

GRAPHIC COMMUNICATIONS POSITIONS IN THE HOUSTON AREA

Prepared by Lloyd Schuh. For additional information see <http://www.salary.com>. According to that Web site here are the current salaries for graphics positions in our area:

Designer I - Web (Graphic Arts)

Produces graphic sketches, designs, and copy layouts for online content. Determines size and arrangement of illustrative material and copy, selects style and size of type, and arranges layout based upon available space, knowledge of layout principles, and aesthetic design concepts. May require an associate's degree or its equivalent and 2 years of experience in the field or in a related area. Has knowledge of commonly-used concepts, practices, and procedures within a particular field. Relies on instructions and pre-established guidelines to perform the functions of the job. Works under immediate supervision. Primary job functions do not typically require exercising independent judgment. Typically reports to a manager.

A typical **Designer I - Web** working in **Houston, TX** earns a median base salary of **\$46,067**, according to our analysis of data reported by corporate HR departments. Half of the people in this job earn between **\$38,465** and **\$52,177**.

Designer II - Web (Graphic Arts)

Produces graphic sketches, designs, and copy layouts for online content. Determines size and arrangement of illustrative material and copy, selects style and size of type, and arranges layout based upon available space, knowledge of layout principles, and aesthetic design concepts. May require an associate's degree or its equivalent with at least 3 years of experience in the field or in a related area. Familiar with standard concepts, practices, and procedures within a particular field. Relies on limited experience and judgment to plan and accomplish goals. Performs a variety of tasks. Works under general supervision; typically reports to a manager. A certain degree of creativity and latitude is required.

A typical **Designer II - Web** working in **Houston, TX** earns a median base salary of **\$52,581**, according to our analysis of data reported by corporate HR departments. Half of the people in this job earn between **\$46,103** and **\$63,192**.

Designer III - Web (Graphic Arts)

Produces graphic sketches, designs, and copy layouts for online content. Determines size and arrangement of illustrative material and copy, selects style and size of type, and arranges layout based upon available space, knowledge of layout principles, and aesthetic design concepts. May require an associate's degree or its equivalent and at least 4 years of experience in the field or in a related area. Familiar with a variety of the field's concepts, practices, and procedures. Relies on experience and judgment to plan and accomplish goals. Performs a variety of complicated tasks. Typically reports to a manager. A wide degree of creativity and latitude is expected.

A typical **Designer III - Web** working in **Houston, TX** earns a median base salary of **\$67,936**, according to our analysis of data reported by corporate HR departments. Half of the people in this job earn between **\$62,278** and **\$79,800**.

Art Manager/Art Director (Graphic Arts)

Plans, directs, and coordinates all activities in the art department. Works with marketing department to design TV commercials, catalogs, brochures, etc. May require bachelor's degree and at least 7 years of experience in the field. Relies on experience and judgment to plan and accomplish goals. Typically reports to a senior manager.

A typical **Art Manager** working in **Houston, TX** earns a median base salary of **\$66,629**, according to our analysis of data reported by corporate HR departments. Half of the people in this job earn between **\$56,402** and **\$81,280**.

Painter/Illustrator (Graphic Arts)

Uses paint to create graphic material and lettering to be used for title, background, screen advertising, commercial logo, and other visual layouts. Requires a high school diploma or its equivalent. May have to complete an apprenticeship and/or formal training in area of specialty with 2-4 years of experience in the field or in a related area. Familiar with standard concepts, practices, and procedures within a particular field. Relies on limited experience and judgment to plan and accomplish goals. Performs a variety of tasks.

Works under general supervision. A certain degree of creativity and latitude is required. Typically reports to a supervisor/manager.

A typical **Painter/Illustrator** working in **Houston, TX** earns a median base salary of **\$32,120**, according to our analysis of data reported by corporate HR departments. Half of the people in this job earn between **\$26,763** and **\$38,813**.

Graphic Design Specialist (Printing and Publishing)

Uses computer graphic systems to produce graphic sketches, designs, and copy layouts. May require an associate's degree or its equivalent and 2-4 years of experience in the field or in a related area. Familiar with standard concepts, practices, and procedures within a particular field. Relies on limited experience and judgment to plan and accomplish goals. Performs a variety of tasks. Works under general supervision; typically reports to a supervisor or manager. A great deal of creativity and latitude is expected.

