

Motion Graphics Occupations Labor Market Information Report Berkeley City College

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

Based on all available data, there appears to be an undersupply of Motion Graphics 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 1,775 students in the Bay region and 429 students in the East Bay Sub-Region.

This report also provides student outcomes data on employment and earnings for programs on TOP 0614.40 - Animation 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 Berkeley City College and in the region.

Introduction

This report profiles Motion Graphics Occupations in the 12 county Bay region and in the East Bay sub-region for a proposed new program at Berkeley City College.

- Graphic Designers (SOC 27-1024):** Design or create graphics to meet specific commercial or promotional needs, such as packaging, displays, or logos. May use a variety of mediums to achieve artistic or decorative effects.
 Entry-Level Educational Requirement: Bachelor's degree
 Training Requirement: None
 Percentage of Community College Award Holders or Some Postsecondary Coursework: 29%
- Multimedia Artists and Animators (SOC 27-1014):** Create special effects, animation, or other visual images using film, video, computers, or other electronic tools and media for use in products or creations, such as computer games, movies, music videos, and commercials.
 Entry-Level Educational Requirement: Bachelor's degree
 Training Requirement: None
 Percentage of Community College Award Holders or Some Postsecondary Coursework: 27%

Occupational Demand

Table 1. Employment Outlook for Motion Graphics Occupations in Bay Region

Occupation	2018 Jobs	2023 Jobs	5-Yr Change	5-Yr % Change	5-Yr Openings	Average Annual Openings	10% Hourly Wage	Median Hourly Wage
Graphic Designers	13,289	13,728	438	3%	6,724	1,345	\$12.92	\$30.00
Multimedia Artists and Animators	5,025	5,328	302	6%	2,348	470	\$20.82	\$40.34
Total	18,314	19,055	741	4%	9,072	1,814	\$15.08	\$32.84

Source: EMSI 2019.2

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 Motion Graphics Occupations in East Bay Sub-Region

Occupation	2018 Jobs	2023 Jobs	5-Yr Change	5-Yr % Change	5-Yr Openings	Average Annual Openings	10% Hourly Wage	Median Hourly Wage
Graphic Designers	3,596	3,649	53	1%	1,729	346	\$11.19	\$27.47
Multimedia Artists and Animators	1,084	1,139	55	5%	488	98	\$10.48	\$35.36
TOTAL	4,680	4,788	108	2%	2,217	443	\$11.02	\$29.29

Source: EMSI 2019.2

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 (October 2018 - September 2019)

Occupation	Bay Region	East Bay
Graphic Designers	4,715	645
Multimedia Artists and Animators	989	93
Total	5,704	738

Source: Burning Glass

**Table 4a. Top Job Titles for Motion Graphics Occupations for latest 12 months (October 2018 - September 2019)
Bay Region**

Common Title	Bay	Common Title	Bay
Graphic Designer	2,052	Senior Digital Design Engineer	28
Visual Designer	1,205	Production Manager	28
Interaction Designer	387	Junior Visual Designer	27
Production Artist	249	Creative Designer	24
Production Designer	173	Product Designer	20
Animator	162	Digital Design Engineer	16
Junior Graphic Designer	103	Design Producer	16
Graphic Artist	90	Web Designer	15
Interactive Designer	86	Staff Digital Design Engineer	15
Freelance Graphic Designer	82	Photo Producer	15
Visual Effects Artist	47	Interactive Art Director	15
Content Producer	34	Asic Digital Design Engineer	14
User Interface (UX)/User Experience (UX) Designer	33	3D Designer	14
Lead Visual Designer	29	Senior Designer	13

**Table 4b. Top Job Titles for Motion Graphics Occupations for latest 12 months (October 2018 - September 2019)
East Bay Sub-Region**

Common Title	East Bay	Common Title	East Bay
Graphic Designer	334	Production Assistant	5
Visual Designer	93	Visual Effects Artist	3
Production Artist	43	Staff Digital Design Engineer	3
Interaction Designer	33	Software Development Engineer	3
Freelance Graphic Designer	21	Senior Design Specialist, Structural	3
Junior Graphic Designer	16	Production Designer, Travel, Information And Technology Industry	3
Animator	15	Digital Modeler	3
Production Designer	14	Designer, Residential	3
Creative Designer	10	Copywriter	3

