

# Labor Market Information Report

# Digital Photography Occupations

# Foothill College

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

**June 2022**

## Recommendation

Based on all available data, there appears to be an “undersupply” of Digital Photography workers compared to the demand for this cluster of occupations in the Bay region and in the Silicon Valley sub-region (Santa Clara county). There is a projected annual gap of about 681 students in the Bay region and 146 students in the Silicon Valley Sub-Region.

## Introduction

This report provides student outcomes data on employment and earnings for TOP 1012.00 Applied Photography programs 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 Foothill College and in the region.

This report profiles Digital Photography Occupations in the 12 county Bay region and in the Silicon Valley sub-region for a Certificate of Achievement in Digital Photography Techniques and a Non-Credit Certificate of Completion in Photography at Foothill College.

* **Museum Technicians and Conservators (25-4013):** Restore, maintain, or prepare objects in museum collections for storage, research, or exhibit. May work with specimens such as fossils, skeletal parts, or botanicals; or artifacts, textiles, or art. May identify and record objects or install and arrange them in exhibits. Includes book or document conservators.
  Entry-Level Educational Requirement: Bachelor’s degree
  Training Requirement: None
  Percentage of Community College Award Holders or Some Postsecondary Coursework: 12%
* **Fine Artists, Including Painters, Sculptors, and Illustrators (27-1013):** Create original artwork using any of a wide variety of media and techniques.
  Entry-Level Educational Requirement: Bachelor’s degree
  Training Requirement: Long-term on-the-job training
  Percentage of Community College Award Holders or Some Postsecondary Coursework: 26%
* **Photographers (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: Moderate-term on-the-job training
  Percentage of Community College Award Holders or Some Postsecondary Coursework: 34%
* **Photographic Process Workers and Processing Machine Operators (51-9151):** Perform work involved in developing and processing photographic images from film or digital media. May perform precision tasks such as editing photographic negatives and prints.
  Entry-Level Educational Requirement: High school diploma or equivalent
  Training Requirement: Short-term on-the-job training
  Percentage of Community College Award Holders or Some Postsecondary Coursework: 33%

## Occupational Demand

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

| **Occupation** | **2020 Jobs** | **2025 Jobs** | **5-yr Change** | **5-yr % Change** | **5-yr Total Openings** | **Annual Openings** | **25% Hourly Earning** | **Median Hourly Wage** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Museum Technicians and Conservators | 749 | 823 | 74 | 10% | 502 | 100 | $20 | $26 |
| Fine Artists, Including Painters, Sculptors, and Illustrators | 1,960 | 2,103 | 142 | 7% | 1,173 | 235 | $4 | $11 |
| Photographers | 5,289 | 5,244 | -44 | -1% | 2,449 | 490 | $13 | $25 |
| Photographic Process Workers and Processing Machine Operators | 540 | 491 | -49 | -9% | 393 | 79 | $18 | $23 |
| **Total** | **8,538** | **8,660** | **122** | **1%** | **4,517** | **904** |  |  |
| Source: EMSI 2021.4 |

**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 Digital Photography Occupations in Silicon Valley Sub-region**

| **Occupation** | **2020 Jobs** | **2025 Jobs** | **5-yr Change** | **5-yr % Change** | **5-yr Total Openings** | **Annual Openings** | **25% Hourly Earning** | **Median Hourly Wage** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Museum Technicians and Conservators | 118 | 130 | 12 | 10% | 80 | 16 | $17 | $19 |
| Fine Artists, Including Painters, Sculptors, and Illustrators | 284 | 306 | 21 | 8% | 170 | 34 | $4 | $12 |
| Photographers | 1,083 | 1,071 | -12 | -1% | 495 | 99 | $13 | $23 |
| Photographic Process Workers and Processing Machine Operators | 52 | 52 | 0 | 1% | 40 | 8 | $17 | $26 |
| **Total** | **1,537** | **1,559** | **22** | **1%** | **785** | **157** |  |  |
| Source: EMSI 2021.4 |

**Silicon Valley Sub-Region includes:** Santa Clara County

### Job Postings in Bay Region and Silicon Valley Sub-Region

**Table 3. Number of Job Postings by Occupation for latest 12 months (May 2021 - Apr 2022)**

| **Occupation** | **Bay Region** | **Silicon Valley** |
| --- | --- | --- |
| Photographers | 1,260 | 311 |
| Fine Artists, Including Painters, Sculptors, and Illustrators | 1,180 | 273 |
| Photographic Process Workers and Processing Machine Operators | 386 | 114 |
| Museum Technicians and Conservators | 77 | 6 |
| Source: Burning Glass |

