** Motion Photography Occupations**

**Labor Market Information Report**

**City College of San Francisco**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

October 2019

# Recommendation

Based on all available data, there appears to be an undersupply of Motion Photography workers compared to the demand for this cluster of occupations in the Bay region and in the Mid-Peninsula sub-region (San Francisco and San Mateo Counties). There is a projected annual gap of about 735 students in the Bay region and 270 students in the Mid-Peninsula Sub-Region.

This report also provides student outcomes data on employment and earnings for programs on TOP 1012.00 - Applied Photography 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 City College of San Francisco (CCSF) and in the region.

# Introduction

This report profiles Motion Photography Occupations in the 12 county Bay region and in the Mid-Peninsula sub-region for a proposed new program at City College of San Francisco.

|  |
| --- |
| * **Photographers (SOC 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: Long-term *on-the-job training* |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 34% |
|  |
| * **Camera Operators, Television, Video**, **and Motion Picture (SOC 27-4031):** Operate television, video, or motion picture camera to record images or scenes for various purposes, such as TV broadcasts, advertising, video production, or motion pictures. |
| Entry-Level Educational Requirement: Bachelor's *degree* |
| Training Requirement: None |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 27*%* |
|  |
| * **Reporters and Correspondents (SOC 27-3022):** Collect and analyze facts about newsworthy events by interview, investigation, or observation. Report and write stories for newspaper, news magazine, radio, or television. Excludes "Broadcast News Analysts" (27-3021). |
| Entry-Level Educational Requirement: Bachelor's *degree* |
| Training Requirement: None |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 12*%* |

# Occupational Demand

**Table 1. Employment Outlook for Motion Photography Occupations in Bay Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2018 Jobs | 2023 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Photographers | 5,374 | 5,640 | 265 | 5% | 2,493 | 499 | $4.42 | $23.74 |
| Camera Operators, Television, Video, and Motion Picture | 725 | 766 | 41 | 6% | 393 | 79 | $8.04 | $25.47 |
| Reporters and Correspondents | 1,221 | 1,522 | 301 | 25% | 1,028 | 206 | $11.17 | $21.39 |
| **Total** | **7,321** | **7,928** | **607** | **8%** | **3,914** | **783** | **$5.91** | **$23.52** |

*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 Photography Occupations in Mid-Peninsula Sub-Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2018 Jobs | 2023 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Photographers | 1,558 | 1,641 | 83 | 5% | 718 | 144 | $5.40 | $25.79 |
| Camera Operators, Television, Video, and Motion Picture | 298 | 307 | 9 | 3% | 151 | 30 | $12.87 | $26.50 |
| Reporters and Correspondents | 761 | 973 | 212 | 28% | 637 | 127 | $11.61 | $19.29 |
| **TOTAL** | **2,617** | **2,921** | **304** | **12%** | **1,505** | **301** | **$8.06** | **$23.98** |

*Source: EMSI 2019.2*

**Mid-Peninsula Sub-Region** includes San Francisco and San Mateo Counties

### Job Postings in Bay Region and Mid-Peninsula Sub-Region

**Table 3. Number of Job Postings by Occupation for latest 12 months (September 2018 - August 2019)**

| Occupation | Bay Region | Mid-Peninsula |
| --- | --- | --- |
| Photographers | 1,004 | 332 |
| Camera Operators, Television, Video, and Motion Picture | 286 | 130 |
| **Total** | **1,290** | **462** |

*Source: Burning Glass*

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

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Bay | Common Title | Bay |
| Photographer | 665 | Product Designer | 8 |
| Videographer | 177 | Photography Producer | 8 |
| School Photographer | 103 | Newborn Photography | 8 |
| Assistant, Event,Photography, Information And Technology Industry | 45 | Director, Photography | 8 |
| Real Estate Photographer | 28 | Paid Freelance Photography | 6 |
| Camera Operator | 22 | Instructional Assistant | 6 |
| Newborn Photographer | 19 | Assistant, Event,Photography | 6 |
| Assistant, Photography, Information And Technology Industry | 18 | News Photographer | 5 |
| Wedding Photographer | 17 | Assistant, Photography,Event, Information And Technology Industry | 5 |
| Sales Associate | 11 | Video Specialist | 4 |
| Photography | 10 | Photography Assistant | 4 |
| Graphic Designer | 10 | Video Monetization | 3 |
| Cinematographer | 10 | Specialist, Video | 3 |

