VISUAL COMMUNICATIONS – Labor Market Information

**TOP Codes:** 061400 Digital Media

**SOC Codes:** 43-9031 Desktop Publishers; 51-5111 Prepress Technicians and Workers; 27-1024 Graphic Designers.

**Summary Based on Demand and Supply:** The following tables illustrate the total supply and demand for occupations within the Visual Communication discipline at Las Positas College. The Centers of Excellence Community College Consortia (COECCC) data projects **560 annual Visual Communications job openings** between 2015-2018. The COECCC data reports a total of **293 Visual Communication completers per year** from 2012 to 2016, **yielding a demand of 267 openings per year of the combined occupations** (SOC Codes). Geographic Coverage: SF Bay Area.  
  
(Source: Data compiled by and used with the permission of the Centers of Excellence Community College Consortia. More information available at www.COECCC.net.)

DEMAND

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **SOC Code**  **OccupationTitle**   |  | | --- | |  | |  | **Typical Entry Level Education** | **2015 Jobs** | **2018 Jobs** | **2015-18 Change** | **% Change 2015-18** | **Openings (New + Replace-ments)** | **Annual Openings** | **10% Hourly Earnings** | **Median Hourly Earnings** |
| 27-1024 | Graphic Designers | Bachelor's degree | 12,612 | 13,221 | 609 | 4.8% | 1,589 | 530 | $17.97 | $29.72 |
| 43-9031 | Desktop Publishers | Associate degree | 411 | 415 | 3 | 0.8% | 50 | 17 | $16.21 | $25.14 |
| 51-5111 | Prepress Technicians and Workers | Postsecondary nondegree award | 807 | 721 | (86) | (10.6%) | 40 | 13 | $11.76 | $20.08 |
| **Grand Total** |  |  | **13,830** | **14,357** | **527** | **3.8%** | **1,680** | **560** | **$17.55** | **$29.02** |

SUPPLY

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  |  | **Note: Preliminary data for Other Ed. Institutes - #s may change** | **Note: Preliminary data for Community Colleges - #s may change** |  |
|  |  |  |  |
|  |  |  |  |
| **TOP6 - Program Title**   |  | | --- | |  | | **2012-13** | **2013-14** | **2014-15** | **2015-16** | |  | | --- | | **Latest 3 Yr Avg** | |
| **061400 - Digital Media** |  |  |  |  |  |
| **Academy of Art University** | **14** | **17** | **23** |  | **18** |
| **Cabrillo** |  | **9** | **23** | **18** | **17** |
| **Gavilan** |  | **-** | **2** | **2** | **1** |
| **Las Positas** |  |  |  |  |  |
| Associate Degree |  | 2 | 5 | 5 | 4 |
| Certificate 18 to < 30 semester units |  | 1 | 1 | 1 | 1 |
| Certificate 6 to < 18 semester units |  | - | - | - | - |
| **Las Positas Total** |  | **3** | **6** | **6** | **5** |
| **San Francisco** |  | **29** | **28** | **20** | **26** |
| **San Jose City** |  | **3** | **3** | **2** | **3** |
| **San Mateo** |  | **17** | **38** | **33** | **29** |
| **West Valley** |  | **2** | **-** | **6** | **3** |
| **061400 - Digital Media Total** | **14** | **80** | **123** | **87** | **101** |
| **061430 - Website Design and Development** | **35** | **100** | **76** | **45** | **85** |
| **Grand Total** | **63** | **263** | **328** | **225** | **293** |