



## Applied Photography (TOP 1012.00)

March 2023

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

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### Program Recommendation

This report was compiled by the South Central Coast<sup>1</sup> 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.

### Key Findings

- In the South Central Coast region, the **number of jobs related to Applied Photography are expected to increase** for Photographers.
- Applied Photography is anticipated to experience a **low risk of automation**.
- In 2021 there were 150 regional completions in programs related to the occupation identified as aligned with Applied Photography and 151 openings, indicating **supply is meeting demand**.
- Typical entry-level education for Photographers is a **high school diploma or equivalent**.
- Completers of Applied Photography programs from the 2019-2020 academic year, in the South Central Coast region, had a **median annual wage upon completion of \$24,380**.
- 55% of students are **employed within a year** after completing a program.
- 23% of students **attained a living wage** within a year of completion.
- Completers experienced an average of +29% **change in earnings after exiting**.
- 63% of students were **part-time**, 8% **skill builders**, 41% **first-generation**, and 80% **economically disadvantaged**.

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<sup>1</sup> 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

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

**Exhibit 1 – Occupation, Description, and Sample Job Titles**

<b>SOC Code</b>	<b>Title</b>	<b>Description</b>	<b>Sample of Reported Job Titles</b>
27-4021	<b>Photographers</b>	Photograph people, landscapes, merchandise, or other subjects. May use lighting equipment to enhance a subject's appearance. May use editing software to produce finished images and prints. Includes commercial and industrial photographers, scientific photographers, and photojournalists.	Advertising Photographer, Commercial Photographer, Graduation Photographer, Newspaper Photographer, Photo Editor, Photographer, Photojournalist, Portrait Photographer, Sports Photographer, Studio Photographer

Source: O\*NET Online

## Current and Future Employment

In the South Central Coast region, the number of jobs related to Applied Photography are expected to increase for Photographers.

**Exhibit 2 – Five-Year Projections for Applied Photography in the South Central Coast Region**

SOC	Occupation	2022 Jobs	2027 Jobs	2022-2027 Change	2022-2027 % Change
27-4021	Photographers	1,137	1,280	142	13%

Source: Economic Modeling Specialists International (EMSI)

## Earnings

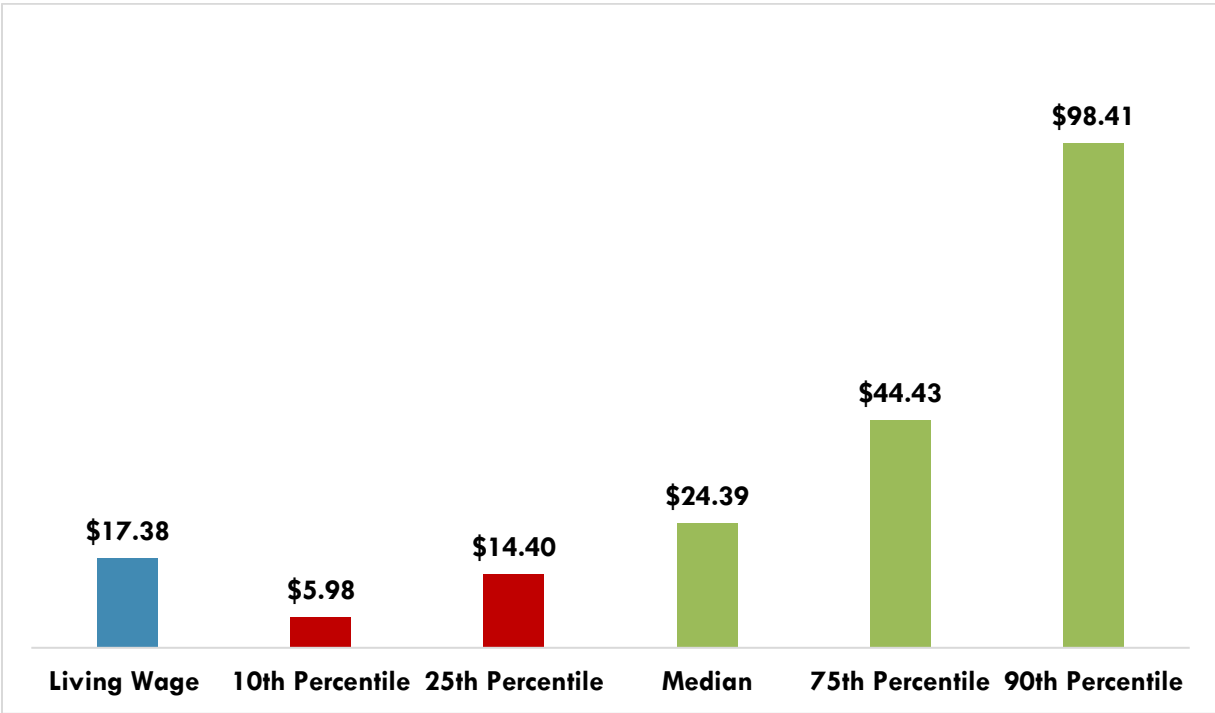
Exhibit 3 contains hourly wages and annual average earnings for this occupation. Entry-level hourly earnings are represented by the 25<sup>th</sup> percentile of wages, median hourly earnings are represented by the 50<sup>th</sup> percentile of wages, and experienced hourly earnings are represented by the 75<sup>th</sup> 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	\$14.40	\$24.39	\$44.43

