

GRAPHIC DESIGNS SERVICES INDUSTRY (NAICS 54143)

INDUSTRY DEFINITION AND RELATED INDUSTRIES

NAICS 54143: Graphic Design Services . This industry comprises establishments primarily engaged in planning, designing, and managing the production of visual communication in order to convey specific messages or concepts, clarify complex information, or project visual identities. These services can include the design of printed materials, packaging, advertising, signage systems, and corporate identification (logos). This industry also includes commercial artists engaged exclusively in generating drawings and illustrations requiring technical accuracy or interpretative skills.

Related Industries

- Commercial Printing
- Advertising Agencies
- Prepress Services
- Copying Services

U.S. Census Categories

NAICS 54143 – Graphic Design Services is 100% comparable to SIC 7336 – Graphic Design Services

Sub-Industries

- Urban planning services
- Interior design services
- Sales of products specified as part of an integrated interior design service
- Income from subcontracted work
- Industrial design services
- Fashion design services
- Commercial art and illustration services
- Graphic design services
- Golf course design services
- Specialized design services
- Photography services, including commercial photography
- Drafting services: Mechanical drafting services
- Mechanical systems drafting services
- Industrial machinery and equipment layout drafting services
- Drafting services: Process piping systems drafting

Drafting services: Site drafting services for civil engineering projects
Drafting services: Structural drafting services for civil engineering projects
Drafting services: Architectural drafting services
Drafting services: Display and presentation drafting services
Drafting services: Patent drawing and trademark illustration services
Drafting services: Other drafting services
Plotting and printing services for technical drawings
Conversion services for technical drawings