

Applied Photography Certificate (TOP: 1012.00)

February 2019

Prepared by the South Central Coast Center of Excellence for Labor Market Research



Program Recommendation

This report was compiled by the South Central Coast¹ Center of Excellence to provide regional labor market data for the program recommendation - Applied Photography. This report can help determine whether there is demand in the local labor market that is not being met by the supply from programs of study (CCC and non-CCC) that align with this occupation group.

- In the South Central Coast Region, the number of jobs related to Applied Photography is expected to remain steady over the next five years.
- Photographers are expected to experience a low risk of automation.
- In 2017 there were 419 regional completions for programs related to the occupations of Applied Photography and 134 openings.
- Typical entry-level education for photographers is a high school diploma or equivalent.
- Completers of the Photography program (TOP 1012.00) from the 2015-2016 academic year had a median annual wage upon completion of \$13,111.
- 61% of students are employed within a year of completing a program.

¹ The South Central Coast Region consists of San Luis Obispo County, Santa Barbara County, Ventura County, and the following cities from North Los Angeles County: Canyon Country, Castaic, Lake Hughes, Lancaster, Littlerock, Llano, Newhall, Palmdale, Pearblossom, Santa Clarita, Stevenson Ranch, and Valencia.

Occupation Codes and Descriptions

Currently, there is one occupation in the standard occupational classification (SOC) system that is related to Applied Photography. The occupation title and description, as well as reported job titles are included in Exhibit 1.

Exhibit 1 – Occupation, description, and sample job titles

SOC Code	Title	Description	Sample of Reported Job Titles
27-4021	Photographers	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.	Advertising Photographer, Commercial Photographer, Newspaper Photographer, Owner/Photographer, Photo Editor, Photographer, Photojournalist, Portrait Photographer, Sports Photographer, Studio Owner

Source: O*NET Online

Current and Future Employment

In the South Central Coast region, the number of jobs related to Applied Photography is expected to remain steady over the next five years. Exhibit 2 contains detailed employment projection data for this occupation.

Exhibit 2 – Five-year projections for Applied Photography in the South Central Coast region

SOC	Occupation	2017 Jobs	2022 Jobs	2017-2022 Change	2017-2022 % Change
27-4021	Photographers	1,297	1,353	56	4%

Source: Economic Modeling Specialists International (EMSI)

Earnings

In the South Central Coast region, the average wage for the listed occupation is \$17.09 per hour.

Exhibit 3 contains hourly wages and annual average earnings for this occupation. Entry-level hourly earnings is represented by the 25th percentile of wages, median hourly earnings is represented by the 50th percentile of wages, and experienced hourly earnings is represented by the 75th percentile of wages, demonstrating various levels of employment.

Exhibit 3 – Earnings for Applied Photography in the South Central Coast region

SOC	Occupation	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
27-4021	Photographers	\$15.19	\$17.09	\$19.33

Source: Economic Modeling Specialists International (EMSI)

Employer Job Postings

In this research brief, real-time labor market information is used to provide a more nuanced view of the current job market, as it captures job advertisements for the occupation relevant to the field of study. Employer job postings are consulted to understand who is employing photographers, and what they are looking for in potential candidates. To identify job postings related to Applied Photography, the following standard occupational classification was used:

27-4021 **Photographers**

Top Occupations

In 2018, there were 68 employer postings for occupations related to Photography.

Exhibit 4 – Top occupations in job postings

SOC Code	Occupation	Job Postings, Full Year 2018
27-4021	Photographers	68

Source: Labor Insight/Jobs (Burning Glass)

SOC Code	Occupation	Risk of Automation
27-4021	Photographers	Low

Top Titles

The top job titles for employers posting ads for photographers are listed in Exhibit 5. Photographer is mentioned as the job title in 54% of all relevant job postings (37 postings).