Source: Economic Modeling Specialists International (EMSI)

**Exhibit 3b – Earnings for Applied Photography in the South Central Coast Region**



Source: Family Needs Calculator (Living wage is based on Single Adult households with no children); 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 looking for photographers, and what they are looking for in potential candidates. To identify job postings related to Applied Photography the following standard occupational classifications were used:

27-4021                      Photographers

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## Top Occupations

In 2022, there were 231 employer postings for the occupation related to Applied Photography.

**Exhibit 4 – Top Occupations by Job Postings**

<b>SOC Code</b>	<b>Occupation</b>	<b>Job Postings, Full Year 2022</b>
27-4021	<b>Photographers</b>	231

Source: Labor Insight/Jobs (Burning Glass)

**Exhibit 4b – Top Occupations and Risk of Automation**

<b>SOC Code</b>	<b>Occupation</b>	<b>Risk of Automation</b>
27-4021	<b>Photographers</b>	Low

Source: Labor Insight/Jobs (Burning Glass)

## Top Titles

The top job titles for employers posting ads for jobs related to Applied Photography are listed in Exhibit 5. Photographers is mentioned as the job title in 28% of all relevant job postings (64 postings).

**Exhibit 5 – Job Titles**

<b>Title</b>	<b>Job Postings, Full Year 2022</b>
Photographers	64
Studio Photographers	19
Graduation Photographers	16
Wedding Photographers	16
Processors	13

Source: Labor Insight/Jobs (Burning Glass)

## Top Employers

Exhibit 6 lists the major employers hiring professionals in the Applied Photography field. The top employer posting job ads was Shutterfly. The top worksite cities for this occupation were Santa Barbara, Santa Clarita, Ventura, San Luis Obispo, and Oxnard.

**Exhibit 6 – Top Employers (n= 127)**

<b>Employer</b>	<b>Job Postings, Full Year 2022</b>
Shutterfly	17
Balfour	15
Cherry Hill Programs	10
Photogenic	7
JCPenney Portraits	7

Source: Labor Insight/Jobs (Burning Glass)

## Skills

The tables in Exhibit 7 list employers' most commonly requested skills in job postings related to Applied Photography. Photography is the most sought-after specialized skill for employers, followed by Data Entry and Sales Process. Customer Service, Sales, and Communications were the most requested baseline skills. Adobe Photoshop Lightroom, Adobe Photoshop, and Adobe Creative Suite were the most commonly requested software and programming skills.

