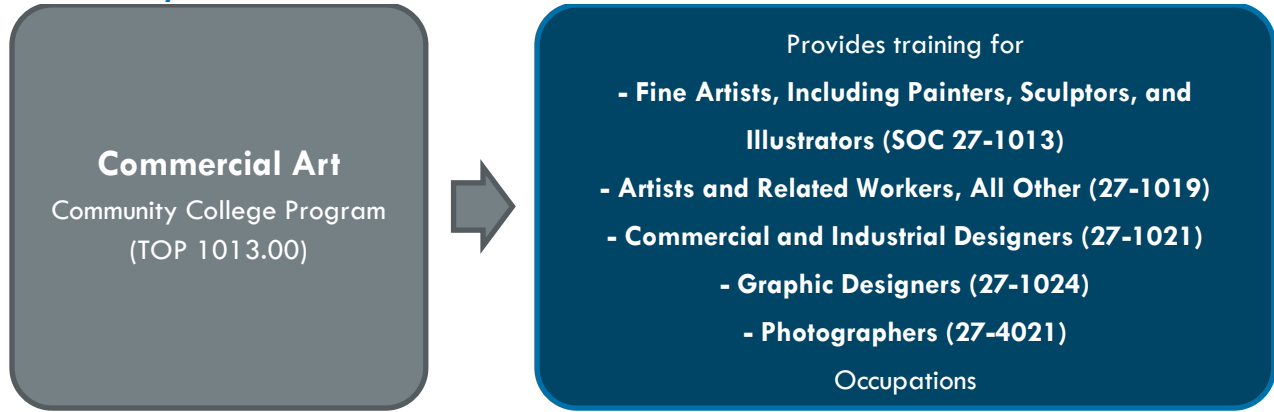


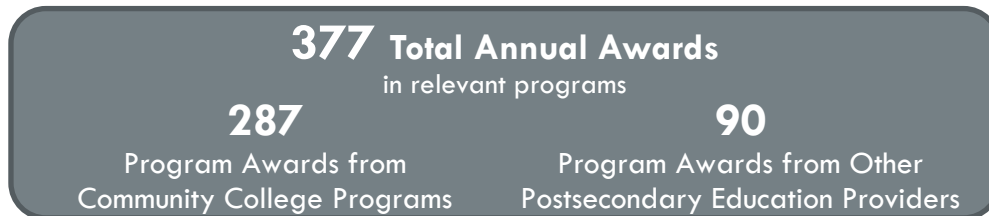
# Artists and Related Workers

*Inland Empire/Desert Region (Riverside and San Bernardino counties)*

## Summary



Over the next five years (2022-2027), employment for the artists and related workers occupational group is projected to:



The Inland Empire/Desert Centers of Excellence

 **Recommends**

commercial art program

to meet the need for more workers in the region

## Introduction

California Community College commercial art programs (TOP 1013.00) prepare students for employment through the instruction of the design and execution of layouts and illustrations for advertising displays and instructional manuals, including the preparation of copy, lettering, poster, package and product design, fashion illustration, silk screening, air brushing, inks, color dynamics, and computer pre-print applications (Taxonomy of Programs, 2023). The knowledge, skills, and abilities trained by commercial art programs lead to employment in the following five occupations, further referred to as the artists and related workers occupational group:

- Fine Artists, Including Painters, Sculptors, and Illustrators (27-1013)
- Artists and Related Workers, All Other (27-1019)
- Commercial and Industrial Designers (27-1021)
- Graphic Designers (27-1024)
- Photographers (27-4021)

## Job Demand

In 2022, there were 5,431 jobs in the artists and related workers occupational group in the Inland Empire/Desert Region. Regional employment for this occupational group is projected to increase by 11% through 2027; 647 job openings are projected annually. Exhibit 1 displays the job counts, five-year projected job growth, and job openings in the region.

