# Commercial Photography Occupations
# Labor Market Information Report
# Cabrillo College

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

Based on all available data, there appears to be an undersupply of Commercial Photography workers compared to the demand for this cluster of occupations in the Bay Region and in the SC-Monterey Sub-Region (Monterey, San Benito, and Santa Cruz Counties). There is a projected annual gap of about 1,886 students in the Bay Region and 91 students in the SC-Monterey 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 Cabrillo College and in the region.

This report profiles Commercial Photography Occupations in the 12 county Bay Region and in the SC-Monterey Sub-Region for a proposed new program at Cabrillo College.

- **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%

- **Film and Video Editors (27-4032):** Edit moving images on film, video, or other media.  May edit or synchronize soundtracks with images.  Excludes "Sound Engineering Technicians" (27-4014).
  Entry-Level Educational Requirement: Bachelor's degree
  Training Requirement: None
  Percentage of Community College Award Holders or Some Postsecondary Coursework: 27%

- **Graphic Designers (27-1024):** 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.
  Entry-Level Educational Requirement: Bachelor's degree
  Training Requirement: None
  Percentage of Community College Award Holders or Some Postsecondary Coursework: 29%

## Occupational Demand

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

| Occupation | 2019 Jobs | 2024 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 25% Hourly Wage | Median Hourly Wage |
|---|---|---|---|---|---|---|---|---|
| Photographers | 5,139 | 5,105 | -34 | -1% | 2,629 | 526 | $13.31 | $22.97 |
| Film and Video Editors | 1,642 | 1,769 | 127 | 8% | 979 | 196 | $22.51 | $31.30 |
| Graphic Designers | 11,352 | 11,849 | 497 | 4% | 6,330 | 1,266 | $22.35 | $31.39 |
| **TOTAL** | **18,134** | **18,724** | **590** | **3%** | **9,938** | **1,988** | **$19.81** | **$28.99** |

*Source: EMSI 2020.3*
**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 Commercial Photography Occupations in SC-Monterey Sub-Region**

| Occupation | 2019 Jobs | 2024 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 25% Hourly Wage | Median Hourly Wage |
|---|---|---|---|---|---|---|---|---|
| Photographers | 280 | 282 | 1 | 0% | 143 | 29 | $12.01 | $22.76 |
| Film and Video Editors | 41 | 45 | 4 | 9% | 25 | 5 | $16.13 | $30.69 |
| Graphic Designers | 525 | 542 | 17 | 3% | 285 | 57 | $17.02 | $24.26 |
| **TOTAL** | **846** | **868** | **22** | **3%** | **453** | **91** | **$15.32** | **$24.07** |

*Source: EMSI 2020.3*
**SC-Monterey Sub-Region includes:** Monterey, San Benito, and Santa Cruz Counties

**Job Postings in Bay Region and SC-Monterey Sub-Region**

**Table 3. Number of Job Postings by Occupation for latest 12 months (November 2019 - October 2020)**

| Occupation | Bay Region | 4-Counties | SC-Monterey Sub-Region |
|---|---|---|---|
| Graphic Designers | 3,033 | 928 | 38 |
| Photographers | 1,117 | 328 | 54 |
| Film and Video Editors | 111 | 40 | 7 |
| **TOTAL** | **4,261** | **1,296** | **99** |

*Source: Burning Glass*

**Table 4a. Top Job Titles for Commercial Photography Occupations for latest 12 months (November 2019 - October 2020) Bay Region**

| Common Title | Bay | Common Title | Bay |
|---|---|---|---|
| Graphic Designer | 508 | Junior Graphic Designer | 31 |
| Visual Designer | 281 | Showroom Design Specialist | 28 |
| Photographer | 161 | Dealership Inventory Photographer/Porter For | 26 |
| Senior Graphic Designer | 106 | Photographer - Graduation Event | 25 |
| Senior Visual Designer | 88 | Photographer - San Francisco | 24 |
| Production Artist | 85 | Photography | 21 |
| Production Designer | 61 | Senior Digital Design Engineer | 20 |
| Freelance Photographer | 54 | Food Freelance Photographer In , Va | 20 |
| Assistant - Graduation Event Photography | 49 | Paid Freelance Photography | 19 |
| Dealership Photographer/Porter For | 46 | Wedding Photographer-Freelance | 18 |
| Food Freelance Photographer In | 44 | UX Visual Designer | 18 |
| Video Editor | 38 | Graphic Designer II | 18 |
| Freelance Graphic Designer | 34 | Real Estate Photographer | 17 |