Graphic Artist	8	Arts Specialist	3
Senior Digital Design Engineer	7	Art Producer	3
Marketing Specialist	7	Senior Graphic Designer	2
Interactive Designer	7	Pixar Animation Studios	2
Production Manager	5	Modeler	2

Source: Burning Glass

Industry Concentration

Table 5. Industries hiring Motion Graphics Workers in Bay Region

Industry – 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2018)	Jobs in Industry (2022)	% Change (2018-22)	% in Industry (2018)
Graphic Design Services (541430)	2,394	2,374	-9%	13%
Interior Design Services (541410)	2,037	2,071	7%	11%
Software Publishers (511210)	1,142	1,189	18%	7%
Internet Publishing and Broadcasting and Web Search Portals (519130)	1,124	1,145	28%	6%
Custom Computer Programming Services (541511)	927	941	13%	5%
Motion Picture and Video Production (512110)	628	631	2%	3%
Computer Systems Design Services (541512)	532	534	8%	3%
Advertising Agencies (541810)	492	496	6%	3%
Other Specialized Design Services (541490)	462	471	11%	3%
Industrial Design Services (541420)	426	426	3%	2%
Commercial Printing (except Screen and Books) (323111)	372	366	-19%	2%
Corporate, Subsidiary, and Regional Managing Offices (551114)	364	360	5%	2%
Independent Artists, Writers, and Performers (711510)	328	323	-9%	2%
Electronic Shopping and Mail-Order Houses (454110)	312	308	15%	2%
Administrative Management and General Management Consulting Services (541611)	248	253	19%	1%
Public Relations Agencies (541820)	239	234	-1%	1%
Newspaper Publishers (511110)	190	184	-32%	1%

Source: EMSI 2019.2

Table 6. Top Employers Posting Motion Graphics Occupations in Bay Region and East Bay Sub-Region (October 2018 - September 2019)

Employer	Bay	Employer	Bay	Employer	East Bay
Apple Inc.	66	Hh Global Inc	15	Logitech	9
Williams-Sonoma	43	Gap Inc.	15	General Electric Co	8
Facebook	38	Cisco Systems Inc	15	Lululemon	7
Google Inc.	35	Old Navy	14	Arta Print And Promotions	7
Spartan Tool Llc	33	Mediazoo	14	Spartan Tool Llc	6
Exploratorium	28	Square	13	Mediazoo	6
Nsys Design Systems	21	Intel Corporation	13	University Of California Berkeley	5
Stanford University	20	Hogarth Worldwide	13	The North Face	5
		Globa Channel			
Dribbble	19	Management, Inc	13	Callisto Media	5
Disney	19	Ford Motor Company	13	Z Gallerie	4
Accenture	18	Elsa Corporation	13	Ylabs	4
Lululemon	16	Galileo Learning	12	Pet Food Express	4
Jbconnect	16	Discord	12	Lucid Motors Inc	4
IBM	16	Crawford Group	12	Lucid Motors	4
Machine Zone	15	2K Games	12	Jk Network Services	4
Levi Strauss	15	The Mom Project	11	Galileo Learning	4

Ideo	15	Republic Bancorp	11	Chabot Las Positas Community College District	4
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Source: Burning Glass

Educational Supply

There are seven (7) community colleges in the Bay Region issuing 39 awards on average annually (last 3 years) on TOP 0614.40 – Animation. There are three colleges in the East Bay Sub-Region issuing 14 awards on average annually (last 3 years) on this TOP code.

Table 7. Awards on TOP 0614.40 - Animation in Bay Region

College	Sub-Region	Associates	Certificate 18+ units	Certificate Low unit	Total
Berkeley City College	East Bay	4	2	1	7
City College of San Francisco	Mid-Peninsula		0	1	1
De Anza College	Silicon Valley	4	-		4
Diablo Valley College	East Bay		2		2
Ohlone College	East Bay			5	5
Santa Rosa Junior College	North Bay	5	8		13
West Valley College	Silicon Valley	4	3		7
Total Bay Region		18	15	6	39
Total East Bay Sub-Region		4	4	6	14

Source: Data Mart

Note: The annual average for awards is 2015-16 to 2017-18.

Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 1,814 annual openings for the Motion Graphics occupational cluster and 39 annual (3-year average) awards for an annual undersupply of 1,775 students. In the East Bay Sub-Region, there is also a gap with 443 annual openings and 14 annual (3-year average) awards for an annual undersupply of 429 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0614.40 - Animation

2015-16	Bay (All CTE Programs)	Berkeley City College (All CTE Programs)	State (0614.40)	Bay (0614.40)	East Bay (0614.40)	Berkeley City College (0614.40)
% Employed Four Quarters After Exit	74%	53%	54%	50%	44%	43%
Median Quarterly Earnings Two Quarters After Exit	\$10,550	\$7,380	\$4,765	\$5,485	\$4,627	\$4,627
Median % Change in Earnings	46%	38%	57%	123%	72%	n/a
% of Students Earning a Living Wage	63%	45%	27%	29%	n/a	n/a

Source: Launchboard Pipeline (version available on 10/15/19)

Skills, Certifications and Education

Table 9. Top Skills for Motion Graphics Occupations in Bay Region (October 2018 - September 2019)

Skill	Postings	Skill	Postings	Skill	Postings
Adobe Photoshop	3,622	Digital Design	599	Digital Marketing	296
Graphic Design	3,216	Prototyping	560	HTML5	291
Adobe Indesign	2,843	User Interface (UI) Design	506	Scheduling	282
Adobe Illustrator	2,315	Art Direction	494	E-Commerce	280

Adobe Acrobat	2,102	Packaging	473	Brand Identity	263
Adobe Creative Suite	2,066	Process Design	448	Video Editing	263
Visual Design	1,748	UX Wireframes	431	Retail Industry Knowledge	262
Typesetting	1,548	Infographics	376	Photography	261
Web Site Design	886	Budgeting	374	Creative Design	251
Social Media	783	Marketing Materials	363	Quality Assurance and Control	234
Adobe Aftereffects	717	Product Design	344	Product Development	224
Animation	713	Project Design	329	Maya	221
Project Management	633	Print Production	324	User Research	221
Illustration	605	Motion Graphics	312	Fine Arts	207
Interaction Design	604	JavaScript	309	Product Management	204

Source: Burning Glass

Table 10. Certifications for Motion Graphics Occupations in Bay Region (October 2018 - September 2019)

Note: 98% of records have been excluded because they do not include a certification. As a result, the chart below may not be representative of the full sample.

Certification	Postings	Certification	Postings
Driver's License	47	Japanese Language Certification	2
Graphic Design Certification	12	HDI Desktop Support Technician (DST)	2
Certified Graphic Designer	10	Cisco Certified Network Professional (CCNP)	2
Project Management Certification	6	Cisco Certified Network Associate (CCNA)	2
Adobe Photoshop Certificate	6	Project Management Professional (PMP)	1
Security Clearance	5	Mbe Certified	1
Licensed Professional Engineer	4	Makeup Artist	1
Phlebotomy Certification	3	Investment Advisor	1
Leadership In Energy And Environmental Design (LEED) Certified	3	Graphic Arts	1
Interior Design Certification	3	Cross-Cultural Language and Academic Development	1
Welding Certification	2	Cosmetology License	1
LEED AP	2	Certified ScrumMaster (CSM)	1

Source: Burning Glass

Table 11. Education Requirements for Motion Graphics Occupations in Bay Region

Note: 52% of records have been excluded because they do not include a degree level. As a result, the chart below may not be representative of the full sample.

Education (minimum advertised)	Latest 12 Mos. Postings	Percent 12 Mos. Postings
High school or vocational training	87	3%
Associate Degree	75	3%
Bachelor's Degree or Higher	2,482	94%

Source: Burning Glass

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 CCCC 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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