



Labor Market Analysis for Program Recommendation

Photography Occupations

Silicon Valley Subregion

Prepared by the Bay Region Center of Excellence for Labor Market Research

Certificate Program

February 2026

Recommendation Based on Labor Market Data: ☒ Yes ☐ With Reservations ☐ No		
	Earning Wage Meets Living Wage	Meets Demand
Bay Region	Entry Level Hourly Wage- \$18 Mid-Career Hourly Wage- \$29 Mid-Career Hourly Wage at or above the Bay Living Wage (\$27)? ☒ Yes ☐ No	Demand: 430 Supply: 92 (21 % of Demand is Met) Gap: 338 In-Demand? ☒ Yes ☐ No
Silicon Valley Subregion	Entry Level Hourly Wage- \$19 Mid-Career Hourly Wage- \$25 Mid-Career Hourly Wage at or above the Subregion Living Wage (\$30)? ☐ Yes ☒ No	Demand: 78 Supply: 12 (15% of Demand is Met) Gap: 66 In-Demand? ☒ Yes ☐ No

Note: An occupation is considered to provide a living wage if the mid-career wage is at or above the amount required for a single adult to be economically self-sufficient within a specified region. As a rule of thumb, an occupation will be considered **in-demand** when the supply is less than 75% of the demand **and** the labor market gap exceeds 40 openings (a reasonable regional threshold for starting a new program), but this approach may not apply in all cases. For definitions of demand, supply, and living wage, please scroll to the bottom of the report under **Definitions**.

Recommendation

Based on the labor market data, we recommend this proposed program. The occupations meet the Bay Region but not the Silicon Valley subregion's living wage at the mid-career levels. An additional 338 students are needed in the Bay Region and 66 students in the Silicon Valley subregion to complete their program. Lastly, only 21% of labor market demand is being met in the Bay Region, and 15% of demand is being met in the Silicon Valley subregion overall.

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 subregion in the state and region.

This report profiles Photography Occupations in the 12 county Bay Region and in the Silicon Valley subregion. This report includes middle-skill occupations that require a certificate, or an associate degree, or it may require a bachelor's degree, but 33% or fewer of current workers in these roles hold one.

- **Photographers (27-4021):** 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.
Typical Entry-Level Educational: High school diploma or equivalent
Skill Level: Middle-Skill
Work Experience Required: None
Percentage of individuals 25+ with an associate degree, certificate, or some postsecondary coursework as their highest level of education attainment: 33%

Occupational Demand

Table 1. Employment Outlook for Photography Occupations in the Bay Region

Occupation	2023 Jobs	2028 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	Entry Level Hourly	Mid-Career Hourly Wage
Photographers	5,144	4,841	-303	-6%	2,152	430	\$18	\$29
Total	5,144	4,841	-303	-6%	2,152	430	\$18	\$29

Source: Lightcast 2025.3

The 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 the Silicon Valley Subregion

Occupation	2023 Jobs	2028 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	Entry Level Hourly	Mid-Career Hourly Wage
Photographers	914	877	-37	-4%	389	78	\$19	\$25
Total	914	877	-37	-4%	389	78	\$19	\$25

Source: Lightcast 2025.3

Silicon Valley Subregion includes: Santa Clara County

Job Postings in the Bay Region and Silicon Valley Subregion

Table 3. Number of Job Postings by Occupation for the latest 12 months

Occupation	Bay Region	Silicon Valley
Photographers	1,115	270

Source: Lightcast 2025.3; "Job Posting Analytics." Feb. 2025 - Jan. 2026

Occupation	Bay Region	Silicon Valley
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Table 4a. Top Job Titles in Job Postings for Photography Occupations in the Bay Region

Title	Bay	Title	Bay
Photographers	203	Real Estate Photographers	21
Automotive Photographers	91	Photonics Engineers	20
Vehicle Photographers	84	Ophthalmic Photographers	20
Videographers/Photographers	59	Newborn Photographers	14
Event Photographers	28	Product Photographers	13
Graduation Photographers	28	Retail Sales Associates/Photographers	11
Reporters/Photographers	26	Sports Photographers	11
Portrait Photographers	25	Photographers/Sales Associates	10
Photography Instructors	23	Directors/Photographers	9

Source: Lightcast 2025.3; "Job Posting Analytics." Feb. 2025 - Jan. 2026

Table 4b. Top Job Titles in Job Posting for Photography Occupations in the Silicon Valley Subregion

Title	Silicon Valley	Title	Silicon Valley
Photographers	58	Graduation Photographers	4
Vehicle Photographers	22	Reporters/Photographers	4
Automotive Photographers	18	Photo Technicians	4
Photography Instructors	17	Circuit Engineers	3
Photonics Engineers	13	School Photographers	3
Videographers/Photographers	12	Ophthalmic Photographers	3
Real Estate Photographers	6	Portrait Photographers	3
Photographers/Editors	5	Photographers Manager	2
Event Photographers	5	Digital Photography Instructors	2

Source: Lightcast 2025.3; "Job Posting Analytics." Feb. 2025 - Jan. 2026

Industry Concentration

Table 5. Industries Hiring for Photography Occupations in the Bay Region

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2023)	Jobs in Industry (2028)	% Change (2023-28)	% Occupation Group in Industry (2023)
All Other Professional, Scientific, and Technical Services	2,357	2,130	-10%	46%

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2023)	Jobs in Industry (2028)	% Change (2023-28)	% Occupation Group in Industry (2023)
Photography Studios, Portrait	647	629	-3%	13%
Independent Artists, Writers, and Performers	540	605	12%	11%
Commercial Photography	405	399	-2%	8%
Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	261	189	-28%	4%
Translation and Interpretation Services	139	120	-13%	3%
Marketing Research and Public Opinion Polling	82	69	-16%	2%
Motion Picture and Video Production	56	62	10%	1%
Web Search Portals and All Other Information Services	29	50	75%	1%
Newspaper Publishers	29	21	-27%	1%

