



Photography Occupations Labor Market Information Report Chabot College

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

Based on all available data, there appears to be an “undersupply” of Photography workers compared to the demand for this cluster of occupations in the Bay region and in the East Bay sub-region (Alameda and Contra Costa counties). There is a projected annual gap of about 822 students in the Bay region and 307 students in the East Bay Sub-Region.

Introduction

This report provides student outcomes data on employment and earnings for TOP 1012.00 - Applied Photography 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 Chabot College and in the region.

This report profiles Photography Occupations in the 12 county Bay region and in the East Bay sub-region for a program modification at Chabot College.

- **Fine Artists, Including Painters, Sculptors, and Illustrators (27-1013):** Create original artwork using any of a wide variety of media and techniques.
Entry-Level Educational Requirement: Bachelor’s degree
Training Requirement: Long-term on-the-job training
Percentage of Community College Award Holders or Some Postsecondary Coursework: 26%
- **Media and Communication Workers, All Other (27-3099):** All media and communication workers not listed separately.
Entry-Level Educational Requirement: High school diploma or equivalent
Training Requirement: Short-term on-the-job training
Percentage of Community College Award Holders or Some Postsecondary Coursework: 30%
- **Photographers (27-4021):** 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.
Entry-Level Educational Requirement: High school diploma or equivalent
Training Requirement: Moderate-term on-the-job training
Percentage of Community College Award Holders or Some Postsecondary Coursework: 34%
- **Camera Operators, Television, Video, and Film (27-4031):** Operate television, video, or motion picture camera to record images or scenes for various purposes, such as TV broadcasts, advertising, video production, or motion pictures.
Entry-Level Educational Requirement: Bachelor’s degree

Training Requirement: None

Percentage of Community College Award Holders or Some Postsecondary Coursework: 24%

- **Photographic Process Workers and Processing Machine Operators (51-9151):** Perform work involved in developing and processing photographic images from film or digital media. May perform precision tasks such as editing photographic negatives and prints.

Entry-Level Educational Requirement: High school diploma or equivalent

Training Requirement: Short-term on-the-job training

Percentage of Community College Award Holders or Some Postsecondary Coursework: 33%

Occupational Demand

Table 1. Employment Outlook for Photography Occupations in Bay Region

Occupation	2019 Jobs	2024 Jobs	6-yr Change	6-yr % Change	6-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Fine Artists, Including Painters, Sculptors, and Illustrators	1,969	2,080	110	6%	1,333	222	\$4	\$11
Media and Communication Workers, All Other	1,860	1,738	-121	-7%	1,006	168	\$18	\$29
Photographers	5,469	5,263	-206	-4%	2,880	480	\$14	\$25
Camera Operators, Television, Video, and Film	863	929	65	8%	547	91	\$16	\$23
Photographic Process Workers and Processing Machine Operators	705	524	-181	-26%	501	84	\$18	\$23
Total	10,866	10,534	-332	-3%	6,267	1,045	\$13.29	\$22.86

Source: EMSI 2021.2

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 Photography Occupations in East Bay Sub-region

Occupation	2019 Jobs	2024 Jobs	6-yr Change	6-yr % Change	6-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Fine Artists, Including Painters, Sculptors, and Illustrators	632	690	57	9%	451	75	\$4	\$11
Media and Communication Workers, All Other	490	435	-55	-11%	249	42	\$18	\$28
Photographers	1,686	1,612	-74	-4%	888	148	\$14	\$25
Camera Operators, Television, Video, and Film	247	268	21	9%	163	27	\$16	\$22
Photographic Process Workers and Processing Machine Operators	184	130	-54	-29%	125	21	\$17	\$22
Total	3,239	3,135	-104	-3%	1,876	313	\$12.98	\$22.32

Source: EMSI 2021.2

East Bay Sub-Region includes: Alameda and Contra Costa Counties

Job Postings in Bay Region and East Bay Sub-Region

Table 3. Number of Job Postings by Occupation for latest 12 months (Jun 2020 - May 2021)

Occupation	Bay Region	East Bay
Photographers	935	276
Fine Artists, Including Painters, Sculptors, and Illustrators	654	145
Photographic Process Workers and Processing Machine Operators	268	60
Camera Operators, Television, Video, and Motion Picture	217	39
Media and Communication Workers, All Other	1	0

Source: Burning Glass

Table 4a. Top Job Titles for Photography Occupations for latest 12 months (Jun 2020 - May 2021) Bay Region

Title	Bay	Title	Bay
Photographer	106	Dealership Inventory Photographer	21
Food Freelance Photographer	55	Mac Artist	20
Technical Artist	39	Freelance Videographer	18
Videographer	37	Freelance Photographer	17
Dealership Photographer/Porter For	36	Pre-School Photographer	17
Food Freelance Photographer In	34	Photo Retoucher	15
Lash Artist	24	Wedding Photographer-Freelance	14
Generator Technician	22	Character Technical Artist	13

Source: Burning Glass

Table 4b. Top Job Titles for Photography Occupations for latest 12 months (Jun 2020 - May 2021) East Bay Sub-Region

Title	East Bay	Title	East Bay
Food Freelance Photographer	51	Wedding Photographer and/or Videographer	6
Photographer	35	Automotive Photographer	5
Dealership Photographer	15	Freelance Photographer/Videographer	5
Dealership Inventory Photographer	10	Pre-School Photographer	5
Freelance Videographer	9	Cosmetologist Eyelash Extension Artist	4
Lash Artist	9	Food Photographer	4

