** Portrait Lighting Occupations**

**Labor Market Information Report**

**City College of San Francisco**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

December 2018

# Recommendation

Based on all available data, there appears to be an undersupply of Portrait Lighting 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). The gap is about 595 students annually in the Bay region and 62 students annually 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 this 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 and in the region.

# Introduction

This report profiles Portrait Lighting Occupations in the 12 county Bay region and in the Mid-Peninsula sub-region for the revision to an existing 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: 35%* | |
| * **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: 28%* |

# Occupational Demand

**Table 1. Employment Outlook for Portrait Lighting Occupations in Bay Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2017 Jobs | 2022 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Photographers | 5,641 | 6,112 | 471 | 8% | 2,852 | 570 | $13.00 | $17.15 |
| Camera Operators, Television, Video, and Motion Picture | 737 | 783 | 46 | 6% | 401 | 80 | $17.60 | $23.27 |
| **Total** | **6,378** | **6,894** | **516** | **8%** | **3,254** | **651** | **$13.54** | **$17.86** |

*Source: EMSI 2018.4*

**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 Portrait Lighting Occupations in Mid-Peninsula Sub-Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2017 Jobs | 2022 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Photographers | 1,558 | 1,700 | 142 | 9% | 789 | 158 | $13.63 | $17.53 |
| Camera Operators, Television, Video, and Motion Picture | 74 | 77 | 3 | 4% | 39 | 8 | $17.94 | $22.01 |
| **Total** | **1,056** | **1,095** | **39** | **4%** | **504** | **101** | **$12.94** | **$17.36** |

*Source: EMSI 2018.4*

**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 (Dec 2017 - Nov 2018)**

|  |  |  |
| --- | --- | --- |
| Occupation | Bay Region | Mid-Peninsula |
| Photographers | 681 | 258 |
| Camera Operators, Television, Video, and Motion Picture | 234 | 130 |
| **Total** | **915** | **388** |

*Source: Burning Glass*

**Table 4. Top Job Titles for Portrait Lighting Occupations for latest 12 months (Dec 2017 - Nov 2018)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Common Title | Bay | Mid-Peninsula | Common Title | Bay | Mid-Peninsula |
| Photographer | 461 | 178 | Video Editor | 8 |  |
| Videographer | 144 | 77 | Graphic Designer | 7 | 2 |
| School Photographer | 79 | 17 | Newborn Photography | 7 | 4 |
| Real Estate Photographer | 22 | 9 | Photojournalist | 7 | 6 |
| Wedding Photographer | 20 | 14 | Director, Photography | 5 |  |
| Camera Operator | 16 | 5 | Newborn Photographer | 5 | 3 |
| Photography Producer | 15 | 15 | Photography Assistant | 5 | 2 |
| Assistant, Photography, Information And Technology Ind | 14 | 2 | Video Specialist | 5 |  |
| Assistant, Photography, Event, Information And Technology Ind | 9 | 4 | News Photographer | 4 |  |
| Cinematographer | 8 | 6 | Product Designer | 4 | 3 |
| Sales Associate | 8 | 4 | Video Annotator | 4 |  |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Portrait Lighting Workers in Bay Region**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Industry – 6 Digit NAICS (No. American Industry Classification) Codes | Jobs in Industry (2017) | Jobs in Industry (2022) | % Change (2017-22) | % in Industry (2017) |
| All Other Professional, Scientific, and Technical Services (541990) | 3,020 | 3,125 | 13% | 47.7% |
| Photography Studios, Portrait (541921) | 712 | 731 | (5%) | 11.2% |
| Independent Artists, Writers, and Performers (711510) | 465 | 460 | (4%) | 7.0% |
| Motion Picture and Video Production (512110) | 347 | 354 | 10% | 5.4% |
| Commercial Photography (541922) | 317 | 335 | 6% | 5.1% |
| Translation and Interpretation Services (541930) | 198 | 207 | 16% | 3.2% |
| Marketing Research and Public Opinion Polling (541910) | 123 | 128 | 15% | 2.0% |
| Television Broadcasting (515120) | 127 | 127 | 0% | 1.9% |
| Internet Publishing and Broadcasting and Web Search Portals (519130) | 124 | 126 | 35% | 1.9% |
| Teleproduction and Other Postproduction Services (512191) | 69 | 70 | 9% | 1.1% |
| Cable and Other Subscription Programming (515210) | 63 | 66 | (3%) | 1.0% |

*Source: EMSI 2018.4*

**Table 6. Top Employers Posting Portrait Lighting Occupations in Bay Region and Mid-Peninsula Sub-Region (Dec 2017 - Nov 2018)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Employer | Bay | Employer | Bay | Employer | Mid-Peninsula |
| Lifetouch | 102 | Yours Truly Media | 9 | Lifetouch | 25 |
| Pro Motionpix, Llc | 72 | Cozymeal | 7 | Pro Motionpix, Llc | 22 |
| Iconic Group | 45 | NBC | 7 | Iconic Group | 21 |
| Gradimages | 33 | Charleys Angels Newborn Photography | 6 | Gradimages | 16 |
| Bella Baby Photography | 23 | Costar Group | 6 | Mom365 | 9 |
| Dealervision Com | 17 | Hornblower Cruises Events | 5 | Cozymeal | 5 |
| Mom365 | 17 | Kodakit | 5 | Hornblower Cruises Events | 5 |
| Xcite Advertising | 12 | Nationwide Studios Incorporated | 5 | Bella Baby Photography | 4 |
| Jcpenney Portraits | 11 | Pro Pipe | 5 | CBS Broadcasting | 4 |
| Classic Photographers | 10 | Six Flags Incorporated | 5 | Charleys Angels Newborn Photography | 4 |

*Source: Burning Glass*

# Educational Supply

There are six community colleges in the Bay Region issuing 56 awards annually on TOP 1012.00 - Applied Photography. City College of San Francisco is the only college issuing awards (39 awards annually) on this TOP code in the Mid-Peninsula sub-region.

