

Studio Arts Occupations

Labor Market Analysis: San Diego County

May 2020

Summary



The San Diego-Imperial Center of Excellence for Labor Market Research (COE) developed this brief to assist the region's community colleges with decision-making and program development. According to available labor market information, *Studio Arts Occupations* in San Diego County have a labor market demand of 138 annual job openings, while average demand for an occupation in San Diego County is 277 annual job openings. *Studio Arts Occupations* include "Fine Artists, Including Painters, Sculptors, and Illustrators," "Artists and Related Workers, All Other," and "Commercial and Industrial Designers." Six educational institutions in San Diego County supply 43 awards for these occupations, suggesting that there is a supply gap. With the exception of "Commercial and Industrial Designers," these occupations have entry-level earnings below the living wage. According to program outcomes data, the percentage of students who complete programs related to *Studio Arts Occupations* and earn a living wage is below the state average for students who complete Career Education programs in general. This suggests that students who successfully complete a program and obtain employment in a related field may *not* earn a living wage. Additionally, the educational requirement for two out of three occupations is a bachelor's degree. The COE typically does not endorse programs for occupations that have such low earnings and low labor market demand. However, if the region decides to create a program for these occupations, then the COE recommends that the program includes an **entrepreneurialism** component and is clear to students that general employment is low and employers are not paying living wages for these occupations.

Introduction

This report provides labor market information in San Diego County for the following occupational codes in the Standard Occupational Classification (SOC)¹ system:

- **Fine Artists, Including Painters, Sculptors, and Illustrators** (SOC 27-1013): Create original artwork using any of a wide variety of media and techniques.
- **Artists and Related Workers, All Other** (SOC 27-1019): All artists and related workers not listed separately. "All Other" titles represent occupations with a wide range of characteristics which do not fit into one of the detailed SOC occupations.
- **Commercial and Industrial Designers** (SOC 27-1021): Develop and design manufactured products, such as cars, home appliances, and children's toys. Combine artistic talent with research on product use, marketing, and materials to create the most functional and appealing product design.

For the purpose of this report, these occupations are referred to as *Studio Arts Occupations*.

Projected Occupational Demand

Between 2019 and 2024, *Studio Arts Occupations* are projected to increase by 33 net jobs or three percent (Exhibit 1a). Employers in San Diego County will need to hire 138 workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.

¹ The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating or disseminating data. [bls.gov/soc](https://www.bls.gov/soc).

Exhibit 1a: Number of Jobs for Studio Arts Occupations (2009-2024)²

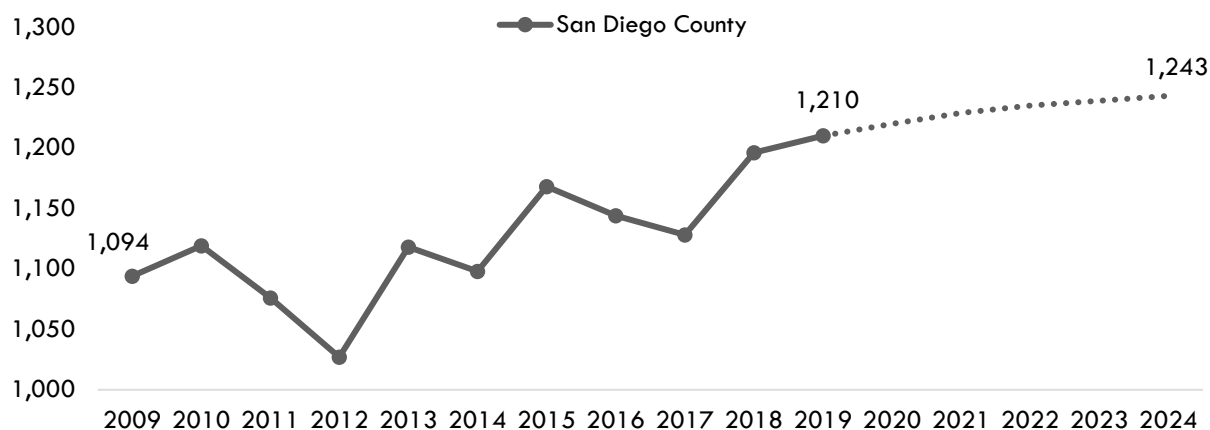


Exhibit 1b breaks down the projected number of jobs change by occupation more specifically. For example, labor market demand for *Fine Artists, Including Painters, Sculptors, and Illustrators* is projected to increase by 25 total jobs between 2019 and 2024.