*Exhibit 1. Five-year projections for the artists and related workers occupational group, Inland Empire/Desert Region, 2022-2027*

Occupation	2022 Jobs	2027 Jobs	5-Yr % Change	5-Yr Openings (New + Replacement Jobs)	Annual Openings (New + Replacement Jobs)
Fine Artists, Including Painters, Sculptors, and Illustrators	875	1,019	16%	637	127
Artists and Related Workers, All Other	188	200	6%	114	23
Commercial and Industrial Designers	323	345	7%	167	33
Graphic Designers	2,416	2,584	7%	1,293	259
Photographers	1,629	1,881	15%	1,022	204
<b>Total</b>	<b>5,431</b>	<b>6,028</b>	<b>11%</b>	<b>3,233</b>	<b>647</b>

Source: Lightcast 2023.3

An online job ad search for the artists and related workers occupational group was conducted to reveal the employers seeking these workers, including the median posting duration, earnings information, and in-demand skills. Exhibit 2 displays the number of job ads posted for the artists and related workers occupational group over the last 12 months and the median posting duration. Over the previous 12 months, there were 659 job ads for the artists and related workers occupational group in the region.

*Exhibit 2. Job ads and posting duration, Inland Empire/Desert Region, October 2022 through September 2023*

Occupation	Job Ads	Median Posting Duration (Days)
Graphic Designers	277	27
Photographers	242	27
Commercial and Industrial Designers	92	25
Fine Artists, Including Painters, Sculptors, and Illustrators	48	22