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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| College | Sub-Region | Headcount | Associates | Certificates | Total |
| Chabot | East Bay | 271 | 2 |  | 2 |
| Deanza | Silicon Valley | 685 | 2 | 6 | 8 |
| Diablo Valley | East Bay | 94 |  |  |  |
| Foothill | Silicon Valley | 71 |  |  |  |
| Laney | East Bay | 382 |  |  |  |
| Las Positas | East Bay | 309 |  |  |  |
| Marin | North Bay | 74 |  |  |  |
| Napa | North Bay | 257 | 0 | 1 | 1 |
| San Francisco | Mid-Peninsula | 432 |  | 39 | 39 |
| San Mateo | Mid-Peninsula | 98 |  |  |  |
| Skyline | Mid-Peninsula | 90 |  |  |  |
| Solano | North Bay | 251 | 2 | 3 | 5 |
| West Valley | Silicon Valley | n/a |  | 1 | 1 |
| **Total Bay Region** | | **3,014** | **6** | **50** | **56** |
| **Total Mid-Peninsula Sub-Region** | | **620** | **0** | **39** | **39** |

# *Source: IPEDS, Data Mart and Launchboard*

NOTE: Headcount of students who took one or more courses is for 2016-17. The annual average for awards is 2014-17 unless there are only awards in 2016-17. The annual average for other postsecondary is for 2013-16.

# Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay region with 651 annual openings for the Portrait Lighting occupational cluster and 56 annual awards for an annual undersupply of 595. In the Mid-Peninsula sub-region, there is also a gap with 101 annual openings and 39 annual awards for an annual undersupply of 62.

# 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 | 75% | 73% | 72% | 76% | 63% | 63% |
| Median Quarterly Earnings Two Quarters After Exit | $13,996 | $10,170 | $7,321 | $8,255 | $11,562 | $11,562 |
| Median % Change in Earnings | 40% | 50% | 68% | 59% | 47% | 47% |
| % of Students Earning a Living Wage | 63% | 55% | 52% | 52% | 53% | 53% |

*Source: Launchboard Pipeline (version available on 11/21/18)*

# Skills and Education

**Table 9. Top Skills for Portrait Lighting Occupations in Bay Region (Dec 2017 - Nov 2018)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Skill | Postings | Skill | Postings | Skill | Postings |
| Photography | 680 | Adobe Indesign | 45 | Journalism | 28 |
| Videography | 202 | Camera Operation | 45 | Retail Industry Knowledge | 25 |
| Customer Service | 159 | Adobe Illustrator | 44 | Photo Shoots | 23 |
| Lifting Ability | 157 | Adobe Acrobat | 40 | Motion Graphics | 22 |
| Adobe Photoshop | 154 | Adobe Creative Suite | 39 | Graphic Design | 21 |
| Sales | 101 | Post Production | 39 | Photo Editing | 20 |
| Video Production | 97 | Digital Photography | 38 | Photojournalism | 20 |
| Scheduling | 95 | Computer-Assisted Auditing Technology (CAAT) services | 37 | Cleaning | 19 |
| Automotive Industry Knowledge | 79 | Product Sales | 37 | Vimeo | 19 |
| Video Editing | 77 | Youtube | 34 | Merchandising | 17 |
| Social Media | 72 | Broadcast Industry Knowledge | 32 | Creative Direction | 16 |
| Adobe Aftereffects | 69 | Cinematography | 31 | Lighting Set-Up | 16 |
| Adobe Premiere | 62 | E-Commerce | 31 | Non-Linear Editing | 16 |
| Client Base Retention | 58 | Music | 30 | Real Estate Experience | 15 |
| Final Cut Pro | 54 | Color Editing | 28 | Audio Recording | 14 |

*Source: Burning Glass*

**Table 10. Education Requirements for Portrait Lighting Occupations in Bay Region**

Note: 61% 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 |
| High school or vocational training | 243 (68%) |
| Associate Degree | 8 (2%) |
| Bachelor’s Degree or Higher | 108 (30%) |

*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

For more information, please contact:

* Doreen O’Donovan, Data Research Analyst, for Bay Area Community College Consortium (BACCC) and Centers of Excellence (CoE), [doreen@baccc.net](mailto:doreen@baccc.net) or (831) 479-6481
* John Carrese, Director, San Francisco Bay Center of Excellence for Labor Market Research, [jcarrese@ccsf.edu](mailto:jcarrese@ccsf.edu) or (415) 267-6544