



## Applied Photography (TOP: 1012.00)

February 2019

Prepared by the South Central Coast Center of Excellence for Labor Market Research

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### Program Recommendation

This report was compiled by the South Central Coast Center of Excellence to provide regional labor market data for the program recommendation - Applied Photography. This report can help determine whether there is demand in the local labor market that is not being met by the supply from programs of study (CCC and non-CCC) that align with this occupation group.

### Key Findings

- In the South Central Coast Region, the number of jobs related to Applied Photography are expected to **remain steady** over the next five years.
- Photographers are expected to experience a **low risk of automation**.
- In 2017 there were 419 regional completions for programs related to the occupations of Applied Photography and 134 openings, indicating an **oversupply**.
- Typical entry-level education for photographers is a **high school diploma or equivalent**.
- Completers of the Photography program (TOP 1012.00) from the 2015-2016 academic year had a **median annual wage** upon completion of \$13,111.
- 61% of students are **employed within a year** after completing a program.

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<sup>1</sup> The South Central Coast Region consists of San Luis Obispo County, Santa Barbara County, Ventura County, and the following cities from North Los Angeles County: Canyon Country, Castaic, Lake Hughes, Lancaster, Littlerock, Llano, Newhall, Palmdale, Pearblossom, Santa Clarita, Stevenson Ranch, and Valencia.

## Occupation Codes and Descriptions

Currently, there is one occupation in the standard occupational classification (SOC) system that was identified as relevant for this analysis of Applied Photography. The occupation title and description, as well as reported job titles are included in Exhibit 1.

**Exhibit 1 – Occupation, description, and sample job titles**

<b>SOC Code</b>	<b>Title</b>	<b>Description</b>	<b>Sample of Reported Job Titles</b>
27-4021	Photographers	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.	Advertising Photographer, Commercial Photographer, Newspaper Photographer, Owner/Photographer, Photo Editor, Photographer, Photojournalist, Portrait Photographer, Sports Photographer, Studio Owner

Source: O\*NET Online

## Current and Future Employment

In the South Central Coast region, the number of jobs related to Applied Photography are expected to remain steady over the next five years. Exhibit 2 contains detailed employment projection data for this occupation.

**Exhibit 2 – Five-year projections for Applied Photography in the South Central Coast region**

SOC	Occupation	2017 Jobs	2022 Jobs	2017-2022 Change	2017-2022 % Change
27-4021	Photographers	1,297	1,353	56	4%

Source: Economic Modeling Specialists International (EMSI)

## Earnings

In the South Central Coast region, the average wage for the listed occupation is \$17.09 per hour.

Exhibit 3 contains hourly wages and annual average earnings for this occupation. Entry-level hourly earnings are represented by the 25<sup>th</sup> percentile of wages, median hourly earnings are represented by the 50<sup>th</sup> percentile of wages, and experienced hourly earnings are represented by the 75<sup>th</sup> percentile of wages, demonstrating various levels of employment.

**Exhibit 3 – Earnings for Applied Photography in the South Central Coast region**

SOC	Occupation	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
27-4021	Photographers	\$15.19	\$17.09	\$19.33

Source: Economic Modeling Specialists International (EMSI)

## Employer Job Postings

In this research brief, real-time labor market information is used to provide a more nuanced view of the current job market, as it captures job advertisements for the occupation relevant to the field of study. Employer job postings are consulted to understand who is employing photographers, and what they are looking for in potential candidates. To identify job postings related to Applied Photography, the following standard occupational classification was used:

27-4021                      **Photographers**

### Top Occupations

In 2018, there were 68 employer postings for occupations related to Photography.

**Exhibit 4 – Top occupations in job postings**

SOC Code	Occupation	Job Postings, Full Year 2018
27-4021	Photographers	68

Source: Labor Insight/Jobs (Burning Glass)

SOC Code	Occupation	Risk of Automation
27-4021	Photographers	Low

### Top Titles

The top job titles for employers posting ads for photographers are listed in Exhibit 5. Photographer is mentioned as the job title in 54% of all relevant job postings (37 postings).

