



# Graphic Art and Design

February 2021

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<sup>1</sup> Center of Excellence to provide regional labor market data for the program recommendation – Graphic Art and Design. 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 Graphic Art and Design are expected to remain steady** for Art Directors, Special Effects Artists and Animators, and Graphic Designers.
- Graphic Art and Design is anticipated to experience a **low risk of automation** for all three related occupations.
- In 2019 there were 288 regional completions in programs related to the occupations identified as aligned with Graphic Art and Design and 229 openings, indicating that **supply is being met**.
- Typical entry-level education is a **Bachelor's degree** for all three occupations.
- Completers of regional Graphic Art and Design programs from the 2017-2018 academic year had a **median annual wage upon completion of \$25,968**.
- 57% of students are **employed within a year** after completing a program.
- 38% of students **attained a living wage** within a year of completion.
- +64% **change in earnings** for completers.
- 57% of students were **part-time**, 12% **skill builders**, 19% **first-generation**, and 70% **economically disadvantaged**.

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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

There are three occupations in the standard occupational classification (SOC) system that were identified as related to Graphic Art and Design for this analysis. 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>
27-1011	<b>Art Directors</b>	Formulate design concepts and presentation approaches for visual productions and media, such as print, broadcasting, video, and film. Direct workers engaged in artwork or layout design.	Art Director, Art Supervisor, Creative Director, Creative Guru, Design Director, Director of Creative Services, Consumer Products; Group Art Supervisor, Production Manager, Senior Art Director
27-1014	<b>Special Effects Artists and Animators</b>	Create special effects or animations using film, video, computers, or other electronic tools and media for use in products, such as computer games, movies, music videos, and commercials.	3D Animator (Three-Dimensional Animator), 3D Artist, Animator, Artist, Digital Artist, Graphic Artist, Illustrator, Motion Graphics Artist, Multimedia Producer
27-1024	<b>Graphic Designers</b>	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.	Artist, Designer, Graphic Artist, Graphic Designer, Online Producer, Production Artist, Publications Designer

Source: O\*NET Online

## Current and Future Employment

In the South Central Coast region, the number of jobs related to Graphic Art and Design are expected to remain steady for Art Directors, Special Effects Artists and Animators, and Graphic Designers.

**Exhibit 2 – Five-year projections for Graphic Art and Design in the South Central Coast Region**

SOC	Occupation	2019 Jobs	2024 Jobs	2019-2024 Change	2019-2024 % Change
27-1011	Art Directors	542	542	0	0%
27-1014	Special Effects Artists and Animators	333	333	0	0%
27-1024	Graphic Designers	1,606	1,572	-34	-2%

Source: Economic Modeling Specialists International (EMSI)

## Earnings

In the South Central Coast region, the average wage for the listed occupations is \$24.93 per hour.

Exhibit 3 contains hourly wages and annual average earnings for these occupations. 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 Graphic Art and Design in the South Central Coast Region**

SOC	Occupation	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
27-1011	Art Directors	\$11.88	\$28.17	\$50.98
27-1014	Special Effects Artists and Animators	\$11.53	\$22.26	\$40.71
27-1024	Graphic Designers	\$17.46	\$24.82	\$32.87

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 occupations relevant to the field of study. Employer job postings are consulted to understand who is looking to employ those in the field, and what they are looking for in potential candidates. To identify job postings related to Graphic Art and Design the following standard occupational classifications were used:

27-1011	Art Directors
27-1014	Special Effects Artists and Animators
27-1024	Graphic Designers

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## Top Occupations

In 2019, there were 317 employer postings for the occupations related to Graphic Art and Design.

**Exhibit 4 – Top occupations in job postings and risk of automation tables**

SOC Code	Occupation	Job Postings, Full Year 2019
27-1024	<b>Graphic Designers</b>	262
27-1014	<b>Special Effects Artists and Animators</b>	29
27-1011	<b>Art Directors</b>	26

Source: Labor Insight/Jobs (Burning Glass)

SOC Code	Occupation	Risk of Automation
27-1024	<b>Graphic Designers</b>	Low
27-1014	<b>Special Effects Artists and Animators</b>	Low
27-1011	<b>Art Directors</b>	Low

Source: Labor Insight/Jobs (Burning Glass)

### **Top Titles**

The top job titles for employers posting ads for jobs related to Graphic Art and Design are listed in Exhibit 5. Graphic Designer is mentioned as the job title in 19% of all relevant job postings (60 postings).