Source: Lightcast 2025.3

Table 6. Top Employers Posting Photography Occupations in the Bay Region and the Silicon Valley Subregion

Employer	Bay	Employer	Silicon Valley
Pro Motion Pix	249	Pro Motion Pix	57
Shutterfly	28	Nvidia	4
Gradimages	27	Shutterfly	4
Eyetex London Limited	15	Gradimages	4
PayPal	12	Acceler8 Talent	3
Emerson Electric	10	Psiquantum	3

Source: Lightcast 2025.3; "Job Posting Analytics." Feb. 2025 - Jan. 2026

Educational Supply

There are ten community colleges in the Bay Region issuing 92 awards on average annually (last 3 years ending 2023-24) on TOP 1012.00 - Applied Photography. In the Silicon Valley subregion, there are two community colleges that issued 13 awards on average annually (last 3 years) on this TOP code.

There are no other CTE educational institutions in the Bay Region issuing awards on average annually (last 3 years ending 2022-23) on CIP 50.0406- Commercial Photography.

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

College	Subregion	Associate Degree	Low unit Certificate	Noncredit award	Total
Cabrillo	SC-Monterey	0	1	2	3
Chabot	East Bay	1	4	0	5
Deanza	Silicon Valley	3	5	3	11

College	Subregion	Associate Degree	Low unit Certificate	Noncredit award	Total
Foothill	Silicon Valley	0	2	0	2
Laney	East Bay	2	3	0	5
Las Positas	East Bay	2	1	3	6
Ohlone	East Bay	0	3	0	3
San Francisco	Mid-Peninsula	5	41	0	46
Santa Rosa	North Bay	0	6	0	6
Solano	North Bay	3	2	0	5
Total	-	16	68	8	92

Source: Data Mart

Note: The annual average for awards is 2021-22 to 2023-24.

Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay Region with 430 annual openings for the Photography occupational cluster and 92 annual (3-year average) awards for an annual undersupply of 338 students. In the Silicon Valley subregion, there is also a gap with 78 annual openings and 12 annual (3-year average) awards for an annual undersupply of 66 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 Program	State 1012.00	Bay 1012.00	Silicon Valley 1012.00
Students with a Job Closely Related to Their Field of Study	75%	67%	66%	71%
Median Annual Earnings for SWP Exiting Students	\$58,379	\$34,427	\$45,191	\$47,237
Median Change in Earnings for SWP Exiting Students	31%	31%	21%	21%
Exiting Students Who Attained the Living Wage	50%	32%	38%	33%

Source: DataVista Program Median of 2020 to 2022.

Skills, Certifications and Education

Table 9. Top Skills in Job Postings for Photography Occupations in the Bay Region

Skill	Posting	Skill	Posting
Photography	530	Inventory Staging	52
Staging Area	158	Adobe Photoshop Lightroom	51
Marketing	96	Visual Composition	50
Lifting Ability	70	Social Media	44
Adobe Photoshop	66	Good Driving Record	38
Post-Production	65	Adobe Premiere Pro	33

Skill	Posting	Skill	Posting
Videography	63	Photonics	32
Photo Editing	60	Photo Shooting	31
Workflow Management	58	TikTok	31
Real Estate	54	Selling Techniques	30

Source: Lightcast 2025.3; "Job Posting Analytics." Feb. 2025 - Jan. 2026

Table 10. Certifications in Job Postings for Photography Occupations in the Bay Region

Certification	Posting	Certification	Posting
Valid Driver's License	334	American Red Cross AED Certification	1
Drone Pilot Certificate	22	Pilot Licensing and Certification	1
Product Certification	2	EPA 608 Technician Certification	1

Source: Lightcast 2025.3; "Job Posting Analytics." Feb. 2025 - Jan. 2026

Table 11. Education Requirements for Photography Occupations in the Bay Region

Education Level	Job Postings	% of Total
High school or GED	91	49%
Associate degree	9	5%
Bachelor's degree & higher	86	46%

Source: Lightcast 2025.3; "Job Posting Analytics." Feb. 2025 - Jan. 2026

Note: 86% 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 job descriptions and skills listed in O*Net. Labor demand data is sourced from Lightcast occupation and job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CCCCO Data Mart and CTE Launchboard.

Definitions

Demand refers to average annual openings which includes a combination of both [new jobs and replacement jobs](#) between 2023 to 2028. New jobs represent the total number of additional workers required in an occupation, calculated as the difference between the current number of workers and the projected number of unfilled positions. Replacements are jobs that will need to be filled by [new hires](#) due to existing workers leaving the occupation. The average annual openings figure is derived by dividing total openings (2023 to 2028) by five years.

Supply refers to the average number of [graduates](#) between academic years 2021–2022 and 2023–2024. Graduates include students from community colleges, other two-year private and public institutions, as well as four-year institutions.

Living wage refers to the amount of income required for working families to meet basic needs at a minimally adequate level, considering family composition, ages of children, and geographic differences in costs based on the Self-Sufficiency Standard methodology.

Entry-level wages are the hourly earnings paid to workers who are newly entering an occupation.

Mid-career wages are the hourly earnings paid to workers who have accumulated several years of experience in an occupation, reflecting increased productivity, skill proficiency, and responsibility beyond entry-level roles but short of late-career or senior positions.

Sources

O*Net Online

Lightcast

CTE LaunchBoard www.calpassplus.org

Statewide CTE Outcomes Survey

Employment Development Department Unemployment Insurance Dataset

CCCCO Data Mart

Contacts

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