Applied Photography Occupations
Labor Market Information Report
Laney College

Prepared by the San Francisco Bay Center of Excellence for Labor Market Research
October 2021

Recommendation

Based on all available data, there appears to be an "undersupply" of Applied Photography workers compared to the demand for this cluster of occupations in the Bay region and in the East Bay sub-region (Alameda and Contra Costa counties). There is a projected annual gap of about 387 students in the Bay region and 176 students in the East Bay Sub-Region.

Introduction

This report provides student outcomes data on employment and earnings for TOP 1012.00 Applied Photography programs in the state and region. It is recommended that these data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at colleges in the state and region, as well as to outcomes across all CTE programs at Laney College and in the region.

This report profiles Applied Photography Occupations in the 12 county Bay region and in the East Bay sub-region for a College/District program review at Laney College.

- **Cartographers and Photogrammetrists (17-1021):** Collect, analyze, and interpret geographic information provided by geodetic surveys, aerial photographs, and satellite data. Research, study, and prepare maps and other spatial data in digital or graphic form for legal, social, political, educational, and design purposes. May work with Geographic Information Systems (GIS). May design and evaluate algorithms, data structures, and user interfaces for GIS and mapping systems.
    Entry-Level Educational Requirement: Bachelor's degree
    Training Requirement: None
    Percentage of Community College Award Holders or Some Postsecondary Coursework: 24%

- **Photographers (27-4021):** Photograph people, landscapes, merchandise, or other subjects, using digital or film cameras and equipment. May develop negatives or use computer software to produce finished images and prints. Includes scientific photographers, aerial photographers, and photojournalists.
    Entry-Level Educational Requirement: High school diploma or equivalent
    Training Requirement: Moderate-term on-the-job training
    Percentage of Community College Award Holders or Some Postsecondary Coursework: 34%

Occupational Demand

Table 1. Employment Outlook for Applied Photography Occupations in Bay Region

Occupation	2020 Jobs	2025 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Cartographers and Photogrammetrists	329	382	52	16%	226	45	$39	$73
Photographers	5,361	5,245	-116	-2%	2,825	565	$12	$49
Total	**5,690**	**5,627**	**-63**	**-1%**	**3,051**	**610**		

Source: EMSI 2021.3

Bay Region includes: Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties

Table 2. Employment Outlook for Applied Photography Occupations in East Bay Sub-region

Occupation	2020 Jobs	2025 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Cartographers and Photogrammetrists	58	65	6	11%	35	7	$47	$77
Photographers	1,625	1,610	-15	-1%	875	175	$12	$49
Total	**1,683**	**1,675**	**-8**	**0%**	**910**	**182**		

Source: EMSI 2021.3

East Bay Sub-Region includes: Alameda and Contra Costa Counties

Job Postings in Bay Region and East Bay Sub-Region

Table 3. Number of Job Postings by Occupation for latest 12 months (Oct 2020 - Sep 2021)

Occupation	Bay Region	East Bay
Photographers	958	292
Cartographers and Photogrammetrists	10	2

Source: Burning Glass

Table 4a. Top Job Titles for Applied Photography Occupations for latest 12 months (Oct 2020 - Sep 2021) Bay Region

Title	Bay	Title	Bay
Photographer	112	Wedding Photographer	12
Food Freelance Photographer	48	Dealership Photographer	11
School Photographer	19	Real Estate Photographer	11
Freelance Photographer	16	Wedding Photographer and/or Videographer	10
Photography Assistant	15	Automotive Photographer	9
Pre-School Photographer	14	Product Photographer	9
Newborn Photographer	13	Dealership Inventory Photographer	8

Title	Bay	Title	Bay
Studio Photographer	12		

Source: Burning Glass

Table 4b. Top Job Titles for Applied Photography Occupations for latest 12 months (Oct 2020 - Sep 2021) East Bay Sub-Region

Title	East Bay	Title	East Bay
Photographer	38	Wedding Photographer and/or Videographer	6
Food Freelance Photographer	14	Dealership Photographer	5
Automotive Photographer	6	Freelance Photographer	4
Newborn Photographer	6	Freelance Photographer/Videographer	4
Pre-School Photographer	6	Product Photographer	4
School Photographer	6	Studio Photographer	4
		Dealership Inventory Photographer	3

Source: Burning Glass

Industry Concentration

Table 5. Industries hiring Applied Photography Workers in Bay Region

Industry – 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2020)	Jobs in Industry (2025)	% Change (2020-25)	% Occupation Group in Industry (2020)
All Other Professional, Scientific, and Technical Services	2,707	2,709	0%	48%
Photography Studios, Portrait	563	464	-18%	10%
Commercial Photography	388	388	0%	7%
Independent Artists, Writers, and Performers	326	342	5%	6%
Translation and Interpretation Services	188	197	5%	3%
Internet Publishing and Broadcasting and Web Search Portals	121	147	21%	2%
Software Publishers	78	118	52%	1%
Marketing Research and Public Opinion Polling	100	96	-4%	2%
Television Broadcasting	80	81	1%	1%
Local Government, Excluding Education and Hospitals	77	81	5%	1%

Source: EMSI 2021.3

Table 6. Top Employers Posting Applied Photography Occupations in Bay Region and East Bay Sub-Region (Oct 2020 - Sep 2021)