Exhibit 1b: Number of Jobs for Studio Arts Occupations in San Diego County (2019-2024)

Occupational Title	2019 Jobs	2024 Jobs	2019 - 2024 Net Jobs Change	2019-2024 % Net Jobs Change	Annual Openings (Demand)
Fine Artists, Including Painters, Sculptors, and Illustrators	636	661	25	4%	76
Commercial and Industrial Designers	424	431	7	2%	45
Artists and Related Workers, All Other	150	151	1	1%	17
Total	1,210	1,243	33	3%	138

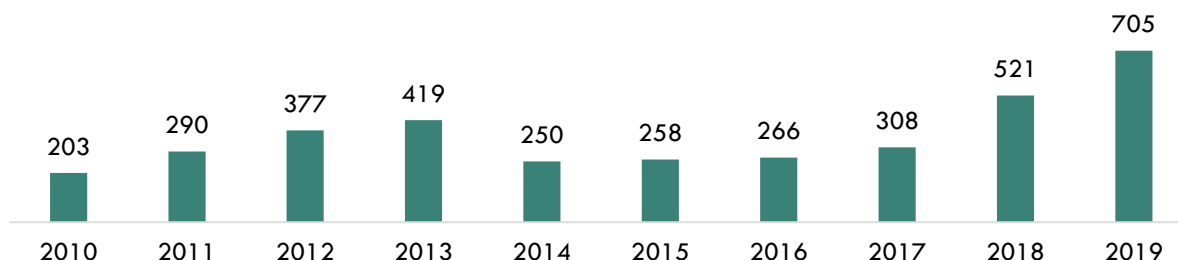
Online Job Postings

This report analyzes not only historical and projected data (traditional labor market information or LMI), but also recent data from online job postings (real-time LMI). Online job postings may provide additional insight about recent changes in the labor market demand that are not captured by historical data.

² Emsi 2020.01; QCEW, Non-QCEW, Self-Employed.

Between 2010 and 2019, there was an average of 360 online job postings per year for *Studio Arts Occupations* in San Diego County (Exhibit 2).

Exhibit 2: Number of Online Job Postings for *Studio Arts Occupations* in San Diego County (2010-2019)³



Earnings

The median hourly earnings of *Studio Arts Occupations* range from \$12.59 to \$33.64 (Exhibit 3a). On average, the median hourly earnings for *Studio Arts Occupations* is \$24.94; this is more than the living wage for a single adult in San Diego County, which is \$15.99 per hour (Exhibit 3b).⁴

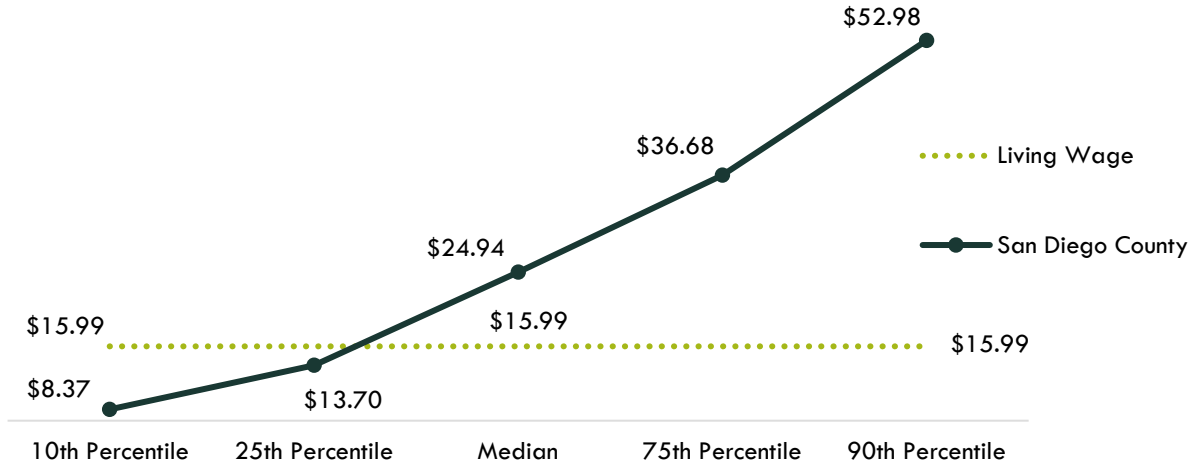
Exhibit 3a: Hourly Earnings for *Studio Arts Occupations* (Disaggregated) in San Diego County

Occupational Title	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Commercial and Industrial Designers	\$24.81	\$33.64	\$45.87
Artists and Related Workers, All Other	\$11.44	\$28.59	\$39.62
Fine Artists, Including Painters, Sculptors, and Illustrators	\$4.86	\$12.59	\$24.54

³ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2010-2019.