A typical **Graphic Design Specialist** working in **Houston, TX** earns a median base salary of **\$41,289**, according to our analysis of data reported by corporate HR departments. Half of the people in this job earn between **\$36,887** and **\$46,674**.

Graphic Design Specialist, Sr (Printing and Publishing)

Uses computer graphic systems to produce graphic sketches, designs, and copy layouts. Requires an associate's degree or its equivalent and at least 4 years of experience in the field or in a related area. Familiar with a variety of the field's concepts, practices, and procedures. Relies on limited experience and judgment to plan and accomplish goals. Performs a variety of tasks. May direct and lead the work of others. Typically reports to a manager or head of a unit/department. A wide degree of creativity and latitude is expected.

A typical **Graphic Design Specialist, Sr** working in **Houston, TX** earns a median base salary of **\$48,309**, according to our analysis of data reported by corporate HR departments. Half of the people in this job earn between **\$42,655** and **\$54,906**.

Technical Writer I (Printing and Publishing)

Writes a variety of technical articles, reports, brochures, and/or manuals for documentation for a wide range of uses. May be responsible for coordinating the display of graphics and the production of the document. May require a bachelor's degree in a related area and 0-2 years of experience in the field or in a related area. Has knowledge of commonly-used concepts, practices, and procedures within a particular field. Relies on instructions and pre-established guidelines to perform the functions of the job. Primary job functions do not typically require exercising independent judgment. Works under immediate supervision; typically reports to a supervisor or manager.

A typical **Technical Writer I** working in **Houston, TX** earns a median base salary of **\$44,251**, according to our analysis of data reported by corporate HR departments. Half of the people in this job earn between **\$38,637** and **\$50,366**.

Technical Writer II (Printing and Publishing)

Writes a variety of technical articles, reports, brochures, and/or manuals for documentation for a wide range of uses. May be responsible for coordinating the display of graphics and the production of the document. May require a bachelor's degree in a related area and 2-4 years of experience in the field or in a related area. Familiar with standard concepts, practices, and procedures within a particular field. Relies on limited experience and judgment to plan and accomplish goals. Performs a variety of tasks. Works under general supervision; typically reports to a supervisor or manager. A certain degree of creativity and latitude is required.

A typical **Technical Writer II** working in **Houston, TX** earns a median base salary of **\$54,766**, according to our analysis of data reported by corporate HR departments. Half of the people in this job earn between **\$48,475** and **\$60,995**.

Technical Writer III (Printing and Publishing)

Writes a variety of technical articles, reports, brochures, and/or manuals for documentation for a wide range of uses. May be responsible for coordinating the display of graphics and the production of the document. Requires a bachelor's degree in a related area and 4-6 years of experience in the field or in a related area. Familiar with a variety of the field's concepts, practices, and procedures. Relies on limited experience and judgment to plan and accomplish goals. Performs a variety of tasks. May lead and direct the work of others. Typically reports to a manager or head of a unit/department. A wide degree of creativity and latitude is expected.

A typical **Technical Writer III** working in **Houston, TX** earns a median base salary of **\$63,616**, according to our analysis of data reported by corporate HR departments. Half of the people in this job earn between **\$55,311** and **\$68,708**.

Desktop Publishing Operator (Advertising)

Completes assignments involving word processing, including page layouts, charts and computer graphics utilizing desktop publishing equipment and integrated software packages. May require an associate's degree in a related area and 0-2 years of experience in the field or in a related area. Has knowledge of commonly-used concepts, practices, and procedures within a particular field. Relies on instructions and pre-established guidelines to perform the functions of the job. Works under immediate supervision. Primary job functions do not typically require exercising independent judgment. Typically reports to a supervisor or manager.

A typical **Desktop Publishing Operator** working in **Houston, TX** earns a median base salary of **\$35,432**, according to our analysis of data reported by corporate HR departments. Half of the people in this job earn between **\$31,030** and **\$41,449**.

