



INTERNATIONAL SIGN ASSOCIATION

# Sign, Graphics and Visual Communications Industry

## Get Your Students Hired!

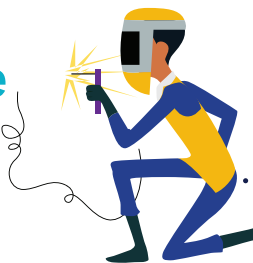
**80%** of sign industry employers struggle to find skilled workers.

Students can use the ISA Digital Badge on their resumes to share relevant skills and find great industry careers.



**\$22.50** per hour in the sign industry is more than the average U.S. worker earns.

**15** subject areas of assessments validate student learning in valuable skillsets!



“I used to think that college was the only way you could get a good job and be successful, but when I toured the two local industries I realized that they offer good jobs right out of high school.”

*Anonymous Student  
Sign Manufacturing Day Participant*

“I will never look at a sign the same way again. It was very interesting to see all the different kinds of skills needed to produce a sign.”

*Anonymous Student  
Sign Manufacturing Day Participant*



[signs.org/getbadge](https://signs.org/getbadge)

@ISASigns | [workforce@signs.org](mailto:workforce@signs.org)

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## FUN FACT...

71% of companies in the sign, graphics and visual communications industry are actively hiring.

### About Sign, Graphics and Visual Communications

*A dynamic and growing industry that employs more than 200,000 American workers and has an economic impact of \$37.5 billion.*

**Ask anyone in the sign and graphics industry and they'll tell you why their jobs are better than in other fields:**

- The work is exciting and fulfilling;
- Employees like the feeling of helping their community;
- Career development and growth exists;
- They enjoy seeing their handiwork on display throughout their towns.
- Industry careers offer great pay and technical skills are valued.

“I thought that there weren’t good options other than college. However, I quickly learned that you can make decent money, get good benefits, and be paid to go to school for further certification. You can do all of this without tackling any debt!”

*Anonymous Student  
Sign Manufacturing Day Participant*

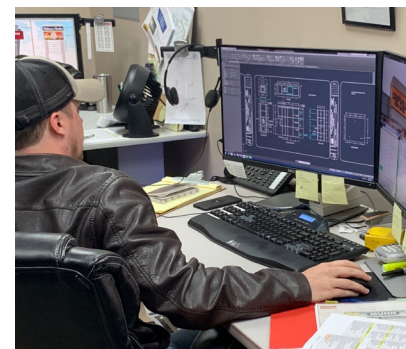
### Career Spapshot

*Discover the exciting and varied careers in the industry, ranging from welding to CAD to graphic design and more!*

**Average Sign Industry Hourly Wages:**



- Welder: \$19.63
- Fabricator: \$20.69
- Graphic Designer: \$19.23
- CAD Designer: \$21.63



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