**Table 4b. Top Job Titles for Motion Photography Occupations for latest 12 months (September 2018 - August 2019) Mid-Peninsula Sub-Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Mid-Peninsula | Common Title | Mid-Peninsula |
| Photographer | 226 | Video Editor | 4 |
| Videographer | 73 | Product Designer | 4 |
| School Photographer | 26 | Video Monetization | 3 |
| Real Estate Photographer | 12 | Paid Freelance Photography | 3 |
| Wedding Photographer | 10 | Video Specialist | 2 |
| Assistant, Event,Photography, Information And Technology Industry | 8 | Studio Technician | 2 |
| Photography Producer | 7 | Specialist, Video | 2 |
| Sales Associate | 6 | Senior Director | 2 |
| Graphic Designer | 6 | Producer, Camera,Art | 2 |
| Director, Photography | 6 | Photography | 2 |
| Newborn Photographer | 5 | Newborn Photography | 2 |
| Cinematographer | 5 | Director, Electronic,Services | 2 |
| Camera Operator | 5 | Assistant, Photography,Event, Information And Technology Industry | 2 |
| Assistant, Event,Photography | 5 | Assistant, Photography, Information And Technology Industry | 2 |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Motion Photography 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) |
| All Other Professional, Scientific, and Technical Services (541990) | 1,965 | 2,143 | 9% | 37% |
| Internet Publishing and Broadcasting and Web Search Portals (519130) | 756 | 1,170 | 55% | 14% |
| Photography Studios, Portrait (541921) | 439 | 403 | -8% | 8% |
| Independent Artists, Writers, and Performers (711510) | 337 | 315 | -7% | 6% |
| Motion Picture and Video Production (512110) | 268 | 298 | 11% | 5% |
| Commercial Photography (541922) | 247 | 246 | 0% | 5% |
| Television Broadcasting (515120) | 165 | 163 | -1% | 3% |
| Newspaper Publishers (511110) | 134 | 115 | -14% | 3% |
| Translation and Interpretation Services (541930) | 132 | 147 | 11% | 2% |
| Marketing Research and Public Opinion Polling (541910) | 83 | 88 | 6% | 2% |
| Teleproduction and Other Postproduction Services (512191) | 57 | 61 | 7% | 1% |

*Source: EMSI 2019.2*

**Table 6. Top Employers Posting Motion Photography Occupations in Bay Region and Mid-Peninsula Sub-Region (September 2018 - August 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Employer | Bay | Employer | Bay | Employer | Mid-Peninsula |
| Iconic Group | 96 | Inter State Studio Publishing | 8 | Iconic Group | 28 |
| Lifetouch | 93 | Sanrio Incorporated | 7 | Lifetouch | 21 |
| Pro Motionpix, Llc | 85 | Never Boring Inc | 7 | Pro Motionpix, Llc | 20 |
| Mom365 | 37 | Dorian Studio | 7 | Gradimages | 10 |
| Bella Baby Photography | 29 | Dolls Kill | 7 | Teddy Bear Portraits | 9 |
| Teddy Bear Portraits | 27 | Yours Truly Media | 6 | Mom365 | 9 |
| Xcite Advertising | 26 | Thizzler On The Roof | 6 | Costar Group | 8 |
| Dealervision Com | 25 | Lpp Company | 6 | Kodakit | 7 |
| Kodakit | 21 | Jcpenney Portraits | 6 | Dolls Kill | 7 |
| Gradimages | 19 | Hornblower Cruises Events | 6 | Dealervision Com | 7 |
| Nationwide Studios Incorporated | 14 | Charleys Angels Newborn Photography | 6 | Nationwide Studios Incorporated | 6 |
| Kalo | 13 | CBS Broadcasting | 6 | Hornblower Cruises Events | 6 |
| Vector Media | 10 | Walkintour | 5 | CBS Broadcasting | 6 |
| Pro Pipe | 10 | University San Francisco | 5 | University San Francisco | 5 |
| NBC | 10 | Cozymeal | 5 | Xcite Advertising | 4 |
| Costar Group | 9 | ZocDoc | 4 | Vector Media | 4 |
| Lululemon | 8 | US Army | 4 | Thizzler On The Roof | 4 |

*Source: Burning Glass*

# Educational Supply

There are eight (8) community colleges in the Bay Region issuing 48 awards on average annually (last 3 years) on TOP 1012.00 - Applied Photography. There is one college (CCSF) in the Mid-Peninsula Sub-Region issuing 31 awards on average annually (last 3 years) on this TOP code.