| Pre-School Photographer | 32 | Food Freelance Photographer In , De | 17 |

**Table 4b. Top Job Titles for Commercial Photography Occupations for latest 12 months (November 2019 - October 2020) Four Counties: Santa Clara, Monterey, Santa Cruz and San Benito**

| Common Title | SC-Monterey | Common Title | SC-Monterey |
|---|---|---|---|
| Graphic Designer | 117 | Photographer - Graduation Event | 13 |
| Visual Designer | 70 | UX/Visual Designer III | 12 |
| Photographer | 33 | Graphic Production Artist | 12 |
| Senior Graphic Designer | 24 | Dealership Photographer/Porter For | 12 |
| Production Designer | 20 | Pre-School Photographer | 10 |
| Freelance Photographer | 20 | Photographer - San Francisco | 9 |
| Senior Visual Designer | 19 | Graphic/Web Designer | 9 |
| Senior Digital Design Engineer | 19 | School Photographer | 8 |
| Assistant - Graduation Event Photography | 18 | Photography | 8 |
| Food Freelance Photographer In | 16 | Lead Visual Designer | 8 |
| Wedding Photographer-Freelance | 14 | Graphic Artist | 8 |
| Video Editor | 14 | Design Specialist II | 8 |
| Production Artist | 14 | Labeling Specialist | 7 |
| Ux/Visual Designer II | 13 | Graphic Designer III | 7 |

*Source: Burning Glass*

**Table 4c. Top Job Titles for Commercial Photography Occupations for latest 12 months (November 2019 - October 2020) SC-Monterey Sub-Region**

| Common Title | SC-Monterey | Common Title | SC-Monterey |
|---|---|---|---|
| Photographer | 6 | Portrait Photographer | 2 |
| Freelance Photographer | 6 | Photographer - Graduation Event | 2 |
| Video Editor | 4 | Junior Graphic Designer | 2 |
| Production Artist | 4 | In-House Graphic Designer | 2 |
| Graphic Video Editor Specialist | 4 | Food Photographer | 2 |
| Dealership Photographer/Porter For | 4 | Dealership Inventory Photographer/Porter For And | 2 |
| Dealership Inventory Photographer/Porter For | 4 | Video Editor Freelance | 1 |
| Staff Photographer | 3 | Video Editor At Lemonlight | 1 |
| Ocean Sciences Marine Geology Graphic And Publication Specialist | 3 | UX- Visual Designer | 1 |
| Graphic Designer/Visual Designer | 3 | UX - Visual Designer | 1 |
| Graphic Designer | 3 | Supplement Freelance | 1 |
| Automotive Photographer/Videographer - Full Training | 3 | Senior Graphic Designer, Exhibits | 1 |
| Visual Designer Web/Graphic/UI | 2 | Senior Graphic Designer | 1 |
| Real Estate Photographer | 2 | School Photographer | 1 |

*Source: Burning Glass*

## Industry Concentration

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

| Industry – 6 Digit NAICS (No. American Industry Classification) Codes | Jobs in Industry (2019) | Jobs in Industry (2024) | % Change (2019-24) | % Occupation Group in Industry (2019) |
|---|---|---|---|---|
| All Other Professional, Scientific, and Technical Services | 2,437 | 2,467 | 1% | 13% |
| Graphic Design Services | 1,651 | 1,582 | -4% | 9% |
| Interior Design Services | 1,433 | 1,565 | 9% | 8% |
| Internet Publishing and Broadcasting and Web Search Portals | 980 | 1,245 | 27% | 6% |
| Motion Picture and Video Production | 889 | 960 | 8% | 5% |
| Photography Studios, Portrait | 735 | 645 | -12% | 4% |
| Custom Computer Programming Services | 395 | 462 | 17% | 2% |
| Software Publishers | 382 | 484 | 27% | 2% |
| Commercial Photography | 370 | 368 | -1% | 2% |
| Independent Artists, Writers, and Performers | 376 | 387 | 3% | 2% |
| Advertising Agencies | 375 | 376 | 0% | 2% |
| Other Specialized Design Services | 325 | 352 | 8% | 2% |
| Industrial Design Services | 321 | 345 | 8% | 2% |
| Commercial Printing (except Screen and Books) | 303 | 241 | -20% | 2% |
| Corporate, Subsidiary, and Regional Managing Offices | 300 | 292 | -3% | 2% |
| Electronic Shopping and Mail-Order Houses | 294 | 348 | 18% | 2% |