**Exhibit 5 –Job titles**

Title	Job Postings, Full Year 2018
Photographer	37
School Photographer	16
Sales Associate	3
Assistant, Photography, Corel Ventura, Information and Technology Industry	2
Finished Good Inventory/Printing	2
Photography	2

Source: Labor Insight/Jobs (Burning Glass)

*Top Employers*

Exhibit 6 lists the major employers hiring professionals in the photography field. The top employer posting job ads was Lifetouch. The top worksite cities in the region for these occupations were Santa Clarita, Ventura, San Luis Obispo, Santa Barbara, and Oxnard.

**Exhibit 6 – Top employers (n=60)**

<b>Employer</b>	<b>Job Postings, Full Year 2018</b>
Lifetouch	20
Iconic Group	4
Bella Baby Photography	3
Never Boring Inc.	3
Bravo Zulu Dealer Services	2

Source: Labor Insight/Jobs (Burning Glass)

*Skills*

Photography is the most sought after skill for employers hiring Photographers.

**Exhibit 7 –Job skills (n=51)**

<b>Skills</b>	<b>Job Postings, Full Year 2017</b>
Photography	59
Lifting Ability	20
Customer Service	19
Computer-Assisted Auditing Technology (CAAT) services	18
Adobe Photoshop	13

Source: Labor Insight/Jobs (Burning Glass)

**Industry Concentration**

Exhibit 9 shows the industries where most photographers are employed in the South Central Coast region. Note: 12% of records have been excluded because they do not include an industry. As a result, the chart below may not be representative of the full sample.

**Exhibit 9 – Industries employing the most Photographers, 2018**

Industry	Occupation Group Jobs in Industry	% of Occupation Group in Industry
Professional, Scientific, and Technical Services	43	72%
Educational Services	4	7%
Retail Trade	4	7%
Arts, Entertainment, and Recreation	3	5%
Manufacturing	2	3%

**Education and Training**

Exhibit 10 shows the typical entry-level education requirement for the occupation of interest, along with the typical on-the-job training needed to attain competency in the occupation.

**Exhibit 10 – Education and training requirements**

SOC	Occupation	Typical entry-level education	Typical on-the-job training
27-4021	<b>Photographers</b>	High school diploma or equivalent	Long-term on-the-job training

Source: Bureau of Labor Statistics Employment Projections (Educational Attainment)

### Regional Completions and Openings

There were 419 regional completions (2017) and 134 openings (2017) in the South Central Coast region in programs related to the occupation for Applied Photography.

<b>7</b> Regional Institutions had Related Programs (2017)	<b>419</b> Regional Completions (2017)	<b>134</b> Annual Openings (2017)
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Source: Economic Modeling Specialists International (EMSI)

### Related Programs

CIP Code	Program	Completions (2017)
<b>50.0701</b>	Art/Art Studies, General	259
<b>50.0605</b>	Photography	56
<b>50.0699</b>	Film/Video and Photographic Arts, Other	51
<b>50.0101</b>	Visual and Performing Arts, General	36
<b>50.0102</b>	Digital Arts	17
<b>50.0406</b>	Commercial Photography	0
<b>09.0404</b>	Photojournalism	0

Source: Economic Modeling Specialists International (EMSI)

### Student Outcomes

The CTE LaunchBoard provides student outcome data on the effectiveness of CTE programs. The following student outcome information was collected from exiters of the Photography program (TOP Code: 1012.00) in the South Central Coast region for the 2015-16 academic year.

- The median annual wage for students after exiting is \$13,111
- Starting salary in the region for Photographers is \$33,301
- 61% of students are employed within a year after completing a program

Source: CTE LaunchBoard

## Sources

O\*Net Online, Labor Insight/Jobs (Burning Glass), Economic Modeling Specialists International (EMSI), Bureau of Labor Statistics (BLS) Education Attainment, California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart, CTE LaunchBoard

## Notes

Data included in this analysis represent the labor market demand for relevant positions most closely related to accounting. Traditional labor market information was used to show current and projected employment based on data trends, as well as annual average awards granted by regional community colleges. Real-time labor market information captures job post advertisements for occupations relevant to the field of study and can signal demand and show what employers are looking for in potential employees, but is not a perfect measure of the quantity of open positions. All representations have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. The most recent data available at the time of the analysis was examined; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.