



Graphic Imaging and Typography Occupations Labor Market Information Report Cabrillo College

Prepared by the San Francisco Bay Center of Excellence for Labor Market Research
November 2021

Recommendation

Based on all available data, there appears to be an “undersupply” of Graphic Imaging and Typography workers compared to the demand for this cluster of occupations in the Bay region and in the SC-Monterey sub-region (Monterey, San Benito, Santa Cruz counties). There is a projected annual gap of about 632 students in the Bay region and 112 students in the SC-Monterey Sub-Region.

Introduction

This report provides student outcomes data on employment and earnings for TOP 1030.00 Graphic Art and Design 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 Graphic Imaging and Typography Occupations in the 12 county Bay region and in the SC-Monterey sub-region for two proposed new programs at Cabrillo College: Graphic Imaging Certificate of Achievement and Typography Certificate of Achievement. This report can be used when submitting to BACCC for both programs because the TOP code and SOC code are the same for both programs.

- 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: 26%

Occupational Demand

Table 1. Employment Outlook for Graphic Imaging and Typography 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
Graphic Designers	10,422	10,460	38	0%	5,715	1,143	\$26	\$60
Total	10,422	10,460	38	0%	5,715	1,143	\$26	\$60

Source: EMSI 2021.3

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 Graphic Imaging and Typography Occupations in SC-Monterey 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
Graphic Designers	1,325	1,356	31	2%	758	152	\$26	\$61
Total	1,325	1,356	31	2%	758	152	\$26	\$61

Source: EMSI 2021.3

SC-Monterey Sub-Region includes: Monterey, San Benito, 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 (Oct 2020 - Sep 2021)**

Occupation	Bay Region	SC-Monterey
Multimedia Artists and Animators	579	1

Source: Burning Glass

Table 4a. Top Job Titles for Graphic Imaging and Typography Occupations for latest 12 months (Oct 2020 - Sep 2021) Bay Region

Title	Bay	Title	Bay
Interaction Designer	54	Principal Interaction Designer	7
Motion Graphic Designer	49	Ux Interaction Designer	7
Senior Interaction Designer	25	Lead Animator	6
Digital Content Producer	12	Senior Vfx Artist	6
Animator	11	2D Spine Animator	5
Interactive Designer	11	3D Professional Scanner	5
Interaction Designer II	9	Digital Artist - Modeler	5
Vfx Artist	9	Illustrator/Storyboard Artist	5
3D Animator	8	Interaction Designer, Senior	5

Source: Burning Glass

Table 4b. Top Job Titles for Graphic Imaging and Typography Occupations for latest 12 months (Oct 2020 - Sep 2021) SC-Monterey Sub-Region

Title	SC-Monterey
Associate Motion Graphic Designer	1

Industry Concentration

Table 5. Industries hiring Graphic Imaging and Typography 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)
Graphic Design Services	1,471	1,287	-13%	14%
Interior Design Services	1,262	1,281	2%	12%
Internet Publishing and Broadcasting and Web Search Portals	695	848	22%	7%
Software Publishers	383	487	27%	4%
Custom Computer Programming Services	352	426	21%	3%
Advertising Agencies	302	295	-2%	3%
Industrial Design Services	282	286	1%	3%
Other Specialized Design Services	264	262	-1%	3%
Electronic Shopping and Mail-Order Houses	209	228	9%	2%
Corporate, Subsidiary, and Regional Managing Offices	229	219	-5%	2%

Source: EMSI 2021.3

Table 6. Top Employers Posting Graphic Imaging and Typography Occupations in Bay Region and SC-Monterey Sub-Region (Oct 2020 - Sep 2021)

Employer	Bay	Employer	SC-Monterey
Google Inc.	17	Hamilton Road Productions Llc	1
U.S. Bancorp	16		
Electronic Arts Incorporated	16		
Activision	16		
Blue Cross Blue Shield of California	11		
Intuitive Surgical Incorporated	9		
Facebook	9		
Advanced Systems Group	9		
Take-Two Interactive	8		
Samsung America, Inc.	8		

Source: Burning Glass

Educational Supply

There are 13 community colleges in the Bay Region issuing 175 awards on average annually (last 3 years ending 2018-19) on TOP 1030.00 Graphic Art and Design. In the SC-Monterey Sub-Region, there is one (1) community college that issued 9 awards on average annually (last 3 years) on this TOP code.

There are 12 other CTE educational institutions in the Bay Region issuing 305 awards on average annually (last 3 years ending 2016-17) on TOP 1030.00 Graphic Art and Design. There are no other CTE educational institutions in the SC-Monterey Sub-Region issuing awards on average annually (last 3 years) on this TOP code.

There is one (1) four-year institution in the Bay Region issuing 31 Bachelor's degrees on average annually (last 3 years ending 2016-17) on TOP 1030.00 Graphic Art and Design. There is one (1) four-year institution in the SC-Monterey Sub-Region issuing 31 Bachelor's degrees on this TOP code.