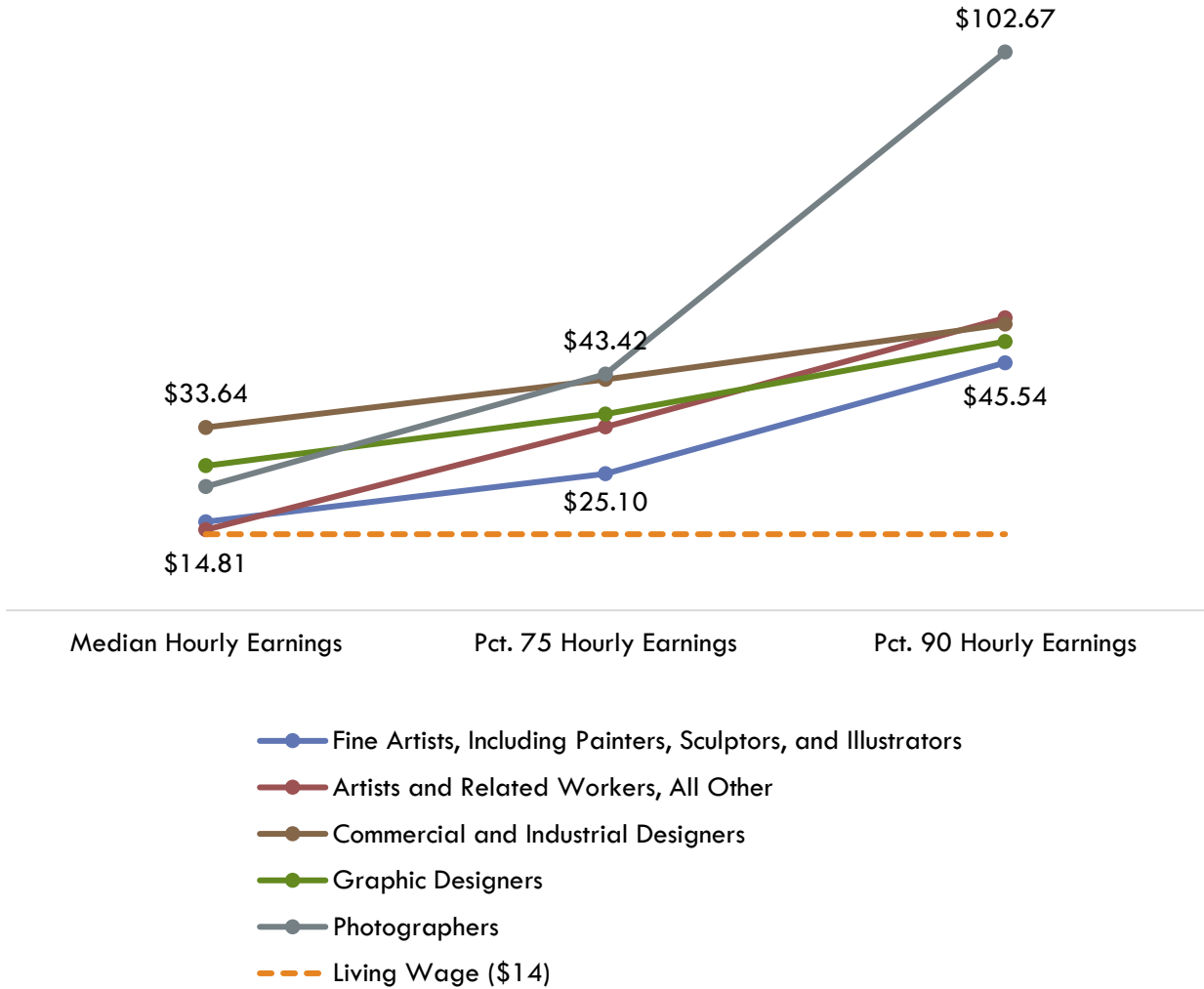
Source: Lightcast 2023.3

## Earnings

The living wage for one adult in the Inland Empire (Riverside and San Bernadino) is \$14 per hour or \$29,120 annually. Exhibit 3 displays the hourly earnings for the artists and related workers occupational group. All five occupations have median and experienced (75<sup>th</sup> and 90<sup>th</sup> percentile) hourly wages above the living wage.

**NOTE:** When analyzing wage data in this report, it is important to consider the nature of the work one performs (commercial, artistic, or other), job type (full-time vs part-time vs hobby) and the complexity of compensation. For some occupations, such as fine artists, including painters, sculptors, and illustrators, there may not be data on what workers actually make per hour – only on their annual earnings. To calculate hourly earnings, the annual earnings are divided by 2,080 working hours. This can cause an issue when occupations typically do not log that many working hours annually, or when the nature of the work operates on an irregular schedule. For example: Many fine artists in the region may work only part time. If the source data only publishes annual earnings, and these part-time annual wages are divided by 2,080 hours, the published hourly earnings number will be lower than what a fine artist actually makes per hour.

Exhibit 3. Hourly earnings by percentile for the artists and related workers occupational group, Inland Empire/Desert Region, 2022

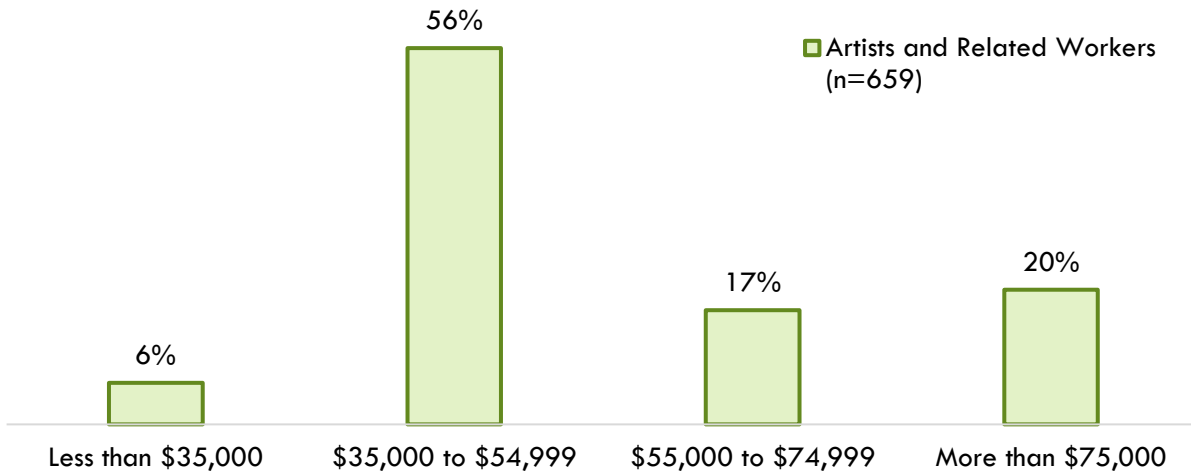


Source: Lightcast 2023.3

## Advertised Salary from Online Job Ads

Exhibit 4 displays the regional online advertised salaries for the artists and related workers occupational group over the last 12 months. Online job ad salary information reveals that the majority of employers advertise an annual salary between \$35,000 and \$55,000.