**Exhibit 5 –Job Titles**

<b>Title</b>	<b>Job Postings, Full Year 2019</b>
Graphic Designer	60
Production Artist	15
Freelance Graphic Designer	14
Freelance Motion Graphic Designer for Mediazoo	6
Senior Graphic Designer	6

Source: Labor Insight/Jobs (Burning Glass)

### **Top Employers**

Exhibit 6 lists the major employers hiring professionals in the Graphic Art and Design field. The top employer posting job ads was Kalo. The top worksite cities in the region for these occupations were Thousand Oaks, Oxnard, Santa Clarita, Santa Barbara, and Westlake Village.

**Exhibit 6 – Top Employers (n=221)**

<b>Employer</b>	<b>Job Postings, Full Year 2019</b>
Kalo	10
Williams Lea	8
Amgen	6
Lockheed Martin Corporation	6
Mediazoo	6

Source: Labor Insight/Jobs (Burning Glass)

**Skills**

Graphic Design is the most sought after skill for employers hiring for jobs related Graphic Art and Design.

**Exhibit 7 –Job Skills (n=302)**

Skills	Job Postings, Full Year 2019
Graphic Design	222
Adobe Photoshop	206
Adobe Indesign	170
Adobe Illustrator	157
Adobe Acrobat	122
Adobe Creative Suite	121
Social Media	77

Source: Labor Insight/Jobs (Burning Glass)

**Industry Concentration**

Exhibit 8 shows the industries with most Graphic Art and Design postings in the South Central Coast. Note: 41% 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 8 – Industries employing the most in the Graphic Art and Design field, 2019**

Industry	Occupation Group Jobs in Industry	% of Occupation Group in Industry
Professional, Scientific, and Technical Services	60	32.3%
Manufacturing	40	21.5%
Administrative and Support and Waste Management and Remediation Services	31	16.7%
Educational Services	9	4.8%
Finance and Insurance	8	4.3%

Source: Labor Insight/Jobs (Burning Glass)

## Education and Training

Exhibit 9 shows the typical entry-level education requirement for the occupations of interest, along with the typical on-the-job training needed to attain competency in the occupation.

**Exhibit 9 – Education and Training Requirements**

SOC	Occupation	Typical entry-level education	Typical on-the-job training
27-1011	<b>Art Directors</b>	Bachelor's degree	None
27-1014	<b>Special Effects Artists and Animators</b>	Bachelor's degree	None
27-1024	<b>Graphic Designers</b>	Bachelor's degree	None

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

## Regional Completions and Openings

There were 288 regional completions (2019) and 229 regional openings (2019) in the South Central Coast region in programs related to the occupations identified as related to Graphic Art and Design.

**Exhibit 10 – Completions and Openings**

<b>9</b> Regional Institutions had Related Programs (2019)	<b>288</b> Regional Completions (2019)	<b>229</b> Annual Openings (2019)
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Source: Economic Modeling Specialists International (EMSI)

## Related Programs

CIP Code	Program	Completions (2019)
10.0304	Animation, Interactive Technology, Video Graphics and Special Effects	118
50.0409	Graphic Design	43
11.0803	Computer Graphics	37
01.0802	Agricultural Communication/Journalism	30
09.0702	Digital Communication and Media/Multimedia	20
11.0801	Web Page, Digital/Multimedia and Information Resources	18
11.0899	Computer Software and Media Applications, Other	10
11.0804	Modeling, Virtual Environments and Simulation	9
50.0706	Intermedia/Multimedia	3

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 current students and exiters of regional Graphic Art and Design programs (TOP: 1030.00) for the 2017-18 academic year.

- Completers of regional Graphic Art and Design programs from the 2017-2018 academic year had a **median annual wage upon completion of \$25,968.**
- 57% of students are **employed within a year** after completing a program.
- 38% of students **attained a living wage** within a year of completion.
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- 57% of students were **part-time**, 12% **skill builders**, 19% **first-generation**, and 70% **economically disadvantaged.**

Source: CTE LaunchBoard

## Sources

O\*Net Online, Labor Insight/Jobs (Burning Glass), Economic Modeling Specialists International (EMSI), MIT Living Wage Calculator, Bureau of Labor Statistics (BLS) Education Attainment, California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart, CTE LaunchBoard, Statewide CTE Outcomes Survey, Employment Development Department Unemployment Insurance Dataset

## Notes

Data included in this analysis represent the labor market demand for relevant positions most closely related to Graphic Art and Design. 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.