Employer	Bay	Employer	East Bay
Pro Motionpix, Llc	118	Pro Motionpix, Llc	40
Kodakit	62	Kodakit	32
Teddy Bear Portraits	21	Teddy Bear Portraits	9
Lifetouch	19	Lifetouch	9
Nationwide Studios Incorporated	15	Next Door Photos	8
Sweet Me Photography	13	Tolman Media	6
Cherry Hill Programs	13	Sweet Me Photography	6
Tolman Media	10	Jostens	6
Shutterfly	10	Shutterfly	5
Virtualtourcafe, Llc	9	Nationwide Studios Incorporated	5

Source: Burning Glass

Educational Supply

There are six (6) community colleges in the Bay Region issuing 45 awards on average annually (last 3 years ending 2018-19) on TOP 1012.00 Applied Photography. In the East Bay Sub-Region, there are two (2) community colleges that issued 6 awards on average annually (last 3 years) on this TOP code.

There are a six (6) other CTE educational institutions in the Bay Region issuing 178 awards on average annually (last 3 years ending 2016-17) on TOP 1012.00 Applied Photography. There are no other CTE educational institutions in the East Bay Sub-Region issuing awards on average annually (last 3 years) on this TOP code.

Table 7a. Community College Awards on TOP 1012.00 Applied Photography in Bay Region

College	Subregion	Associate	Certificate Low	Total
Chabot	East Bay	3	1	4
De Anza	Silicon Valley	1	7	8
Laney	East Bay	1	1	2
Napa	North Bay	0	1	1
San Francisco	Mid-Peninsula	0	26	26
Solano	North Bay	2	2	4
Total		**7**	**38**	**45**

Source: Data Mart

Note: The annual average for awards is 2016-17 to 2018-19.

Table 7b. Other CTE Instituton Awards on TOP 1012.00 Applied Photography in Bay Region

College	Subregion	Associate Degree	Bachelor's Degree	Total
Academy of Art University	Mid-Peninsula	48	80	128
Argosy University-The Art Institute of California-San Francisco	Mid-Peninsula	7	3	10
Argosy University-The Art Institute of California-Silicon Valley	Silicon Valley	2	1	3
California College of the Arts	Mid-Peninsula	0	10	10
Pacific Union College	North Bay	0	2	2
San Francisco Art Institute	Mid-Peninsula	0	25	25
Total		**57**	**121**	**178**

Source: Data Mart

Note: The annual average for awards is 2016-17 to 2018-19.

Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay region with 610 annual openings for the Applied Photography occupational cluster and 223 annual (3-year average) awards for an annual undersupply of 387 students. In the East Bay Sub-Region, there is also a gap with 182 annual openings and 6 annual (3-year average) awards for an annual undersupply of 176 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1012.00 Applied Photography

Metric Outcomes	Bay All CTE Programs	Laney All CTE Programs	State 1012.00	Bay 1012.00	East Bay 1012.00	Laney 1012.00
Students with a Job Closely Related to Their Field of Study	73%	70%	51%	49%	66%	N/A
Median Annual Earnings for SWP Exiting Students	$44,575	$39,109	$24,432	$33,347	$30,790	$37,810
Median Change in Earnings for SWP Exiting Students	30%	31%	21%	20%	19%	8%
Exiting Students Who Attained the Living Wage	53%	50%	35%	37%	38%	49%

Source: Launchboard Strong Workforce Program Median of 2016-18.

Skills and Education

Table 9. Top Skills for Applied Photography Occupations in Bay Region (Oct 2020 - Sep 2021)

Skill	Posting	Skill	Posting
Photography	911	Adobe Acrobat	54

Skill	Posting	Skill	Posting
Customer Service	144	Adobe Creative Suite	54
Videography	135	Photo Editing	50
Adobe Photoshop	127	Real Estate Experience	46
Scheduling	100	Photo Shoots	40
Digital Photography	84	Early Childhood Education	36
Broadcast Industry Knowledge	71	E-Commerce	33
Social Media	68	Framing	33
Cleaning	64	Instagram	26
Adobe Indesign	60	Color Editing	24
Lifting Ability	60	Facebook	24
Sales	59	Graphic Design	24
Adobe Illustrator	56	Product Sales	24
Personal Protective Equipment (PPE)	55	Appointment Setting	23

Source: Burning Glass

Table 10. Education Requirements for Applied Photography Occupations in Bay Region

Education (minimum advertised)	Latest 12 Mos. Postings	Percent 12 Mos. Postings
High school or vocational training	299	76%
Associate's degree	10	3%
Bachelor's degree and higher	82	21%

Source: Burning Glass

Note: 60% of records have been excluded because they do not include a degree level. As a result, the chart above may not be representative of the full sample.

Methodology

Occupations for this report were identified by use of skills listed in O*Net descriptions and job descriptions in Burning Glass. Labor demand data is sourced from Economic Modeling Specialists International (EMSI) occupation data and Burning Glass job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CTE Launchboard and CCCCO Data Mart.

Sources

O*Net Online
Labor Insight/Jobs (Burning Glass)
Economic Modeling Specialists International (EMSI)
CTE LaunchBoard www.calpassplus.org/Launchboard/
Statewide CTE Outcomes Survey
Employment Development Department Unemployment Insurance Dataset

Living Insight Center for Community Economic Development
Chancellor's Office MIS system

Contacts

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