*Exhibit 4. Online advertised salaries for the artists and related workers occupational group, Inland Empire/Desert Region, October 2022 through September 2023*



Source: Lightcast 2023.3

## Online Job Advertisements: Job Titles, Employers, Skills, Education, & Work Experience

Exhibit 5 displays the job titles most frequently used in artists and related workers job ads over the last 12 months. Displaying advertised job titles may provide insight into the types of positions sought by employers posting job ads.

*Exhibit 5. Job titles most frequently used in artists and related workers job ads, Inland Empire/Desert Region, October 2022 through September 2023*

Job Titles	Unique Job Ads
Graphic Designers	131
Photographers	128
Artists / Illustrators	39
Industrial Designers	27
UI / UX Designer / Developer	19

Source: Lightcast 2023.3

Exhibit 6 displays the employers posting the most job ads for the artists and related workers occupational group during the last 12 months. Showing employer names provides insight into where students may find employment after completing a program. Esri posted the most job ads for the artists and related workers occupational group over the last 12 months.

*Exhibit 6. Employers posting the most job ads for the artists and related workers occupational group, Inland Empire/Desert Region, October 2022 through September 2023*

Top Employer	Unique Job Ads
Esri	69
Walmart	19
Cherished Memories Photography	16
Ulta Beauty	13
Shutterfly	11
Titanium Solar	9
GradImages	8
Zillow	8

Source: Lightcast 2023.3

Exhibit 7 lists a sample of specialized and employability skills employers seek when seeking workers to fill artists and related workers positions. Specialized skills are occupation-specific skills that employers request for industry or job competency. Common skills are foundational skills that transcend industries and occupations; this category is often referred to as "soft skills." The skills requested in job ads may be utilized to guide curriculum development.

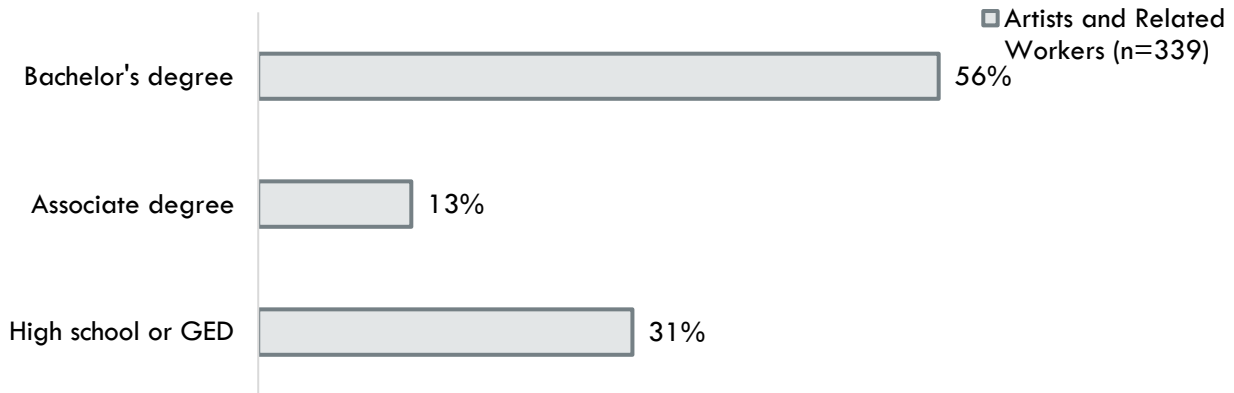
*Exhibit 7. Sample of in-demand skills from employer job ads, Inland Empire/Desert Region, October 2022 through September 2023*

Specialized skills	Common skills
<ul style="list-style-type: none"> <li>• Graphic Design</li> <li>• Photography</li> <li>• Marketing</li> <li>• Product Design/Development</li> <li>• Project Management</li> <li>• Adobe (Photoshop, Illustrator, InDesign)</li> <li>• Workflow Management</li> <li>• Logo Design</li> </ul>	<ul style="list-style-type: none"> <li>• Communications</li> <li>• Customer Service</li> <li>• Creativity</li> <li>• Sales</li> <li>• Editing</li> <li>• Research</li> <li>• Problem Solving</li> <li>• Pitching/Presentations</li> </ul>