*Source: EMSI 2020.3*

**Table 6. Top Employers Posting Commercial Photography Occupations in Bay Region and SC-Monterey Sub-Region (November 2019 - October 2020)**

| Employer | Bay | Employer | 4-County | Employer | SC-Monterey |
|---|---|---|---|---|---|
| Pro Motionpix, Llc | 151 | Nsys Design Systems | 41 | Pro Motionpix, Llc | 16 |
| Kodakit | 105 | Pro Motionpix, Llc | 34 | Photobooker | 5 |
| Iconic Group | 65 | Kodakit | 31 | University California | 4 |
| Gap Inc. | 55 | Iconic Group | 25 | Threshold Enterprises Limited | 4 |
| Kalo | 52 | Apple Inc. | 25 | Kalo | 4 |
| Lifetouch | 50 | Photobooker | 14 | UC Santa Cruz | 3 |
| Exploratorium | 44 | Lifetouch | 14 | Jaguar Design Studio | 3 |
| Nsys Design Systems | 41 | Kalo | 14 | Dealervision Com | 3 |
| Bella Baby Photography | 35 | Nvidia Corporation | 13 | Vista Outdoor | 2 |
| Vector Media | 33 | George Street Photo & Video | 13 | Sleepless Media | 2 |
| Advantage Sales & Marketing | 28 | Exploratorium | 13 | Monterey Bay Aquarium | 2 |
| Apple Inc. | 25 | Qualcomm | 10 | Lemonlight | 2 |
| The Mom Project | 24 | Osi Engineering | 10 | West Marine | 1 |
| Photobooker | 22 | Kiwico Company | 10 | Tballantyne Group | 1 |
| Facebook | 21 | Hogarth Worldwide | 10 | Spicy Green Book | 1 |
| Williams-Sonoma | 20 | Hh Global Incorporated | 10 | Shutterbug Studio | 1 |
| Pro Motionpix | 20 | Akorbi | 10 | Sail Community Capital | 1 |

## Educational Supply

There are six (6) 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 SC-Monterey Sub-Region there are no community colleges that issued awards on average annually (last 3 years) on this TOP code.

There are three (3) other CTE Educational Institutions in the Bay Region issuing 57 awards on average annually (last 3 years ending 2016-17) on TOP 1012.00-Applied Photography. In the SC-Monterey Sub-Region there are no other CTE Educational Institutions that issued 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 | Sub-Region | Associates | Certificate Low Unit | Total |
|---|---|---|---|---|
| Chabot | East Bay | 3 | 1 | 4 |
| De Anza | Silicon Valley | 1 | 7 | 8 |
| Laney | East Bay | 1 | 1 | 2 |
| Napa | North Bay | | 1 | 1 |
| San Francisco | Mid-Peninsula | | 26 | 26 |
| Solano | North Bay | 2 | 2 | 4 |
| **Total Bay Region** | | **7** | **38** | **45** |
| **Total SC-Monterey Sub-Region** | | **0** | **0** | **0** |

Source: Data Mart

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

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

| College | Sub-Region | Associates | Total |
|---|---|---|---|
| Academy of Art University | Mid-Peninsula | 48 | 48 |
| Argosy University-The Art Institute of California-San Francisco | Mid-Peninsula | 7 | 7 |
| Argosy University-The Art Institute of California-Silicon Valley | Silicon Valley | 2 | 2 |
| **Total Bay Region** | | **57** | **57** |
| **Total SC-Monterey Sub-Region** | | **0** | **0** |

Source: Data Mart

Note: The annual average for awards is 2014-15 to 2016-17.

## Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay Region with 1,988 annual openings for the Commercial Photography occupational cluster and 102 annual (3-year average) awards from community colleges and other institutions for an annual undersupply of 1,886 students. In the SC-Monterey Sub-Region, there is also a gap with 91 annual openings and no annual (3-year average) awards from community colleges and other institutions for an annual undersupply of 91 students.

## Student Outcomes

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

| 2017-18 | Bay All CTE Programs | Cabrillo College All CTE Programs | State 1012.00 | Bay 1012.00 | SC-Monterey 1012.00 | Cabrillo College 1012.00 |
|---|---|---|---|---|---|---|
| % Employed Four Quarters After Exit | 67% | 71% | 57% | 58% | n/a | n/a |

| | | | | | |
|---|---|---|---|---|---|
| Median Quarterly Earnings Two Quarters After Exit | $11,466 | $11,134 | $6,241 | $8,534 | n/a | n/a |
| Median % Change in Earnings | 31% | 29% | 29% | 25% | n/a | n/a |
| % of Students Earning a Living Wage | 53% | 61% | 38% | 36% | n/a | n/a |

*Source: Launchboard Pipeline (version available on August 2020)*

## Skills, Certifications and Education

**Table 9. Top Skills for Commercial Photography Occupations in Bay Region (November 2019 - October 2020)**

| Skill | Postings | Skill | Postings | Skill | Postings |
|---|---|---|---|---|---|
| Adobe Photoshop | 2,299 | Project Management | 447 | Lifting Ability | 221 |
| Graphic Design | 1,965 | Digital Design | 390 | Infographics | 218 |
| Adobe Indesign | 1,783 | Illustration | 380 | Interaction Design | 212 |
| Adobe Illustrator | 1,514 | Scheduling | 305 | User Interface (UI) Design | 212 |
| Adobe Acrobat | 1,289 | Art Direction | 290 | Budgeting | 204 |
| Adobe Creative Suite | 1,246 | Packaging | 287 | Product Design | 203 |
| Photography | 1,210 | Animation | 282 | Retail Industry Knowledge | 189 |
| Visual Design | 1,005 | Prototyping | 273 | E-Commerce | 187 |
| Typesetting | 936 | Video Editing | 262 | Project Design | 183 |
| Social Media | 630 | Customer Service | 258 | Print Production | 181 |
| Web Site Design | 536 | Marketing Materials | 253 | Broadcast Industry Knowledge | 160 |
| Adobe Aftereffects | 471 | Process Design | 226 | Brand Identity | 159 |
| Adobe Photoshop | 2,299 | Project Management | 447 | Lifting Ability | 221 |
| Graphic Design | 1,965 | Digital Design | 390 | Infographics | 218 |
| Adobe Indesign | 1,783 | Illustration | 380 | Interaction Design | 212 |

*Source: Burning Glass*

**Table 10. Certifications for Commercial Photography Occupations in Bay Region (November 2019 - October 2020)**

Note: 91% 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 | 333 | Pilot Certification | 2 |
| Security Clearance | 18 | MBE Certified | 2 |
| Drafting and Design | 11 | Makeup Artist | 2 |

| | | | |
|---|---|---|---|
| Project Management Certification | 9 | Japanese Language Certification | 2 |
| Certified Ophthalmic Assistant | 5 | Project Management Professional (PMP) | 1 |
| Registered Diagnostic Medical Sonographer | 4 | Phlebotomy Certification | 1 |
| Graphic Design Certification | 4 | Interior Design Certification | 1 |
| Certified Medical Laboratory Technician | 4 | Cosmetology License | 1 |
| Certified Graphic Designer | 4 | Certified in Adobe Photoshop | 1 |
| Business License | 4 | Casino Gaming License | 1 |
| Management Education | 3 | Basic Life Saving (BLS) | 1 |
| Leadership In Energy And Environmental Design (LEED) Certified | 3 | | |

*Source: Burning Glass*

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

Note: 55% 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 | 341 | 18% |
| Associate Degree | 101 | 5% |
| Bachelor's Degree or Higher | 1,480 | 77% |

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