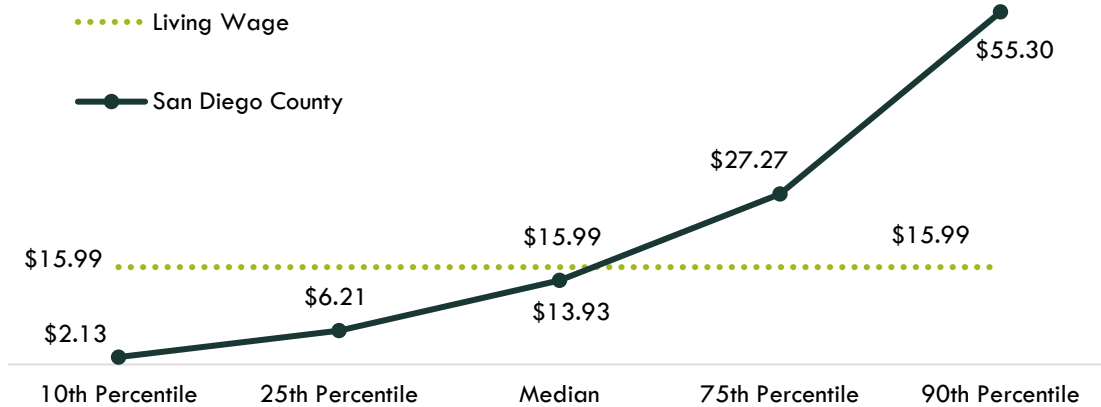
⁴ "California Family Needs Calculator (formerly the Self-Sufficiency Standard)," Insight: Center for Community Economic Development, last updated 2018. insightccd.org/2018-self-sufficiency-standard.

Exhibit 3b: Hourly Earnings⁵ for Studio Arts Occupations (Aggregated) in San Diego County⁶



Studio Arts Occupations who derive a significant part of their income through self-employment earn median hourly earnings of **\$13.93** (Exhibit 3c).

Exhibit 3c: Hourly Earnings for Self-Employed Studio Arts Occupations in San Diego County⁷



⁵ 10th and 25th percentiles could be considered entry-level wages, and 75th and 90th percentiles could be considered experienced wages for individuals who may have been in the occupation longer, received more training than others, etc.

⁶ Emsi 2020.01; QCEW, Non-QCEW, Self-Employed.

⁷ Emsi 2020.01; Self-Employed.

Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of awards in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes.⁸ There are **four** TOP codes and **five** CIP codes related to *Studio Arts Occupations* (Exhibit 4).

Exhibit 4: Related TOP and CIP Codes for *Studio Arts Occupations*

<i>Studio Arts Occupations</i>
TOP 095360: Technical Illustration
TOP 100900: Applied Design
TOP 101300: Commercial Art
TOP 109900: Other Fine and Applied Arts
CIP 50.0401: Design and Visual Communications, General
CIP 50.0402: Commercial and Advertising Art
CIP 50.0410: Illustration
CIP 50.0709: Sculpture
CIP 50.9999: Visual and Performing Arts, Other

According to TOP data, **four** community colleges supply the region with awards for this occupation: **Grossmont College, Palomar College, San Diego City College, and San Diego Mesa College**. According to CIP data, **two** non-community colleges supply the region with awards, **Argosy University-The Art Institute of California-San Diego and Ashford University** (Exhibit 5).

Exhibit 5: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions (Program Year 2014-15 through PY2017-18 Average)

TOP6 or CIP	TOP6 or CIP Title	3-Yr Annual Average CC Awards (PY15-16 to PY17-18)	Other Educational Institutions 3-Yr Annual Average Awards (PY14-15 to PY16-17)	3-Yr Total Average Supply (PY14-15 to PY17-18)
101300	Commercial Art	2	0	2
	<ul style="list-style-type: none"> Palomar 	2	0	

⁸ TOP data comes from the California Community Colleges Chancellor's Office MIS Data Mart (datamart.cccco.edu) and CIP data comes from the Integrated Postsecondary Education Data System (nces.ed.gov/ipeds/use-the-data).

TOP6 or CIP	TOP6 or CIP Title	3-Yr Annual Average CC Awards (PY15-16 to PY17-18)	Other Educational Institutions 3-Yr Annual Average Awards (PY14-15 to PY16-17)	3-Yr Total Average Supply (PY14-15 to PY17-18)
109900	Other Fine and Applied Arts	11	0	11
	• Grossmont	7	0	
	• Palomar	1	0	
	• San Diego City	1	0	
	• San Diego Mesa	2	0	
50.0402	Commercial and Advertising Art	0	30	30
	• Argosy University-The Art Institute of California-San Diego	0	20	
	• Ashford University	0	10	
			Total	43

Demand vs. Supply

Comparing labor demand (annual openings) with labor supply⁹ suggests that there is a **supply gap** for these occupations in San Diego County, with **138** annual openings and **43** awards. Comparatively, there are **1,819** annual openings in California and **1,362** awards, demonstrating that there is a supply gap across the state¹⁰ (Exhibit 6).