**Table 4a. Top Job Titles for Digital Photography Occupations for latest 12 months (May 2021 - Apr 2022) Bay Region**

| **Title** | **Bay** | **Title** | **Bay** |
| --- | --- | --- | --- |
| Photographer | 155 | School Photographer | 23 |
| Technical Artist | 54 | Automotive Photographer | 23 |
| Lash Artist | 46 | Wedding Photographer | 21 |
| Clinical Research Ophthalmic Photographer | 44 | Seasonal Studio Photographer | 20 |
| Generator Technician | 37 | 3D Artist | 19 |
| Dealership Photographer/Porter | 36 | Pre-School Photographer | 18 |
| Mac Artist | 35 | Dealership Inventory Photographer/Porter | 18 |
| Assistant - Trainee Photographer Graduation Event | 32 | Real Estate Photographer | 17 |
| Newborn Photographer | 24 | Artist | 17 |
| Freelance Photographer | 24 | Studio Photographer | 16 |

Source: Burning Glass

**Table 4b. Top Job Titles for Digital Photography Occupations for latest 12 months (May 2021 - Apr 2022) Silicon Valley Sub-Region**

| **Title** | **Silicon Valley** | **Title** | **Silicon Valley** |
| --- | --- | --- | --- |
| Photographer | 34 | Photographer - Photos | 8 |
| Lash Artist | 18 | School Photographer | 8 |
| Clinical Research Ophthalmic Photographer | 13 | Developer, Full Stack IV | 7 |
| Dealership Photographer/Porter | 11 | Cgi Artist | 6 |
| Photo Technician | 9 | Dealership Inventory Photographer/Porter | 6 |
| Generator Technician | 9 | Full-Stack React Developer | 6 |
| Assistant - Trainee Photographer Graduation Event | 8 | Mac Artist - Valley Fair | 6 |
| Mac Artist | 8 | Studio Photographer | 6 |
| Mern Stack Developer | 8 | 3D Artist | 5 |
| Source: Burning Glass |

## Industry Concentration

**Table 5. Industries hiring Digital Photography Workers in Bay Region**

| **Industry - 6 Digit NAICS (No. American Industry Classification) Codes** | **Jobs in Industry (2020)** | **Jobs in Industry (2025)** | **% Change (2020-25)** | **% Occupation Group in Industry (2020)** |
| --- | --- | --- | --- | --- |
| All Other Professional, Scientific, and Technical Services | 3,318 | 4,043 | 22% | 35% |
| Independent Artists, Writers, and Performers | 2,019 | 2,364 | 17% | 21% |
| Photography Studios, Portrait | 667 | 686 | 3% | 7% |
| Commercial Photography | 451 | 599 | 33% | 5% |
| Internet Publishing and Broadcasting and Web Search Portals | 255 | 329 | 29% | 3% |
| Museums | 294 | 225 | -24% | 3% |
| Translation and Interpretation Services | 227 | 284 | 25% | 2% |
| Marketing Research and Public Opinion Polling | 123 | 146 | 19% | 1% |
| Other Spectator Sports | 131 | 89 | -32% | 1% |
| Motion Picture and Video Production | 120 | 131 | 10% | 1% |
| Source: EMSI 2021.4 |

**Table 6. Top Employers Posting Digital Photography Occupations in Bay Region and Silicon Valley Sub-Region (May 2021 - Apr 2022)**

| **Employer** | **Bay** | **Employer** | **Silicon Valley** |
| --- | --- | --- | --- |
| Pro Motionpix, Llc | 151 | Pro Motionpix, Llc | 53 |
| Estee Lauder Company | 101 | Estee Lauder Company | 24 |
| Facebook | 42 | Apple Inc. | 19 |
| Stanford Medicine | 41 | Cherry Hill Programs | 13 |
| Shutterfly | 37 | Stanford Medicine | 11 |
| Disney | 37 | Nationwide Studios Incorporated | 11 |
| Cherry Hill Programs | 35 | Pinnacle Group | 9 |
| Lifetouch | 34 | Nvidia Corporation | 9 |
| Nationwide Studios Inc. | 31 | Kapturly | 8 |
| Electronic Arts Incorporated | 30 |  |  |
| Source: Burning Glass |

## Educational Supply

There are seven (7) community colleges in the Bay Region issuing 45 awards on average annually (last 3 years ending 2018-19) on TOP 1012.00 Applied Photography. In the Silicon Valley Sub-Region, there is one (1) community college that issued 8 awards on average annually (last 3 years) on this TOP code.

There are a six (6) other CTE educational institutions in the Bay Region issuing 178 awards on average annually (last 3 years ending 2016-17) on TOP 1012.00 Applied Photography. There is one (1) other CTE educational institution in the Silicon Valley Sub-Region issuing three (3) awards on average annually (last 3 years) on this TOP code.