Table 7a. Community College Awards on TOP 1030.00 Graphic Art and Design in Bay Region

College	Subregion	Associate	Certificate Low	Noncredit	Total
Chabot	East Bay	1	0	0	1
De Anza	Silicon Valley	12	16	0	28
Diablo Valley	East Bay	5	0	0	5
Foothill	Silicon Valley	15	4	0	19
Laney	East Bay	6	4	0	10
Las Positas	East Bay	1	1	0	2
Los Medanos	East Bay	11	2	0	13
Mission	Silicon Valley	9	7	0	16
Monterey	SC-Monterey	5	3	1	9
Napa	North Bay	4	0	0	4
Ohlone	East Bay	2	1	0	3
San Francisco	Mid-Peninsula	9	33	0	42
Santa Rosa	North Bay	5	18	0	23
Total		85	89	1	175

Source: Data Mart

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

Table 7b. Other CTE Institutions Awards on TOP 1030.00 Graphic Art and Design in Bay Region

College	Subregion	Associate Degree	Bachelor's Degree	Total
Academy of Art University	Mid-Peninsula	17	49	66
Argosy University-The Art Institute of California-San Francisco	Mid-Peninsula	8	6	14
Argosy University-The Art Institute of California-Silicon Valley	Silicon Valley	7	3	10

College	Subregion	Associate Degree	Bachelor's Degree	Total
California College of the Arts	Mid-Peninsula	0	36	36
Dominican University of California	North Bay	0	3	3
FIDM-Fashion Institute of Design & Merchandising-San Francisco	Mid-Peninsula	53	0	53
Notre Dame de Namur University	Mid-Peninsula	0	5	5
Pacific Union College	North Bay	1	5	6
San Francisco Art Institute	Mid-Peninsula	0	5	5
San Francisco State University	Mid-Peninsula	0	47	47
San Jose State University	Silicon Valley	0	36	36
University of San Francisco	Mid-Peninsula	0	24	24
Total		86	219	305

Source: Data Mart

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

Table 7c. Bachelor's Degree Awards on TOP 1030.00 Graphic Art and Design in Bay Region

College	Subregion	Bachelor's Degree	Total
California State University-Monterey Bay	SC-Monterey	31	31
Total		31	31

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 labor market gap in the Bay region with 1,143 annual openings for the Graphic Imaging and Typography occupational cluster and 511 annual (3-year average) awards for an annual undersupply of 632 students. In the SC-Monterey Sub-Region, there is also a gap with 152 annual openings and 40 annual (3-year average) awards for an annual undersupply of 112 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1030.00 Graphic Art and Design

Metric Outcomes	Bay All CTE Programs	Cabrillo All CTE Programs	State 1030.00	Bay 1030.00	SC-Monterey 1030.00	Cabrillo College 1030.00
Students with a Job Closely Related to Their Field of Study	73%	76%	61%	65%	N/A	N/A
Median Annual Earnings for SWP Exiting Students	\$44,575	\$39,206	\$25,613	\$35,018	\$25,621	N/A

Metric Outcomes	Bay All CTE Programs	Cabrillo All CTE Programs	State 1030.00	Bay 1030.00	SC-Monterey 1030.00	Cabrillo College 1030.00
Median Change in Earnings for SWP Exiting Students	30%	31%	29%	23%	N/A	N/A
Exiting Students Who Attained the Living Wage	53%	50%	33%	37%	N/A	N/A

Source: Launchboard Strong Workforce Program Median of 2016-18.

Skills, Certifications and Education

Table 9. Top Skills for Graphic Imaging and Typography Occupations in Bay Region (Oct 2020 - Sep 2021)

Skill	Posting	Skill	Posting
Adobe Photoshop	186	Process Design	82
Animation	185	Product Design	76
Interaction Design	185	Human Computer Interaction	68
Maya	124	User Research	60
Graphic Design	121	Typesetting	58
Prototyping	118	Social Media	54
Adobe Aftereffects	113	Project Management	48
Adobe Illustrator	113	Motion Capture	47
Adobe Indesign	113	Information Architecture	43
Motion Graphics	104	Customer Contact	42
Adobe Acrobat	101	Python	41
Adobe Creative Suite	101	User Interface (UI) Design	41
UX Wireframes	101	Cinema 4D	39
Visual Design	91	Scheduling	39

Source: Burning Glass

Table 10. Certifications for Graphic Imaging and Typography Occupations in Bay Region (Oct 2020 - Sep 2021)

Certification	Posting
Driver's License	10
Project Management Professional (PMP)	1
Project Management Certification	1
Certified ScrumMaster (CSM)	1
Certified Public Accountant (CPA)	1
Certified Fraud Examiner (CFE)	1

Note: 98% of records have been excluded because they do not include a certification. As a result, the chart above may not be representative of the full sample.

Table 11. Education Requirements for Graphic Imaging and Typography Occupations in Bay Region

Education (minimum advertised)	Latest 12 Mos. Postings	Percent 12 Mos. Postings
High school or vocational training	6	2%
Associate's degree	19	7%
Bachelor's degree	262	91%

Source: Burning Glass

Note: 50% of records have been excluded because they do not include a degree level. As a result, the chart above 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

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