Exhibit 5 –Job titles

Title	Job Postings, Full Year 2018
Photographer	37
School Photographer	16
Sales Associate	3
Assistant, Photography, Corel Ventura, Information and Technology Industry	2
Finished Good Inventory/Printing	2
Photography	2

Source: Labor Insight/Jobs (Burning Glass)

Top Employers

Exhibit 6 lists the major employers hiring professionals in the photography field. The top employer posting job ads was Lifetouch. The top worksite cities in the region for these occupations were Santa Clarita, Ventura, San Luis Obispo, Santa Barbara, and Oxnard.

Exhibit 6 – Top employers (n=60)

Employer	Job Postings, Full Year 2018
Lifetouch	20
Iconic Group	4
Bella Baby Photography	3
Never Boring Inc.	3
Bravo Zulu Dealer Services	2

Source: Labor Insight/Jobs (Burning Glass)

Skills

Photography is the most sought after skill for employers hiring Photographers.

Exhibit 7 –Job skills (n=51)

Skills	Job Postings, Full Year 2017
Photography	59
Lifting Ability	20
Customer Service	19
Computer-Assisted Auditing Technology (CAAT) services	18
Adobe Photoshop	13

Source: Labor Insight/Jobs (Burning Glass)

Industry Concentration

Exhibit 9 shows the industries where most photographers are employed in the South Central Coast region. Note: 12% of records have been excluded because they do not include an industry. As a result, the chart below may not be representative of the full sample.

Exhibit 9 – Industries employing the most Photographers, 2018

Industry	Occupation Group Jobs in Industry	% of Occupation Group in Industry
Professional, Scientific, and Technical Services	43	72%
Educational Services	4	7%
Retail Trade	4	7%
Arts, Entertainment, and Recreation	3	5%
Manufacturing	2	3%

Education and Training

Exhibit 10 shows the typical entry-level education requirement for the occupation of interest, along with the typical on-the-job training needed to attain competency in the occupation.

Exhibit 10 – Education and training requirements

SOC	Occupation	Typical entry-level education	Typical on-the-job training
27-4021	Photographers	High school diploma or equivalent	Long-term on-the-job training

Source: Bureau of Labor Statistics Employment Projections (Educational Attainment)

Regional Completions and Openings

There were 419 regional completions (2017) and 134 openings (2017) in the South Central Coast region in programs related to the occupation for Applied Photography.

7 Regional Institutions had Related Programs (2017)	419 Regional Completions (2017)	134 Annual Openings (2017)
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Source: Economic Modeling Specialists International (EMSI)

Related Programs

CIP Code	Program	Completions (2017)
50.0701	Art/Art Studies, General	259
50.0605	Photography	56
50.0699	Film/Video and Photographic Arts, Other	51
50.0101	Visual and Performing Arts, General	36
50.0102	Digital Arts	17
50.0406	Commercial Photography	0
09.0404	Photojournalism	0

Source: Economic Modeling Specialists International (EMSI)

Student Outcomes

The CTE LaunchBoard provides student outcome data on the effectiveness of CTE programs. The following student outcome information was collected from exiters of the Photography program (TOP Code: 1012.00) in the South Central Coast region for the 2015-16 academic year.

- The median annual wage for students after exiting is \$13,111
- Starting salary in the region for Photographers is \$33,301
- 61% of students are employed within a year after completing a program

Source: CTE LaunchBoard

Sources

O*Net Online, Labor Insight/Jobs (Burning Glass), Economic Modeling Specialists International (EMSI), MIT Living Wage Calculator, Bureau of Labor Statistics (BLS) Education Attainment, California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart, CTE LaunchBoard, Statewide CTE Outcomes Survey, Employment Development Department Unemployment Insurance Dataset

Notes

Traditional labor market information was used to show current and projected employment based on data trends, as well as annual average awards granted by regional community colleges. Real-time labor market information captures job post advertisements for occupations relevant to the field of study and should not be used to establish current job openings, because the numbers may include duplicate job postings or postings intended to gather a pool of applicants. Real-time labor market information can signal demand and show what employers are looking for in potential employees, but is not a perfect measure of the quantity of open positions.