

Untouched Domain of GRAPHIC DESIGNING

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Table of Content

- **Purpose Statement**
- **Objective / Goal**
- **Reasons of Decline**
- **Conclusion**

What are the **untouched**
domain of graphic designing
and **why** are they untouched
?

Objective

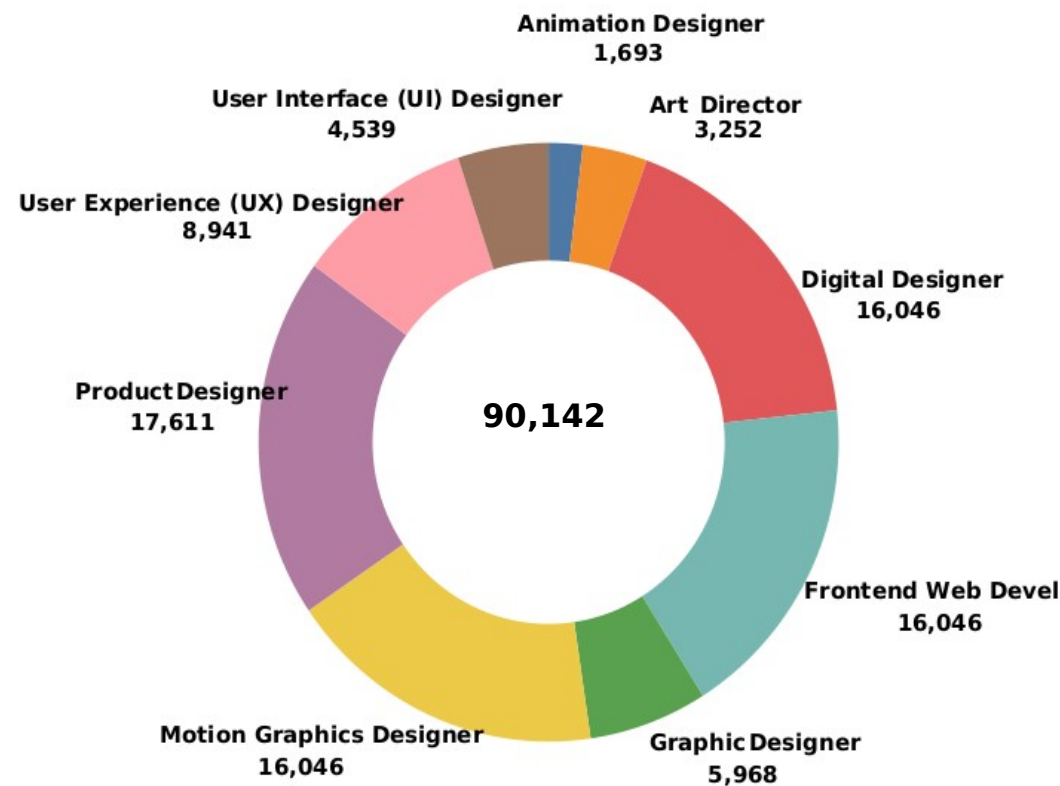
Find the weak domain of graphic designing which can be in demand.

Decline of **Traditional** Graphic designing

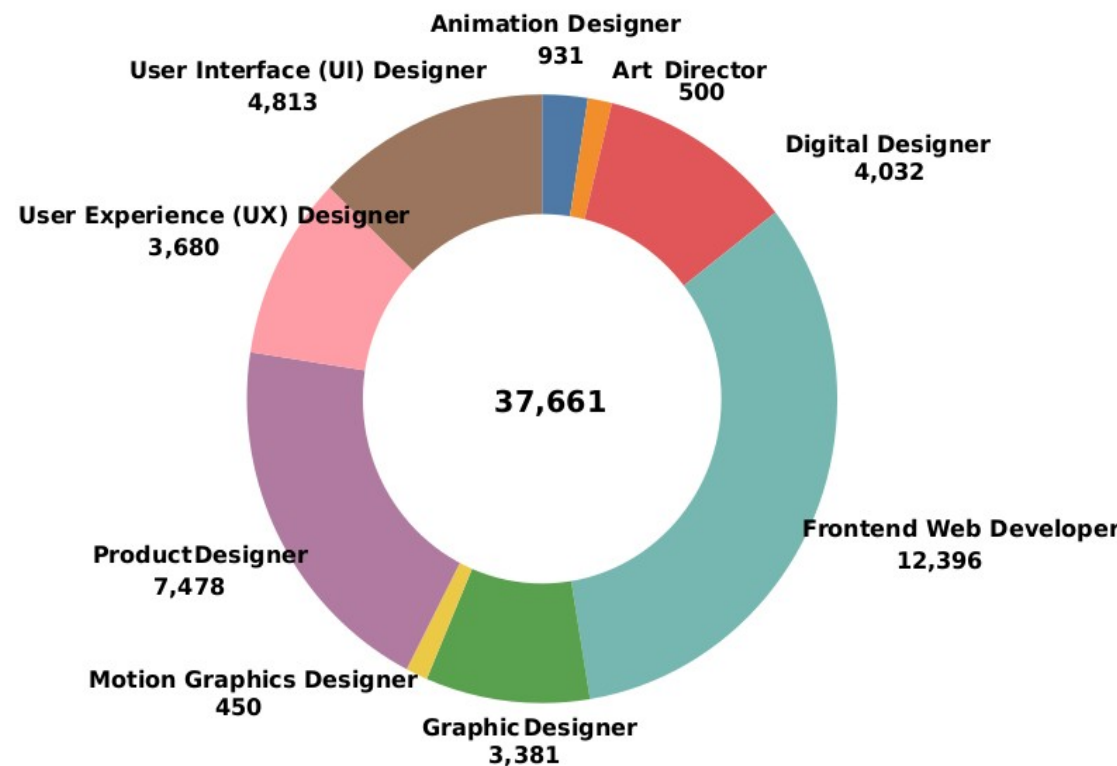
- traditional graphic designs includes:- signage, billboards, newspaper and other print-related designers.
- Due to advertising and publishing houses transition from print to 100% **online marketing and publishing**, there are **fewer** opportunities for graphic designers who specialized in this work.
- By **2020**, only **12%** of graphic designers in the US were working in print and publishing.

