

Program Endorsement Brief: 1013.00/Commercial Art
Storyboard Specialization and Children’s Book Illustration Specialization
 Los Angeles/Orange County Center of Excellence, October 2018

Summary:

The Los Angeles/Orange County Center of Excellence for Labor Market Research (COE) prepared this report to provide regional labor market supply and demand data related to commercial artists that specialize in storyboarding and/or children’s book illustration. This report is intended to help determine whether there is demand in the local labor market that is not being met by the supply from community college programs that align with relevant occupations.

The following summarizes key findings from this data brief:

- Commercial artist jobs are slightly decreasing by less than 1% over the next five years; however, more than 2,100 job openings will be available annually due to retirements and replacement need.
- Over the past 12 months, there were 54 online job postings related to storyboard art and 3 postings related to children’s book illustration in Los Angeles and Orange Counties.
- Nine colleges in the region have programs closely related to commercial art; however, no community colleges in California have award programs specific to storyboard art or children’s book illustration.
- Between 2014 and 2017, community colleges in the region conferred an average of 62 awards annually (associate degrees and certificates) in commercial art programs.

Occupational Demand—In Los Angeles/Orange County the number of jobs for commercial artists is projected to slightly decrease by less than one percent. However, due to workers retiring or otherwise leaving the field, there will be more than 2,100 job openings per year through 2022 (Exhibit 1). **It is important to note that commercial artist occupations include many different types of artist and designer jobs, not only storyboard artists and children’s book illustrators.**

Exhibit 1: Occupational demand in Los Angeles and Orange Counties¹

Geography	2017 Jobs	2022 Jobs	2017-2022 Change	2017-2022 % Change	Annual Openings
Los Angeles	18,020	17,914	(106)	(1%)	1,684
Orange	4,866	4,911	45	1%	459
Total	22,886	22,825	(61)	(0%)	2,144

¹ Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

Wages—Entry-level hourly wages for commercial artists in the region are between \$14.90 and \$18.30, respectively. Entry-level wages are higher than the MIT Living hourly wage for one adult in the region (\$13.54 in Los Angeles County, \$15.31 in Orange County). Experienced workers earn between \$40.05 and \$47.39 per hour, which is higher than the living wage. Regional wages are slightly below the average statewide wage for these occupations.

Job Postings—

Storyboarding Specialization: There were 54 job postings related to storyboarding listed in the last 12 months. The majority of job postings are for storyboard artists, artists and storyboard revisionists. Top software skills are: Adobe Photoshop and InDesign. The top three employers, by number of job postings, in the region are: Nickelodeon, Disney and NBC.

Children’s Book Illustration Specialization: There were 3 job postings related to children’s book illustration listed in the last 12 months. The title for each of the job postings was “illustrator”. No skills or employer names were mentioned on the job postings.

Educational Attainment— The BLS lists a Bachelor’s degree as the typical entry-level education for commercial artists. The national-level educational attainment data indicates 30% of workers in the field have completed some college or an associate degree. In Los Angeles/Orange County, 100% of job postings for these specializations request a Bachelor’s degree.

Community College Supply—Appendix B shows the three-year average number of awards conferred by community colleges in the related TOP code: Commercial Art (1013.00). The college with the most completions in the region is LA Trade-Tech. Between January and September 2018, there were no other related program recommendation requests from regional community college.

Currently, there are no California community college award programs in focus specifically on storyboard illustration or children’s book illustration².

Appendix A: Occupational demand and wage data by county

Exhibit 2. Los Angeles County

Occupation (SOC)	2017 Jobs	2022 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
Graphic Designers (27-1024)	16,067	15,973	(94)	(1%)	1,501	\$14.81	\$21.21	\$39.72
Commercial and Industrial Designers (27-1021)	1,953	1,941	(12)	(1%)	184	\$17.43	\$25.74	\$43.27
Total	18,020	17,914	(106)	(1%)	1,684			

² Chancellor’s Office Curriculum Inventory (COCI). Data accessed October 24, 2018.

Exhibit 3. Orange County

Occupation (SOC)	2017 Jobs	2022 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
Graphic Designers (27-1024)	4,240	4,273	33	1%	399	\$15.33	\$21.55	\$37.61
Commercial and Industrial Designers (27-1021)	626	638	12	2%	61	\$20.62	\$28.85	\$54.81
Total	4,866	4,911	45	1%	459			

Exhibit 4. Los Angeles and Orange Counties

Occupation (SOC)	2017 Jobs	2022 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
Graphic Designers (27-1024)	20,307	20,246	(61)	(0%)	1,899	\$14.90	\$21.32	\$40.05
Commercial and Industrial Designers (27-1021)	2,579	2,579	0	0%	244	\$18.30	\$26.37	\$47.39
Total	22,886	22,825	(61)	(0%)	2,144			

Appendix B: Regional community college awards (certificates and degrees), 2014-2017³

TOP Code	Program	College	2014-15 Awards	2015-16 Awards	2016-2017 Awards	3-Year Award Average
1013.00	Commercial Art	Cypress	1	1	1	1
		Fullerton	6	4	2	4
		Glendale	1	-	-	0
		LA Trade-Tech	27	38	41	35
		LA Valley	5	6	3	5
		Long Beach	-	-	1	0
		Orange Coast	8	8	5	7
		Pasadena	2	8	4	5
		Rio Hondo	3	5	5	4
		Total/Average	53	70	62	62

Appendix C: Sources

- O*NET Online
- Labor Insight/Jobs (Burning Glass)
- Economic Modeling Specialists, International (EMSI)
- Employment Development Department, Labor Market Information Division, OES
- Employment Development Department, Unemployment Insurance Dataset
- Living Insight Center for Community Economic Development
- California Community Colleges Chancellor's Office Management Information Systems (MIS)
- MIT Living Wage
- Chancellor's Office Curriculum Inventory (COCI)

For more information, please contact:

Lori Sanchez, Director
Center of Excellence, Los Angeles/Orange County Region
Lsanchez144@mtsac.edu

October 2018