Exhibit 6: Labor Demand (Annual Openings) Compared with Labor Supply (Average Annual Awards)

Community Colleges and Other Postsecondary Educational Institutions	Demand (Annual Openings)	Supply (Total Annual Average Supply)	Supply Gap or OverSupply
San Diego	138	43	95
California	1,819	1,362	457

⁹ Labor supply can be found from two different sources: EMSI or the California Community Colleges Chancellor's Office MIS Data Mart. EMSI uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

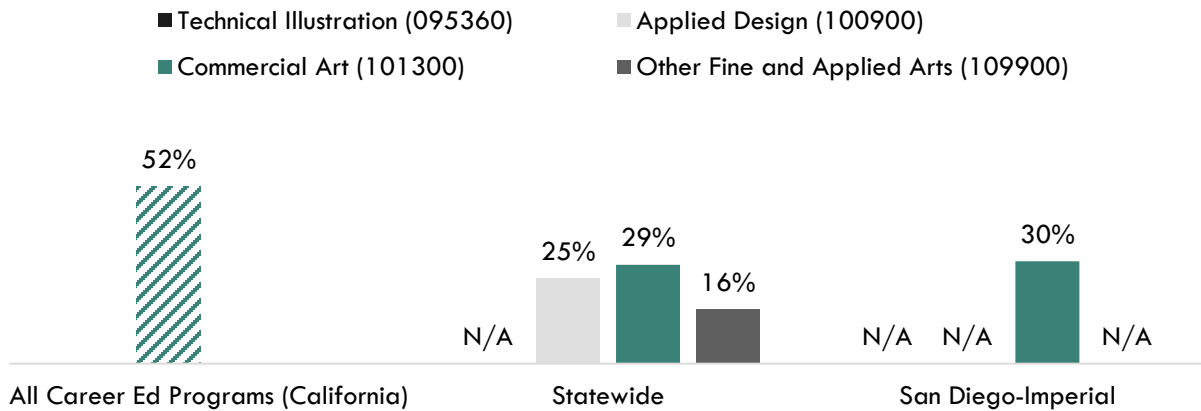
¹⁰ "Supply and Demand," Centers of Excellence Student Outcomes, coecc.net/Supply-and-Demand.aspx.

Please note: This is a basic analysis of supply and demand of labor. The data does not include workers currently in the labor force who could fill these positions or workers who are not captured by publicly available data. This data should be used to discuss the potential gaps or oversupply of workers; however, it should not be the only basis for determining whether or not a program should be developed.

Student Outcomes and Regional Comparisons

According to the California Community Colleges LaunchBoard, 30 percent of students in the San Diego-Imperial region earned a living wage after completing a program related to *Studio Arts Occupations*, compared to 16 to 29 percent statewide and 52 percent of students in Career Education programs in general across the state (Exhibit 7a).

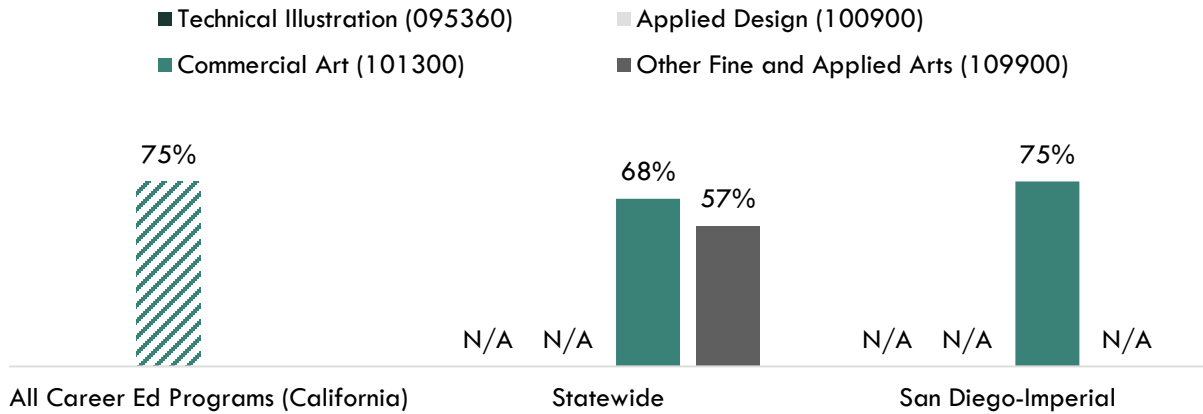
Exhibit 7a: Proportion of Students Who Earned a Living Wage, PY2016-17¹¹



According to the California Community Colleges LaunchBoard, 75 percent of students in the San Diego-Imperial region obtained a job closely related to their field of study after completing a related program, compared to 57 to 68 percent statewide and 75 percent of students in Career Education programs in general across the state (Exhibit 7b).

