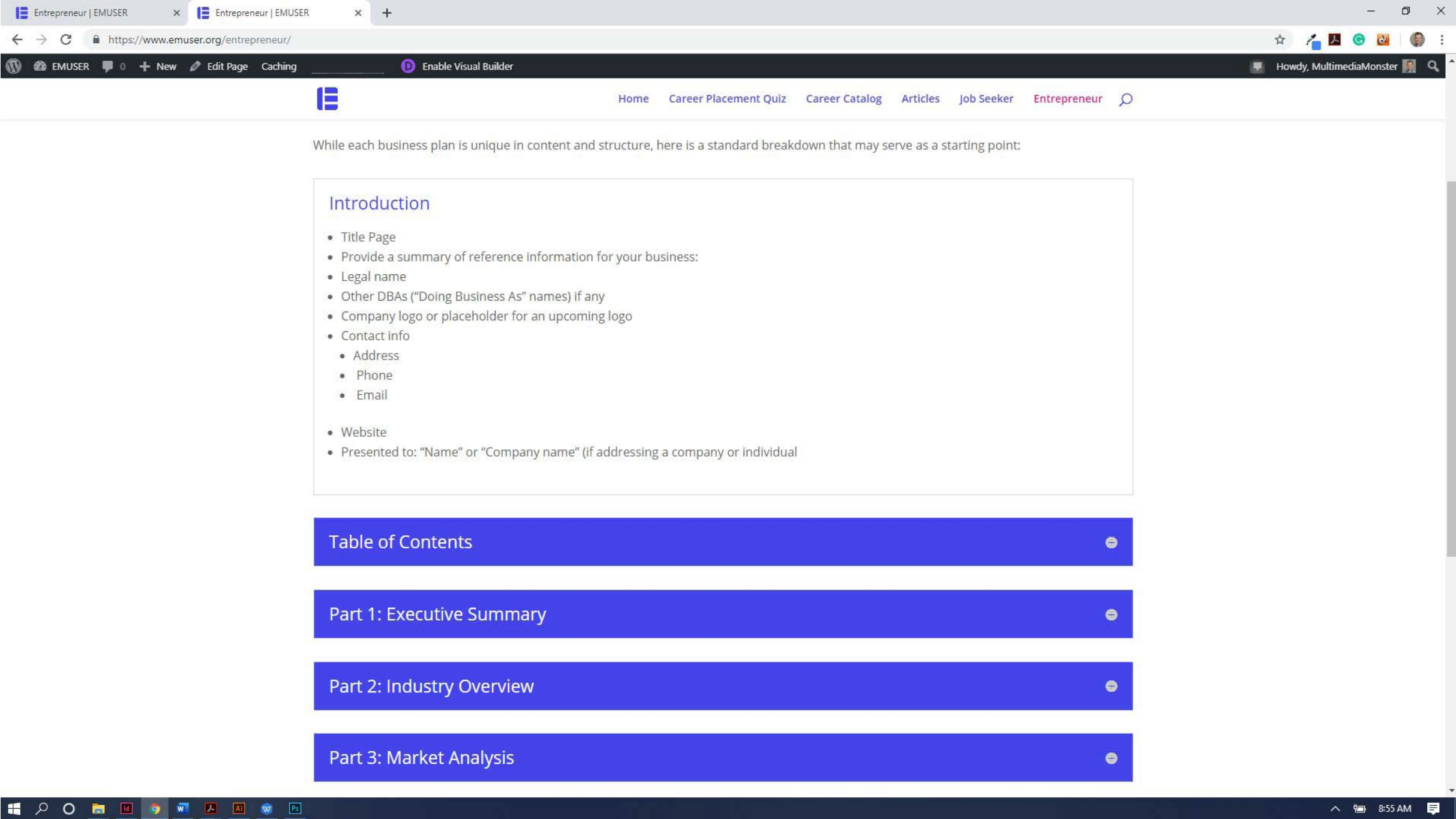
Education Job Boards
HigherEdJobs: <https://www.higheredjobs.com/>
Handshake: <https://www.joinhandshake.com/>
Chronicle Vitae: https://chroniclevitae.com/job_search/new?cid=UCHETOPNAV

Job Boards for Private Employers

Designer Job Boards
AIGA: <https://designjobs.aiga.org/>

Entrepreneur

This page contains information on building a business plan.



Chapter 5: Defense

The purpose behind this project has been to provide Visual Communications students with the tools needed to secure a return on investment for time, money, and energy spent on their education. Underemployment was identified as the key indicator of unmatched employment to achieved qualifications. Various reasons exist for this condition and, although underemployment is thankfully low compared to most other fields, it remains regrettably high on its own at 36% of college graduates who do not secure employment in the same field – underemployment is a plague to the economy.