**Table 7. Awards on TOP 1012.00 - Applied Photography in Bay Region**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| College | Sub-Region | Associates | Certificate 18+ unit | Certificate Low unit | Total |
| Chabot College | East Bay | 3 |  | 0 | 3 |
| City College of San Francisco | Mid-Peninsula |  |  | 31 | 31 |
| De Anza College | Silicon Valley | 1 |  | 5 | 6 |
| Laney College | East Bay | 0 | 1 |  | 1 |
| Napa Valley College | North Bay | 1 | 1 |  | 2 |
| Ohlone College | East Bay |  |  | 0 | 0 |
| Solano College | North Bay | 2 | 3 |  | 5 |
| West Valley College | Silicon Valley | - | - |  | - |
| **Total Bay Region** | | **7** | **5** | **36** | **48** |
| **Total Mid-Peninsula Sub-Region** | | **0** | **0** | **31** | **31** |

# *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 labor market gap in the Bay region with 783 annual openings for the Motion Photography occupational cluster and 48 annual (3-year average) awards for an annual undersupply of 735 students. In the Mid-Peninsula Sub-Region, there is also a gap with 301 annual openings and 31 annual (3-year average) awards for an annual undersupply of 270 students.

# Student Outcomes

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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 2015-16 | Bay  (All CTE Programs) | City College of San Francisco (All CTE Programs) | State (1012.00) | Bay (1012.00) | Mid-Peninsula (1012.00) | City College of San Francisco (1012.00) |
| % Employed Four Quarters After Exit | 74% | 73% | 58% | 58% | 63% | 63% |
| Median Quarterly Earnings Two Quarters After Exit | $10,550 | $10,170 | $5,857 | $7,588 | $11,562 | $11,562 |
| Median % Change in Earnings | 46% | 50% | 37% | 38% | 47% | 47% |
| % of Students Earning a Living Wage | 63% | 55% | 37% | 44% | 53% | 53% |

*Source: Launchboard Pipeline (version available on 9/25/19)*

# Skills, Certifications and Education

**Table 9. Top Skills for Motion Photography Occupations in Bay Region (September 2018 - August 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Skill | Postings | Skill | Postings | Skill | Postings |
| Photography | 948 | Product Sales | 69 | Post Production | 31 |
| Videography | 231 | Adobe Indesign | 65 | Youtube | 31 |
| Customer Service | 226 | Camera Operation | 63 | Cinematography | 30 |
| Lifting Ability | 224 | Adobe Acrobat | 61 | Graphic Design | 30 |
| Adobe Photoshop | 214 | Adobe Creative Suite | 61 | Instagram | 29 |
| Sales | 151 | Final Cut Pro | 60 | Color Editing | 27 |
| Social Media | 101 | Broadcast Industry Knowledge | 57 | Cleaning | 26 |
| Video Production | 98 | Client Base Retention | 46 | Content Management | 25 |
| Adobe Aftereffects | 94 | E-Commerce | 44 | Facebook | 25 |
| Adobe Premiere | 93 | Early Childhood Education | 42 | Creative Direction | 21 |
| Video Editing | 91 | Music | 39 | Health Checks | 21 |
| Scheduling | 82 | Photo Editing | 38 | Retail Industry Knowledge | 20 |
| Digital Photography | 81 | Budgeting | 34 | Multimedia | 19 |
| Automotive Industry Knowledge | 80 | Journalism | 34 | Repair | 19 |
| Adobe Illustrator | 71 | Photo Shoots | 31 | Lighting Set-Up | 18 |

*Source: Burning Glass*

**Table 10. Certifications for Motion Photography Occupations in the Bay Region (September 2018 - August 2019)**

Note: 72% 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 | 352 | Basic Life Saving (BLS) | 2 |
| First Aid CPR AED | 5 | American Heart Association Certification | 2 |
| Occupational Safety and Health Administration Certification | 4 | Security Clearance | 1 |
| Pilot Certification | 3 | CompTIA Network+ | 1 |
| Certified Ophthalmic Assistant | 3 | Certified A+ Technician | 1 |
| Certified Medical Laboratory Technician | 3 | Business License | 1 |
| Phlebotomy Certification | 2 | Adobe Photoshop Certificate | 1 |
| Certified Ophthalmic Technician | 2 |  |  |

*Source: Burning Glass*

**Table 11. Education Requirements for Motion Photography Occupations in Bay Region**

Note: 66% 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 | 328 | 4% |
| Associate Degree | 228 | 3% |
| Bachelor’s Degree or Higher | 6,836 | 93% |

*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 CCCCO Data Mart.

# Sources

O\*Net Online

Labor Insight/Jobs (Burning Glass)

Economic Modeling Specialists International (EMSI)

CTE LaunchBoard [www.calpassplus.org/Launchboard/](http://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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