Source: Burning Glass

Industry Concentration

Table 5. Industries hiring Photography Workers in Bay Region

Industry – 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2019)	Jobs in Industry (2024)	% Change (2019-24)	% Occupation Group in Industry (2019)
All Other Professional, Scientific, and Technical Services	2,841	-3	27%	33%
Independent Artists, Writers, and Performers	1,738	8	17%	18%
Photography Studios, Portrait	849	-175	6%	60%
Motion Picture and Video Production	592	-10	6%	9%
Internet Publishing and Broadcasting and Web Search Portals	436	20	4%	0%
Commercial Photography	426	8	4%	58%
Television Broadcasting	213	19	2%	9%
Translation and Interpretation Services	199	0	2%	8%
Colleges, Universities, and Professional Schools (State Government)	125	14	1%	0%
Teleproduction and Other Postproduction Services	112	11	1%	9%

Source: EMSI 2021.2

Table 6. Top Employers Posting Photography Occupations in Bay Region and East Bay Sub-Region (Jun 2020 - May 2021)

Employer	Bay	Employer	East Bay
Pro Motionpix, Llc	135	Kodakit	52
Kodakit	104	Pro Motionpix, Llc	45
Estee Lauder Company	68	Estee Lauder Company	21
Activision	28	Lifetouch	12
Lifetouch	27	Pubg San Ramon	9
Vector Media	15	Next Door Photos	9
Spicy Green Book	15	Pubg	8
Deka Lash	15	Spicy Green Book	7
Open Homes Photography	14	Picture People	7
George Street Photo & Video	14	Tolman Media	6

Source: Burning Glass

Educational Supply

There are six (6) community colleges in the Bay Region issuing 45 awards on average annually (last 3 years ending 2018-19) on TOP 1012.00 - Applied Photography. In the East Bay Sub-Region, there are two (2) community colleges that issued 6 awards on average annually (last 3 years) on this TOP code.

There are a six (6) other CTE educational institutions in the Bay Region issuing 178 awards on average annually (last 3 years ending 2016-17) on TOP 1012.00 - Applied Photography. There are no CTE educational institution in the East Bay Sub-Region issuing awards on average annually (last 3 years) on this TOP code.

Table 7a. Community College Awards on TOP 1012.00 - Applied Photography in Bay Region

College	Subregion	Associate	Certificate Low	Total
Chabot	East Bay	3	1	4
De Anza	Silicon Valley	1	7	8
Laney	East Bay	1	1	2
Napa	North Bay	0	1	1
San Francisco	Mid-Peninsula	0	26	26
Solano	North Bay	2	2	4
Total		7	38	45

Source: Data Mart

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

Table 7b. Other CTE Institution Awards on TOP 1012.00 - Applied Photography in Bay Region

College	Subregion	Associate Degree	Bachelor's Degree	Total
Academy of Art University	Mid-Peninsula	48	80	128
Argosy University-The Art Institute of California-San Francisco	Mid-Peninsula	7	3	10
Argosy University-The Art Institute of California-Silicon Valley	Silicon Valley	2	1	3
California College of the Arts	Mid-Peninsula	0	10	10
Pacific Union College	North Bay	0	2	2
San Francisco Art Institute	Mid-Peninsula	0	25	25
Total		57	121	178

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 large labor market gap in the Bay region with 1,045 annual openings for the Photography occupational cluster and 223 annual (3-year average) awards for an annual undersupply of 822 students. In the East Bay Sub-Region, there is also a gap with 313 annual openings and 6 annual (3-year average) awards for an annual undersupply of 307 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1012.00 - Applied Photography

Metric Outcomes	Bay All CTE Programs	Chabot All CTE Programs	State 1012.00	Bay 1012.00	East Bay 1012.00	Chabot 1012.00
Students with a Job Closely Related to Their Field of Study	75%	75%	55%	50%	58%	N/A
Median Annual Earnings for SWP Exiting Students	\$44,575	\$38,673	\$24,432	\$29,765	\$28,641	\$27,260
Median Change in Earnings for SWP Exiting Students	31%	45%	26%	22%	29%	75%
Exiting Students Who Attained the Living Wage	52%	46%	38%	35%	35%	28%

Source: Launchboard Strong Workforce Program from version 2017-18.

Skills and Education

Table 9. Top Skills for Photography Occupations in Bay Region (Jun 2020 - May 2021)

Skill	Posting	Skill	Posting
Photography	965	Adobe Creative Suite	119
Adobe Photoshop	394	Personal Protective Equipment (PPE)	109
Videography	281	Graphic Design	100
Customer Service	257	Sales Goals	99
Maya	237	Cosmetics Industry Knowledge	98
Social Media	232	EPIC Unreal Engine	87
Scheduling	169	Animation	84
Python	144	Art Direction	84
Cleaning	142	Zbrush	84
Adobe Illustrator	139	Client Needs Assessment	83
Adobe Indesign	134	Game Development	83
Retail Industry Knowledge	123	Adobe Aftereffects	82
Broadcast Industry Knowledge	122	Photo Editing	80
Adobe Acrobat	121	Sales	78

Source: Burning Glass

Table 10. Education Requirements for Photography Occupations in Bay Region

Education (minimum advertised)	Latest 12 Mos. Postings	Percent 12 Mos. Postings
High school or vocational training	488	57%
Associate's degree	39	5%
Bachelor's degree and higher	324	38%

Source: Burning Glass

Note: 59% 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 CCCCCO 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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