¹¹ Among completers and skills builders who exited, the proportion of students who attained a living wage.

Exhibit 7b: Percentage of Students in a Job Closely Related to Field of Study, PY2015-16¹²



Top Employers and Work Locations

Between January 1, 2017 and December 31, 2019, the top five employers in San Diego County for these occupations were [Estee Lauder Company](#), [Sony Electronics Incorporated](#), [Activision](#), [Intuit](#), and [Visa](#) (Exhibit 8).

Exhibit 8: Top Employers in San Diego County for Studio Arts Occupations¹³

Top Employers	
<ul style="list-style-type: none"> • Estee Lauder Company • Sony Electronics Incorporated • Activision • Intuit • Visa 	<ul style="list-style-type: none"> • Qualcomm • Illumina Incorporated • Amazon • Viasat • Ulta Beauty Inc.

Skills, Education, and Certifications

Studio Arts Occupations have a national educational requirement ranging from [no formal educational credential](#) to a [bachelor's degree](#) (Exhibit 9a).

¹² Most recent year with available data is Program Year 2014-15. Percentage of Students in a Job Closely Related to Field of Study: Among students who responded to the CTEOS, the percentage reporting employment in the same or similar field as their program of study.

¹³ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2017-2019.

Exhibit 9a: National Educational Attainment for Studio Arts Occupations¹⁴

Occupational Title	Typical Entry-Level Education
Commercial and Industrial Designers	Bachelor's degree
Fine Artists, Including Painters, Sculptors, and Illustrators	Bachelor's degree
Artists and Related Workers, All Other	No formal educational credential

Based on online job postings between January 1, 2017 and December 31, 2019 in San Diego County, the top listed educational requirement for *Studio Arts Occupations* is a **bachelor's degree** (Exhibit 9b).¹⁵

Exhibit 9b: Educational Requirements for Studio Arts Occupations in San Diego County¹⁶

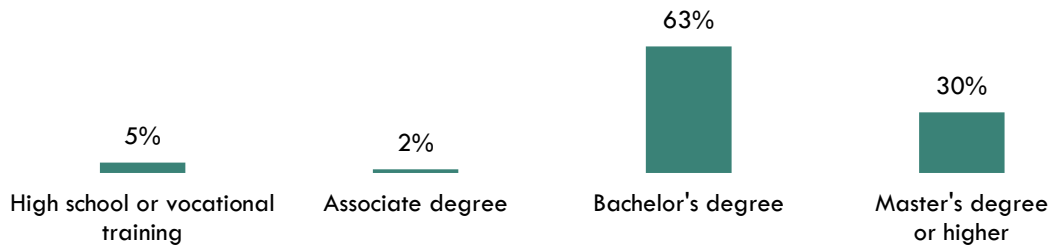


Exhibit 10 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2017 and December 31, 2019.

Exhibit 10: Top Skills for Studio Arts Occupations in San Diego County¹⁷

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> • Product Development • Product Design • Prototyping • Retail Industry Knowledge • Project Management 	<ul style="list-style-type: none"> • Communication Skills • Creativity • Teamwork / Collaboration • Research • Problem Solving 	<ul style="list-style-type: none"> • Adobe Photoshop • Maya • Microsoft Excel • Adobe Illustrator • Adobe InDesign

¹⁴ Emsi 2020.01; QCEW, Non-QCEW, Self-Employed.

¹⁵ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2017-2019.

¹⁶ "Educational Attainment for Workers 25 Years and Older by Detailed Occupation," Bureau of Labor Statistics, last modified September 4, 2019. bls.gov/emp/tables/educational-attainment.htm.

¹⁷ Burning Glass Technologies, "Labor Insight Real-Time Labor Market Information Tool." 2017-2019.

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Important Disclaimers

All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. This study examines the most recent data available at the time of the analysis; 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 the report 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.

This workforce demand report uses state and federal job projection data that was developed before the economic impact of COVID-19. The COE is monitoring the situation and will provide more information as it becomes available. Please consult with local employers to understand their current employment needs.