Source: Lightcast 2023.3

Exhibit 8 displays the minimum advertised education requirements for the artists and related workers occupational group. According to the Bureau of Labor Statistics, between 20% and 34% of incumbent workers in these occupations hold a community college-level of educational attainment; "some college, no degree," and an "associate degree." The majority of employer job ads (56%) sought a candidate holding a Bachelor's degree or equivalent as a minimum education level requirement.

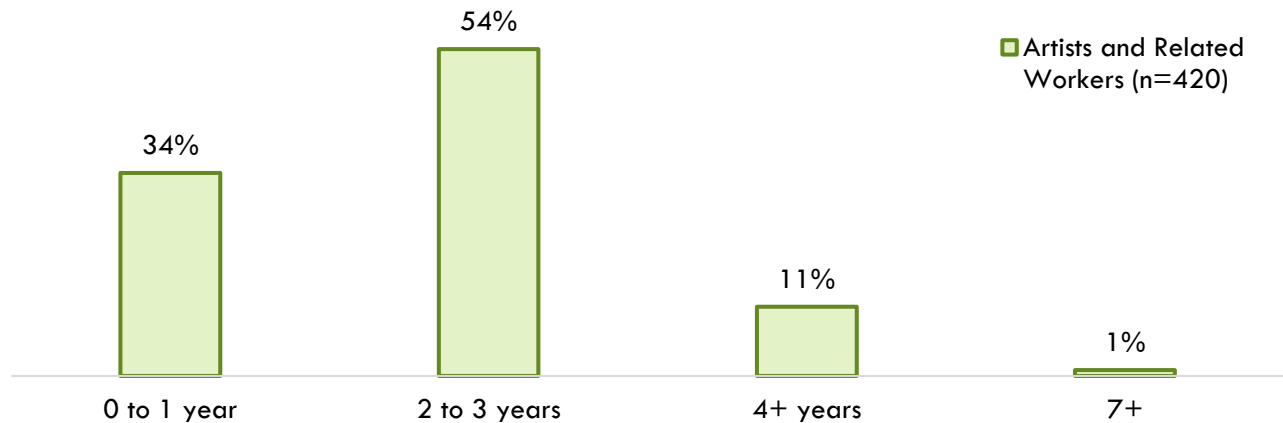
Exhibit 8. Minimum advertised education requirements, Inland Empire/Desert Region, October 2022 through September 2023



Source: Lightcast 2023.3

Exhibit 9 displays the work experience typically required from employer job ads for the artists and related workers occupational group. More than half of employers (54%) listing minimum experience requirements sought candidates with two to three years of previous work experience.

Exhibit 9. Real-time work experience requirements, Inland Empire/Desert Region, October 2022 through September 2023



Source: Lightcast 2023.3

## Student Completions and Programs Outcomes

Exhibit 10 displays student completions for the programs that have historically trained for the occupations analyzed in this report. Supply data is provided for the last three academic years, 2019-2022. Eleven (11) regional community colleges issued an annual average of 287 awards in relevant programs. Program completion and student outcome methodologies are found in the appendix.

*Exhibit 10. Annual average community college awards for artists and related workers programs, Inland Empire/Desert Region, Academic Years 2019-2022*