**Exhibit 7 – Specialized Skills (n= 493)**

Skills	Job Postings, Full Year 2022
Photography	123
Data Entry	19
Sales Process	17
Sales Training	17
Adobe Photoshop Lightroom	15
Marketing	14
Videography	13
Digital Single-Lens Reflex Cameras	12
Adobe Photoshop	12
Wedding Photography	11
Adobe Creative Suite	10
Video Editing	10
Post-Production	9
Journalism	8
Workflow Management	8

Source: Labor Insight/Jobs (Burning Glass)

**Exhibit 7b – Baseline Skills (n= 699)**

<b>Skills</b>	<b>Job Postings, Full Year 2022</b>
Customer Service	75
Sales	59
Communications	54
Editing	31
Detail Oriented	27
Lifting Ability	27
Computer Literacy	23
Collaboration	23
Management	22
Operations	18

Source: Labor Insight/Jobs (Burning Glass)

**Exhibit 7c – Software and Programming Skills (n= 118)**

<b>Skills</b>	<b>Job Postings, Full Year 2022</b>
Adobe Photoshop Lightroom	15
Adobe Photoshop	12
Adobe Creative Suite	10
Adobe Premiere Pro	7
Adobe After Effects	5
Capture One (Photo Editing Software)	4
TikTok	4
Mac OS	4
Zoom (Video Conferencing Tool)	3
Adobe Illustrator	3

Source: Labor Insight/Jobs (Burning Glass)



### Industry Concentration

Exhibit 8 shows the industries with the most Applied Photography postings in the South Central Coast region. Note: 55% 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 8 – Industries Employing the Most in the Applied Photography Field, 2022**

Industry	Occupation Group Jobs in Industry	% of Occupation Group in Industry
Retail Trade	38	37%
Professional, Scientific, and Technical Services	29	28%
Health Care and Social Assistance	11	11%
Information	7	7%
Real Estate and Rental and Leasing	5	5%

Source: Labor Insight/Jobs (Burning Glass)

### Certifications

Exhibit 9 lists the most in-demand certifications in the Applied Photography field. The top requested certification in job postings was Valid Driver's License.

**Exhibit 9 – Certifications (n= 51)**

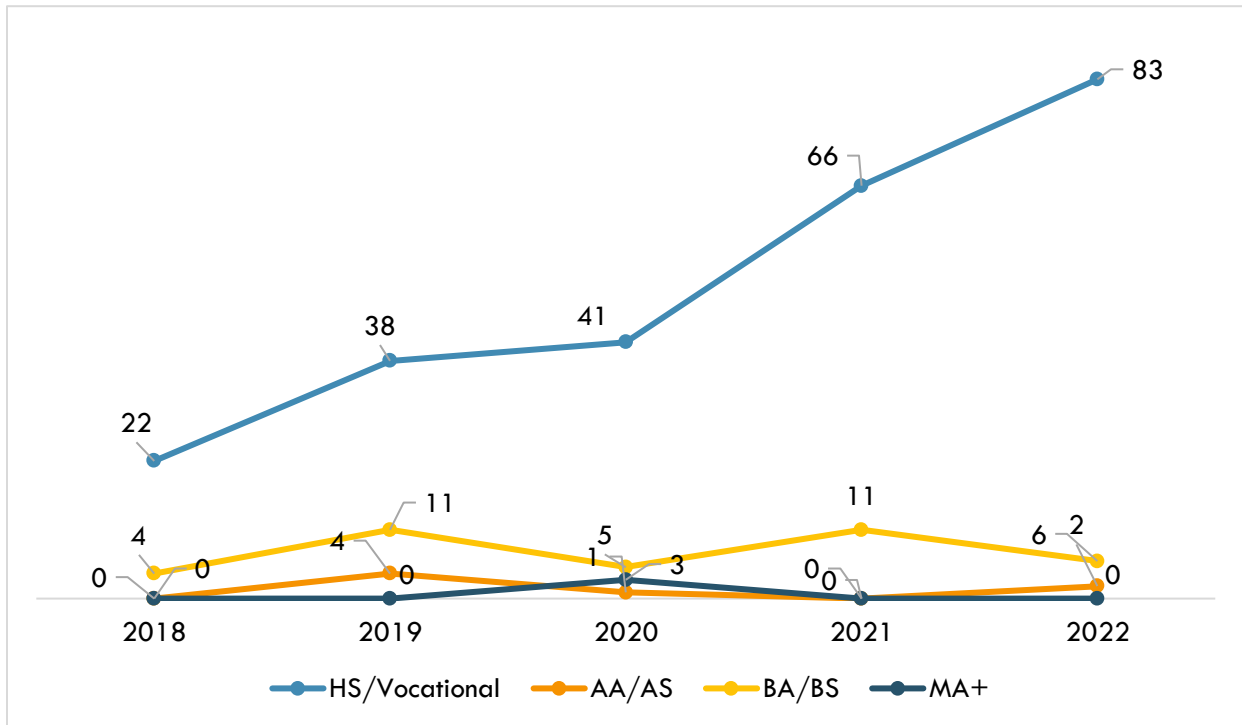
Certifications	Job Postings, Full Year 2022
Valid Driver's License	43
Drone Pilot Certificate	8