Desktop Publishing Operator, Sr (Advertising)

Completes assignments involving word processing, including page layouts, charts and computer graphics utilizing desktop publishing equipment and integrated software packages. May require an associate's degree in a related area and at least 4 years of experience in the field or in a related area. Familiar with a variety of the field's concepts, practices, and procedures. Relies on experience and judgment to plan and accomplish goals. Performs a variety of complicated tasks. May direct and lead the work of others. Typically reports to a manager or head of a unit/department. A wide degree of creativity and latitude is expected.

A typical **Desktop Publishing Operator, Sr** working in **Houston, TX** earns a median base salary of **\$41,779**, according to our analysis of data reported by corporate HR departments. Half of the people in this job earn between **\$36,569** and **\$46,653**.

Exhibit Display Coordinator I (Advertising)

Responsible for design, layout, cost estimates, and construction of exhibits and displays. May require an associate's degree and 0-2 years of experience in the field or in a related area. Has knowledge of commonly-used concepts, practices, and procedures within a particular field. Relies on instructions and pre-established guidelines to perform the functions of the job. Works under immediate supervision. Primary job functions do not typically require exercising independent judgment. Typically reports to a supervisor or manager.

A typical **Exhibit Display Coordinator I** working in **Houston, TX** earns a median base salary of **\$34,489**, according to our analysis of data reported by corporate HR departments. Half of the people in this job earn between **\$31,090** and **\$38,976**.

Art Director (Advertising)

Responsible for development of product branding. Visually communicates the product or service in a manner that will appeal to the target audience under time and space constraints. May require a bachelor's degree and at least 5 years of experience in the field or in a related area. Familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. May lead and direct the work of others. A wide degree of creativity and latitude is expected. Typically reports to a manager or head of a unit/department.

A typical **Art Director (Advertising)** working in **Houston, TX** earns a median base salary of **\$63,199**, according to our analysis of data reported by corporate HR departments. Half of the people in this job earn between **\$56,847** and **\$73,508**.

Art Director - Web (Internet and New Media)

Determines the look-and-feel of the entire site. Creates original graphics and icons for use on the site. Implements the web design parameters, style guides and visual standards. Establishes and produces graphic material for use in advertising and promotion of online services and products. Requires a bachelor's degree with at least 4 years of experience in the field. Generally manages a group of exempt and nonexempt employees. Relies on experience and judgment to plan and accomplish goals. Typically reports to a senior manager.

A typical **Art Director - Web** working in **Houston, TX** earns a median base salary of **\$90,587**, according to our analysis of data reported by corporate HR departments. Half of the people in this job earn between **\$80,913** and **\$100,991**.

Web Designer (Internet and New Media)

Designs and constructs web pages/sites including incorporating graphic user interface (GUI) features and other techniques. Maintains and provides ongoing design of the website, promos and ad banners, seasonal content specials and custom chat launcher design for partners. May require a bachelor's degree in a related area and at least 2 years of experience in the field or in a related area. Familiar with standard concepts, practices, and procedures within a particular field. Relies on limited experience and judgment to plan and accomplish goals. Performs a variety of tasks. Works under general supervision; typically reports to a manager. A certain degree of creativity and latitude is required.

A typical **Web Designer** working in **Houston, TX** earns a median base salary of **\$56,399**, according to our analysis of data reported by corporate HR departments. Half of the people in this job earn between **\$50,992** and **\$67,136**.

Production Assistant - Web (Internet and New Media)

Monitors and maintains the daily production of a web site. Implements HTML modifications on current pages; and assists with the flow of information for the website production group. May be expected to build new pages in HTML. May require a bachelor's degree and 0-2 years of experience in the field or in a related area. Has knowledge of commonly-used concepts, practices, and procedures within a particular field. Relies on instructions and pre-established guidelines to perform the functions of the job. Works under immediate supervision. Primary job functions do not typically require exercising independent judgment. Typically reports to a producer.

A typical **Production Assistant - Web** working in **Houston, TX** earns a median base salary of **\$39,665**, according to our analysis of data reported by corporate HR departments. Half of the people in this job earn between **\$36,200** and **\$45,581**.