TOP Code	Program	College	2019-20 Awards	2020-21 Awards	2021-22 Awards	3-Year Award Average
0506.40	Small Business and Entrepreneurship	Barstow	-	-	1	0
		Chaffey	8	6	10	8
		Mt. San Jacinto	2	2	1	2
		Norco	1	1	-	1
		Palo Verde	10	6	14	10
		Riverside	10	25	49	28
		San Bernardino	-	1	5	2
<b>Supply Subtotal/Average</b>			<b>31</b>	<b>41</b>	<b>80</b>	<b>51</b>
0614.00	Digital Media	Crafton Hills	-	-	2	1
		Mt. San Jacinto	34	17	14	22
		Norco	-	9	35	15
		Palo Verde	11	-	20	10
		Riverside	37	17	43	32
		Victor Valey	-	-	5	2
<b>Supply Subtotal/Average</b>			<b>82</b>	<b>43</b>	<b>119</b>	<b>81</b>
0614.30	Website Design and Development	Chaffey	1	3	6	3
<b>Supply Subtotal/Average</b>			<b>1</b>	<b>3</b>	<b>6</b>	<b>3</b>
0614.60	Computer Graphics and Digital Imagery	Chaffey	7	10	8	8
		Crafton Hills	3	1	-	1
		Desert	16	11	12	13
		Moreno Valley	-	1	-	0
<b>Supply Subtotal/Average</b>			<b>26</b>	<b>23</b>	<b>20</b>	<b>23</b>
1009.00	Applied Design	Mt. San Jacinto	12	-	-	4
<b>Supply Subtotal/Average</b>			<b>12</b>	<b>-</b>	<b>-</b>	<b>4</b>
1012.00	Applied Photography	Barstow	4	4	2	3
		Chaffey	19	10	18	16
		Desert	-	1	1	1
		Mt. San Jacinto	-	12	4	5
		Riverside	28	16	18	21
<b>Supply Subtotal/Average</b>			<b>51</b>	<b>43</b>	<b>43</b>	<b>46</b>

1013.00	Commercial Art	Chaffey	-	-	1	0
<b>Supply Subtotal/Average</b>			<b>-</b>	<b>-</b>	<b>1</b>	<b>0</b>
1030.00	Graphic Art and Design	Desert	-	-	4	1
		Mt. San Jacinto	-	20	22	14
		Riverside	35	50	42	42
		San Bernardino	29	9	24	21
<b>Supply Subtotal/Average</b>			<b>64</b>	<b>79</b>	<b>92</b>	<b>78</b>
<b>Supply Total/Average</b>			<b>267</b>	<b>232</b>	<b>361</b>	<b>287</b>

Source: MIS Data Mart

California program outcome data may provide useful insight into the likelihood of success for the proposed program. Community college student outcome information based on the selected TOP code and region is provided in Exhibit 11.

*Exhibit 11. 1013.00 – Commercial art strong workforce program outcomes, Inland Empire/Desert Region, most recent academic year*

<b>Strong Workforce Program Metrics: 1013.00 – Commercial Art</b>	<b>Inland Empire/Desert Region</b>	<b>California</b>
Unduplicated count of enrolled students (2021-22)	120	2,734
Completed 9+ career education units in one year (2021-22)	17%	32%
Students who attained a noncredit workforce milestone in a year (2021-22)	N/A	46%
Students who earned a degree, certificate, or attained apprenticeship (2021-22)	N/A	57
Job closely related to the field of study (2019-20)	N/A	62%
Median annual earnings (all exiters) (2020-21)	\$34,834	\$32,540
Median change in earnings (all exiters) (2020-21)	42%	33%
Attained a living wage (completers and skills-builders) (2020-21)	N/A	38%

Sources: LaunchBoard Community College Pipeline and Strong Workforce Program Metrics

Exhibit 12 displays awards for other postsecondary education providers reported in relevant programs. Completion data is compiled from the Integrated Postsecondary Education Data System (IPEDS) for the most recent two years. Five (5) other regional postsecondary education providers issued 90 annual average awards over the last two academic years.

*Exhibit 12. Other educational providers artists and related workers training programs, two-year annual average credentials, Inland Empire/Desert Region, Academic Years 2019-2021*