Conditions that contribute to underemployment include an underdeveloped network of professional contacts, deficiency in recognizing or responding to changing conditions, and a limited ability to customize one's career around their unique specialization. This study was intended to provide students who major in Visual Communications with the information and tools needed to incorporate their ability to adapt and problem solve from their skillset into their search for work. Return on investment was considered under three primary themes: job satisfaction, income, and quality of life for the purpose of weighing key values that are prioritized differently on an individual basis, as well as in consideration of how these change at different stages of life.

The research of this project spanned the course of four months with other planning that took place during the beginning stages of the course, as well as development of the website deliverable that occurred in the project. Data was sourced from federal databases, analysis of major concepts was sourced from research journals, and consideration of varying opinions of workplace and lifestyle conditions was received from professionals through online journals and blogs. Collectively, this information laid the groundwork for the website structure and content was transferred from the thesis to the website in the form of articles. Additional content that was applied to the website, such as job boards and occupational employment statistics were not included in the thesis but were applied to the website in respective locations through

hyperlinks. The final result is a tool that can be accessed from anywhere there is internet access, is free to the career builder, and can be reliably sourced for changes that happen in one's career well past academic life.

Envato Elements Pty Ltd
 PO Box 16122
 Collins Street West
 Melbourne, Victoria 8007
 Australia
 Email: help.elements@envato.com
 VAT #: EU826463953

Invoice
 Invoice # 1343294
 Billed On May 4, 2019
 Terms On-Receipt
 Due On May 4, 2019

Bill To
 Joshua Beal

PAID on May 4, 2019
\$35.94 USD

| Date | Description | Qty | Price | Subtotal | Tax | Total |
|---------------------|---------------|-----|---------|----------|-------|---------|
| May 4 - Jun 4, 2019 | Elements \$33 | 1 | \$33.00 | \$33.00 | 8.90% | \$35.94 |

Subtotal \$33.00
 WA Tax 8.9% \$2.94
Total \$35.94
 Paid (\$35.94)
Amount Due \$0.00

Payments
 May 4, 2019 \$35.94 Payment from Visa --- 3527

Notes
 This invoice can be used for tax purposes. To convert the amounts in your local currency, please use the average monthly exchange rate.

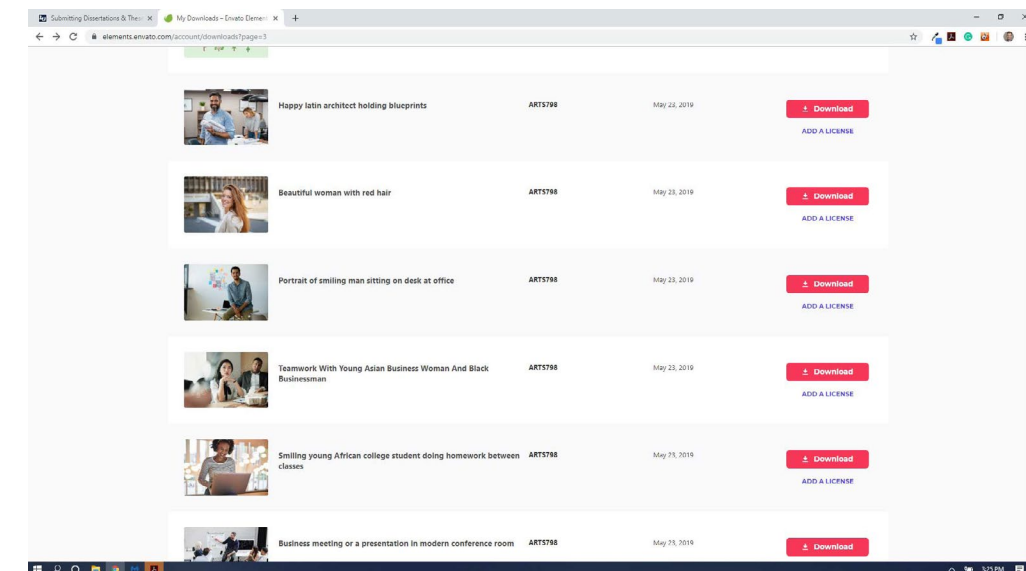
All amounts in United States Dollars (USD)

Page 1 of 1

Appendix:

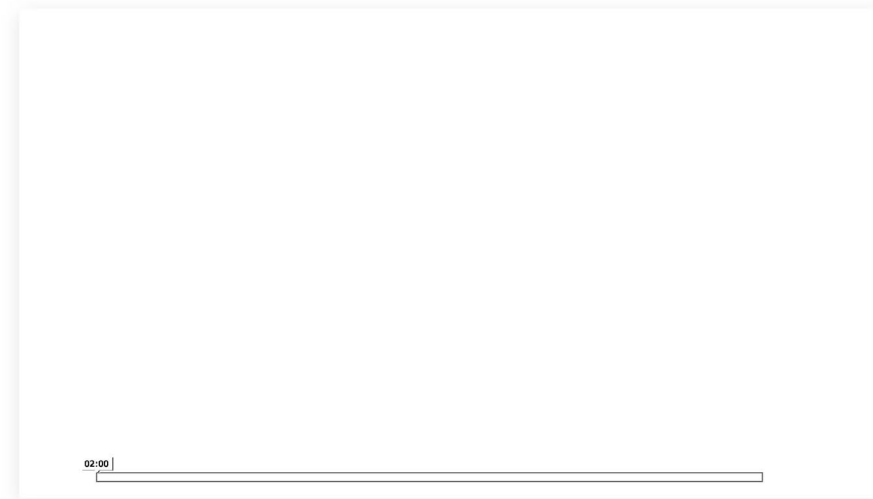
Images added to the website and thesis that do not belong to the author were acquired from Envato Elements under the Single Use license, which can be found under item 1 at the following link: <https://elements.envato.com/license-terms>. For convenience, a print of this license is added to the subsequent pages.

Additionally, a copy of the May 2019 monthly subscription receipt is applied to the left. Images in the "Personas" section of chapter 3 are the only assets added to this document that are not originated by the author. Below is a summary of the five images used.



Making it easy to license your assets

We know you want to license digital assets appropriately for your projects. So we designed the Envato Elements License with the goal of making it really easy for you to do the right thing.



Highlights

- **One simple commercial license**
All items on Envato Elements have the same simple license terms. You get broad commercial rights, so you can use items with confidence on work or personal projects.
- **Register items each time you use them**
Each time you download an item, you get an ongoing license for a single, specified use. Want to use an item again? No problem! Visit your [downloads](#) and simply register it again for a different end use.
- **Clear guidelines on what's not allowed**

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- You can't use items in on-demand services; and
- You generally can't use items as the basis for merchandising. For example, printing a logo from Envato Elements straight onto a T-shirt is not allowed. See clause 13 below for the relevant terms and conditions.
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 - a. For an Item that is a template, the End Product is a customized implementation of the Item.
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Go for it! More details about what you can do with an Item that's not a font or add-on

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Whoa there! Things you can't do with an Item

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 - b. an End Product where the incorporation of the Item is what makes the product fundamentally unique and valuable, and is the main driving factor for the sale of the End Product.

For clarity, End Products where skill and effort have been applied to incorporate the Item into a larger design (such as with text and other graphics/images) or used as product packaging are not considered merchandising and are allowed.

For example you can't print an image out as a poster and sell copies of that poster, as the primary value of the poster is from the image itself. However, you can print an image as a book cover and sell copies of that book, as the primary value of the book is from the writing/contents of the book and not the image itself.

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- b. You can only install the font or add-on on up to two of your computers at one time.

Installation and use of the font or add-on can only take place while your Envato Elements subscription is active.

- c. Except as set out in paragraph e., you can't redistribute the font or add-on (this includes no public distribution, display or performance). You also can't modify or make derivatives of the font or add-on.
- d. Except as set out in paragraph e., you can't incorporate or distribute the font or add-on within an End Product. But you may link the users of the End Product to where they can directly license the font or add-on.
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- d. The original author of the Item retains ownership of the Item. You can't claim ownership of the Item, even if modified in accordance with this agreement, for example through content identification systems.
Example: if you use a music track synced in your video, you can't claim rights to the music (e.g. through applying "Content ID" or similar systems to the music in your video).

18. The Items are either Non-P.R.O. Music or P.R.O. Music.

Non-P.R.O. Music. If the Item is Non-P.R.O. Music, this means it is not registered with any Performing Rights Organizations (P.R.O.s). Non-P.R.O. Music is generally not subject to any additional fees, but it is your responsibility as a buyer to pay any performing rights fees that may apply in your country, which will depend on the rules of your local P.R.O., your local laws, and your use of the Item.

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Broadcast (a) Traditional television or radio broadcast (e.g. terrestrial, cable or satellite TV, broadcast radio); or (b) Mobile or online substitutes for traditional television or radio.

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Indie Film A film not for general theatrical release. "Indie Film" includes a student film, a film distributed on online user generated platforms, and a film festival screening.

The nitty gritty! Other license terms

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25. This license can be terminated for any item if you breach the license and don't remedy the breach. If termination happens, you must stop using the relevant item, which includes no longer making copies of or distributing the End Product created using that item (unless you remove the item from it).

26. The owner of each item retains ownership. You can't claim ownership of an item, even if modified under clause 8, for example through content identification systems.

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Video Effects
Lower Thirds
Stock Footage

Graphics

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Sans-serif Fonts

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Offer / Sales
Content Teaser

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Background Music

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