Source: Labor Insight/Jobs (Burning Glass)

### Job Postings - Minimum Educational Attainment Over Time

Exhibit 10 displays the change in job advertisements over the last five years for Applied Photography, according to the minimum advertised education. In 2022, there were 91 total job ads posted with a minimum advertised education, with 83 of them requiring a high school diploma or vocational training.

**Exhibit 10 – Educational Demand, Minimum Advertised**



Source: Labor Insight / Jobs (Burning Glass)

### Job Postings – Proportion of Job Postings by Minimum Educational Attainment Required

To gauge employer preference for candidates with particular education levels, the proportion of job postings by minimum advertised education appears in Exhibit 11. Employers posting job ads for Applied Photography have frequently sought candidates with a high school diploma or vocational training.

**Exhibit 11 – Occupational Demand by Education, Minimum Advertised**

Minimum Education Requirement	2018	2019	2020	2021	2022
<b>HS Diploma / Vocational Training</b>	85%	72%	82%	86%	91%
<b>Associate Degree</b>	0%	8%	2%	0%	2%
<b>Bachelor’s Degree</b>	15%	20%	10%	14%	7%
<b>Graduate Degree</b>	0%	0%	6%	0%	0%

Source: Labor Insight/ Jobs (Burning Glass)

## Education and Training

Exhibit 12 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 12 – Education and Training Requirements**

SOC	Occupation	Typical entry-level education	Typical on-the-job training
27-4021	<b>Photographers</b>	High school diploma or equivalent	Moderate-term on-the-job training

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

## Regional Completions and Openings

There were 150 regional completions (2021) and 151 regional openings (2021) in the South Central Coast region aligned with programs related to the occupation in this report.

**Exhibit 13 – Completions and Openings**

<b>16</b> Regional Institutions had Related Programs (2021)	<b>150</b> Regional Completions (2021)	<b>151</b> Annual Openings (2021)
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Source: Economic Modeling Specialists International (EMSI)

## Related Programs

CIP Code	Program	Completions (2021)
50.0605	Photography	59
50.0101	Visual and Performing Arts, General	36
10.0201	Photographic and Film/Video Technology/Technician	34
09.0702	Digital Communication and Media/Multimedia	13
09.0799	Radio, Television, and Digital Communication, Other	6
50.0699	Film/Video and Photographic Arts, Other	2
50.0102	Digital Arts	0
50.0402	Commercial and Advertising Art	0

Source: Economic Modeling Specialists International (EMSI)

## CCC and Non-CCC Awards

Exhibit 14 lists the number of completers from programs related to Applied Photography in the South Central Coast region.

**Exhibit 14 – CCC and Non-CCC Awards the South Central Coast, 2021**

<b>CCC Programs</b>	<b>Completers</b>
Moorpark College	25
Antelope Valley College	21
Ventura College	15
College of the Canyons	12
Santa Barbara City College	6
Allan Hancock College	3
Cuesta College	2
Oxnard College	0
<b>Non-CCC Programs</b>	<b>Completers</b>
California Institute of the Arts	32
California State University-Channel Islands	20
University of California-Santa Barbara	8
The Master's University and Seminary	6
Ventura Adult and Continuing Education	0
Brooks Institute	0
California Polytechnic State University-San Luis Obispo	0
ITT Technical Institute-Oxnard	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 regional Applied Photography Programs (TOP: 1012.00) for the 2019-2020 academic year.

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- 55% of students are **employed within a year** after completing a program.
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## **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**

Data included in this analysis represent the labor market demand for relevant positions most closely related to Applied Photography. 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 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. All representations have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. The most recent data available at the time of the analysis was examined; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.