Number of open positions for Graphic Designers

USA



India



Freelancers

- **Online Companies are also less likely to have in-house designers compared to printing companies, and therefore rely more on the services of freelancers.**
- **Freelancers contribute up to 90% of industry participation according to [IBISWorld](#).**

increase in DIY softwares

DIY Software (Canva, Wix, etc.)

Fast turnaround time

Generic designs from pre-made templates

Designed to user's preference and "feel".

Trendy designs

Cheaper Costs

Graphic Designers

Takes time, depends on complexity and designer's work rate.

Custom original designs tailored to your brand

Designed with client's target audience in mind

Innovative, creative and intuitive design

more on average

Artificial Intelligence

- **Artificial Intelligence** are developing CREATIVE and more INTUITIVE programs, then maybe the graphic designer may **become obsolete**.
- **Adobe** are developing **Adobe Sensei**, an AI software that helps designers make edits **quickly and accurately**, find the **right content** with **smart search** and achieve more **photo-realistic effects**.

How to survive

**keep up with
trends**

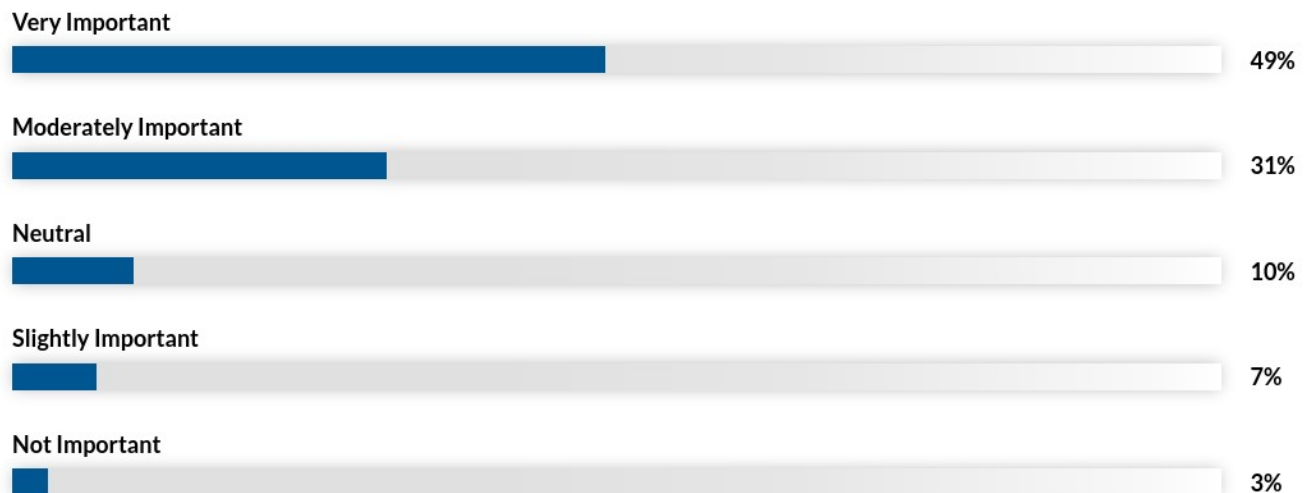
learn new skills

Specialization

Conclusion

- DIY programs like Canva and Wix are no threat to the graphic **designers that keep update themselves with trends** and are always learning new skills.
- Artificial intelligence could be a threat to the industry, just as it is to data analysts, but it could also be a helpful tool for graphic designers as it is to brain surgeons.

■ How SMB Owners Rate the Importance of Graphic Design to Their Business Success



Thank You

Useful Links

<https://financesonline.com/graphic-design-statistics/>

<https://www.forbes.com/sites/forbesbusinesscouncil/2021/10/26/will-the-demand-for-graphic-designers-diminish-in-the-near-future/?sh=438c1f6f1e28>

<https://www.designhill.com/design-blog/top-15-types-of-graphic-designs/>

<https://careerfoundry.com/en/blog/ux-design/in-demand-design-jobs/>