**Table 7a. Community College Awards on TOP 1012.00 Applied Photography in Bay Region**

| **College** | **Subregion** | **Associate** | **Certificate Low** | **Total** |
| --- | --- | --- | --- | --- |
| Chabot  | East Bay | 3 | 1 | 4 |
| De Anza | Silicon Valley | 1 | 7 | 8 |
| Laney | East Bay | 1 | 1 | 2 |
| Napa | North Bay | 0 | 1 | 1 |
| Ohlone | East Bay | 0 | 0 | 0 |
| San Francisco | Mid-Peninsula | 0 | 26 | 26 |
| Solano | North Bay | 2 | 2 | 4 |
| **Total** |  | **7** | **38** | **45** |
| Source: Data Mart |

*Note: The annual average for awards is 2016-17 to 2018-19.*

**Table 7b. Other CTE Institutions Awards on TOP 1012.00 Applied Photography in Bay Region**

| **College** | **Subregion** | **Associate Degree** | **Bachelor's Degree** | **Total** |
| --- | --- | --- | --- | --- |
| Academy of Art University | Mid-Peninsula | 48 | 80 | 128 |
| Argosy University-The Art Institute of California-San Francisco | Mid-Peninsula | 7 | 3 | 10 |
| Argosy University-The Art Institute of California-Silicon Valley | Silicon Valley | 2 | 1 | 3 |
| California College of the Arts | Mid-Peninsula | 0 | 10 | 10 |
| Pacific Union College | North Bay | 0 | 2 | 2 |
| San Francisco Art Institute | Mid-Peninsula | 0 | 25 | 25 |
| **Total** |  | **57** | **121** | **178** |
| Source: Data Mart |

*Note: The annual average for awards is 2016-17 to 2018-19.*

## Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 904 annual openings for the Digital Photography occupational cluster and 223 annual (3-year average) awards for an annual undersupply of 681 students. In the Silicon Valley Sub-Region, there is also a gap with 157 annual openings and 11 annual (3-year average) awards for an annual undersupply of 146 students.

## Student Outcomes

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

| **Metric Outcomes** | **Bay All CTE Programs** | **Foothill All CTE Programs** | **State 1012.00** | **Bay 1012.00** | **Silicon Valley 1012.00** | **Foothill 1012.00** |
| --- | --- | --- | --- | --- | --- | --- |
| Students with a Job Closely Related to Their Field of Study | 74% | 91% | 52% | 46% | 69% | N/A |
| Median Annual Earnings for SWP Exiting Students | $47,419 | $66,288 | $25,751 | $34,429 | $34,129 | $36,121 |
| Median Change in Earnings for SWP Exiting Students | 23% | 43% | 21% | 21% | 25% | N/A |
| Exiting Students Who Attained the Living Wage | 52% | 64% | 35% | 37% | 29% | N/A |
| Source: Launchboard Strong Workforce Program Median of 2017 to 2020. |

## Skills and Education

**Table 9. Top Skills for Digital Photography Occupations in Bay Region (May 2021 - Apr 2022)**

| **Skill** | **Posting** | **Skill** | **Posting** |
| --- | --- | --- | --- |
| Photography | 1,268 | Budgeting | 150 |
| Adobe Photoshop | 502 | Adobe Acrobat | 149 |
| Customer Service | 399 | Art Direction | 147 |
| Maya | 392 | Graphic Design | 147 |
| Social Media | 289 | Adobe Creative Suite | 144 |
| Scheduling | 276 | EPIC Unreal Engine | 134 |
| Python | 206 | Cosmetics Industry Knowledge | 130 |
| Retail Industry Knowledge | 179 | Zbrush | 121 |
| Adobe Illustrator | 169 | Sales Goals | 120 |
| Adobe Indesign | 166 | 3D Modeling / Design | 114 |
| Lifting Ability | 156 | Game Development | 113 |
| Videography | 154 | Digital Photography | 103 |
| Sales | 153 | Teaching | 103 |
| Animation | 152 |  |  |
| Source: Burning Glass |

**Table 10. Education Requirements for Digital Photography Occupations in Bay Region**

| **Education (minimum advertised)** | **Latest 12 Mos. Postings** | **Percent 12 Mos. Postings** |
| --- | --- | --- |
| High school or vocational training | 632 | 51% |
| Associate's degree | 36 | 3% |
| Bachelor's degree and higher | 580 | 46% |
| Source: Burning Glass |

*Note: 54% 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.*

## 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/
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:

• Leila Jamoosian, Research Analyst, for Bay Area Community College Consortium (BACCC) and Centers of Excellence (CoE), leila@baccc.net

• John Carrese, Director, San Francisco Bay Center of Excellence for Labor Market Research, jcarrese@ccsf.edu or (415) 267-6544