CIP Code	Program	Institution	2019-20 Awards	2020-21 Awards	2-Year Award Average
11.0801	Web Page, Digital/Multimedia and Information Resources Design	DeVry University – California	5	3	4
<b>Supply Subtotal/Average</b>			<b>5</b>	<b>3</b>	<b>4</b>
50.0401	Design and Visual Communications, General	Platt College - Ontario	2	4	3
		University of Redlands	18	25	22
<b>Supply Subtotal/Average</b>			<b>20</b>	<b>29</b>	<b>25</b>
50.0409	Graphic Design	California Baptist University	33	52	43
		La Sierra University	1	2	2
		Platt College - Ontario	15	13	14
<b>Supply Subtotal/Average</b>			<b>49</b>	<b>67</b>	<b>58</b>
50.0410	Illustration	California Baptist University	2	4	3
<b>Supply Subtotal/Average</b>			<b>2</b>	<b>4</b>	<b>3</b>
<b>Supply Total/Average</b>			<b>76</b>	<b>103</b>	<b>90</b>

Source: IPEDS

## Summary of Findings & Recommendation

Over the next five years, the artists and related workers occupational group is projected to have 647 annual job openings and increase employment by 11% in the Inland Empire/Desert Region. All five occupations have median and experienced (75th and 90th percentile) hourly wages above the living wage.

Over the last three academic years, 11 regional community colleges issued 287 annual average awards in related programs. Five non-community college postsecondary education institutions issued 90 annual average awards in four programs training for artists and related workers. Combined, all regional postsecondary education institutions issued 377 awards annually, on average.

The Centers of Excellence finds that there is a regional need for training programs to meet the regional demand for more workers. Colleges considering this program should partner with applicable employers to document their demand for artists and related workers and the skills/certifications required for students to earn a living wage after exiting the program. Since it is common to find many self-employed workers within the occupations studied in this report, colleges may benefit from incorporating an entrepreneurialism component in their programs. It should also be made clear to students that general employment is low in certain areas, and employers/clients often pay per project – not a fixed hourly rate – making overall income unpredictable.

### Contact

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October 2023

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## Appendix: Methodology

Exhibit 10 displays the average annual California Community College (CCC) awards conferred during the three academic years between 2019 and 2022 from the California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart. Awards are the combined total of associate degrees and certificates issued during the timeframe, divided by three in this case to calculate an annual average. This is done to minimize the effect of atypical variations that might be present in a single year.

Community college student outcome information is from LaunchBoard and based on the selected TOP code and region. These metrics are based on records submitted to the California Community Colleges Chancellor's Office Management Information Systems (MIS) by community colleges, which come from self-reported student information from CCC Apply and the National Student Clearinghouse. Employment and earnings metrics are sourced from California's Employment Development Department's Unemployment Insurance database. When available, outcomes for completers are reported to demonstrate the impact that earning a degree or certificate can have on employment and earnings. For more information on the types of students included for each metric, please see the web link for LaunchBoard's Strong Workforce Program Metrics Data Element Dictionary in the References section (LaunchBoard, 2023a). Finally, employment in a job closely related to the field of study comes from self-reported student responses on the CTE Employment Outcomes Survey (CTEOS) administered by Santa Rosa Junior College (LaunchBoard, 2023a).

Table 1. 2022 to 2027 job growth, wages, entry-level education, training, and work experience required for the artists and related workers occupational group in the Inland Empire/Desert Region (Riverside and San Bernardino Counties combined)

Occupation (SOC)	2022 Jobs	5-Year Change	5-Year % Change	Annual Openings (New + Replacement Jobs)	Median Hourly Wage (50 <sup>th</sup> percentile)	Average Annual Earnings	Entry-Level Education & On-The-Job-Training	Work Experience Required
Fine Artists, Including Painters, Sculptors, and Illustrators (27-1013)	875	144	16%	127	\$16.29	\$47,139	Bachelor's degree & Long-term	None
Artists and Related Workers, All Other (27-1019)	188	12	6%	23	\$14.81	\$51,411	No formal educational credential & Long-term	None
Commercial and Industrial Designers (27-1021)	323	21	7%	33	\$33.64	\$73,919	Bachelor's degree & None	None
Graphic Designers (27-1024)	2,416	168	7%	259	\$26.58	\$65,713	Bachelor's degree & None	None
Photographers (27-4021)	1,629	252	15%	204	\$22.75	\$88,260	High school diploma or equivalent & Moderate-term	None
<b>Total</b>	<b>5,431</b>	<b>596</b>	<b>11%</b>	<b>647</b>	-	-	-	-

Source: Lightcast 2023.3