



Labor Market Analysis for Program Recommendation

Illustration Occupations

De Anza College

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

February 2025

Recommendation

Based on all available data, there appears to be an “undersupply” of Illustration workers compared to the demand for this cluster of occupations in the Bay Region and in the Silicon Valley Sub-Region (Santa Clara County). There is a projected annual gap of about 228 students in the Bay Region and 57 students in the Silicon Valley Sub-Region.

Introduction

This report provides student outcomes data on employment and earnings for TOP 0953.60 - Technical Illustration 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 De Anza College and in the region.

This report profiles Illustration Occupations in the 12 county Bay Region and in the Silicon Valley Sub-Region for Program Recommendation at De Anza College.

- **Artists and Related Workers, All Other (27-1019):** All artists and related workers not listed separately.
Typical Entry-Level Educational: No formal educational credential
Typical On-the-Job Training: Long-term on-the-job training
Percentage of individuals 25+ with an associate degree, certificate, or some postsecondary coursework as their highest level of education attainment: 27%
- **Set and Exhibit Designers (27-1027):** Design special exhibits and sets for film, video, television, and theater productions. May study scripts, confer with directors, and conduct research to determine appropriate architectural styles.
Typical Entry-Level Educational: Bachelor’s degree
Typical On-the-Job Training: None
Percentage of individuals 25+ with an associate degree, certificate, or some postsecondary coursework as their highest level of education attainment: 28%
- **Designers, All Other (27-1029):** All designers not listed separately.
Typical Entry-Level Educational: Bachelor’s degree
Typical On-the-Job Training: None
Percentage of individuals 25+ with an associate degree, certificate, or some postsecondary coursework as their highest level of education attainment: 28%

Occupational Demand

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

Occupation	2023 Jobs	2028 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Wage	Median Hourly Wage
Artists and Related Workers, All Other	598	623	25	4%	313	63	\$6	\$18
Set and Exhibit Designers	677	646	-31	-5%	293	59	\$21	\$28
Designers, All Other	2,444	2,272	-173	-7%	946	189	\$16	\$29
Total	3,719	3,541	-178	-5%	1,552	311	\$15	\$27

Source: Lightcast 2024.3

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 Illustration Occupations in the Silicon Valley Sub-Region

Occupation	2023 Jobs	2028 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Wage	Median Hourly Wage
Artists and Related Workers, All Other	137	139	2	2%	68	14	\$9	\$22
Set and Exhibit Designers	110	111	1	1%	53	11	\$23	\$37
Designers, All Other	412	386	-26	-6%	160	32	\$16	\$30
Total	659	636	-23	-3%	281	57	\$16	\$30

Source: Lightcast 2024.3

Silicon Valley Sub-Region includes: Santa Clara County

Job Postings in the Bay Region and Silicon Valley Sub-Region

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

Occupation	Bay Region	Silicon Valley
Artists and Related Workers, All Other	189	189
Set and Exhibit Designers	67	67

Source: Lightcast 2025.1; "Job Posting Analytics." Feb. 2024 - Jan. 2025

Table 4a. Top Job Titles in Job Postings for Illustration Occupations in the Bay Region

Title	Bay	Title	Bay
RTL Design Engineers	9	Mailroom Supervisors	4
Supervisors/Managers	9	Mixed Media Artists	4
Parts Specialists	8	Sales Supervisors	4

Title	Bay	Title	Bay
Outlet Supervisors	6	Crew Coordinators	3
Exhibit Developers	5	Designers	3
3D Designers	4	Interviewing Clerks	3
Client Advisors	4	Platform Directors	3
Entertainment Technicians	4	Technician Helpers	3
Home Shopping Personal Shoppers	4	Texture Artists	3

Source: Lightcast 2025.1; "Job Posting Analytics." Feb. 2024 - Jan. 2025

Table 4b. Top Job Titles in Job Posting for Illustration Occupations in the Silicon Valley Sub-Region

Title	Silicon Valley	Title	Silicon Valley
RTL Design Engineers	9	Mailroom Supervisors	4
Supervisors/Managers	9	Mixed Media Artists	4
Parts Specialists	8	Sales Supervisors	4
Outlet Supervisors	6	Crew Coordinators	3
Exhibit Developers	5	Designers	3
3D Designers	4	Interviewing Clerks	3
Client Advisors	4	Platform Directors	3
Entertainment Technicians	4	Technician Helpers	3
Home Shopping Personal Shoppers	4	Texture Artists	3

Source: Lightcast 2025.1; "Job Posting Analytics." Feb. 2024 - Jan. 2025

Industry Concentration

Table 5. Industries Hiring for Illustration 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)
Graphic Design Services	637	535	-16%	16%
Interior Design Services	540	479	-11%	14%
Independent Artists, Writers, and Performers	216	253	17%	6%
Other Personal Care Services	185	233	26%	5%
Nail Salons	98	117	20%	3%

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)
Other Specialized Design Services	106	94	-12%	3%
Engineering Services	94	90	-5%	2%
Theater Companies and Dinner Theaters	84	88	6%	2%
Industrial Design Services	87	74	-15%	2%
Motion Picture and Video Production	73	79	7%	2%

Source: Lightcast 2025.1

Table 6. Top Employers Posting Illustration Occupations in the Bay Region and the Silicon Valley Sub-Region

Employer	Bay	Employer	Silicon Valley
Aeropostale	14	Aeropostale	14
Lucky Brand	14	Lucky Brand	14
Exploratorium	11	Exploratorium	11
Mt. Diablo Unified School District	8	Mt. Diablo Unified School District	8
Monterey Bay Aquarium	7	Monterey Bay Aquarium	7
Eddie Bauer	5	Eddie Bauer	5

Source: Lightcast 2025.1; "Job Posting Analytics." Feb. 2024 - Jan. 2025

Educational Supply

There are two other CTE educational institutions in the Bay Region issuing 131 awards on average annually (last 3 years ending 2020-22) on CIP 50.0410- Illustration There is no other CTE educational institution in the Silicon Valley Sub-Region issuing awards on average annually (last 3 years) on this CIP code.

Table 7. Other CTE Institutions Awards on CIP 50.0410- Illustration in the Bay Region

College	Subregion	Associate degree	Bachelor's degree	Total
Academy of Art University	Mid-Peninsula	9	39	48
California College of the Arts	Mid-Peninsula	0	35	35
Total	-	9	74	83

Source: Data Mart

Note: The annual average for awards is 2019-20 to 2021-22.

Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay Region with 311 annual openings for the Illustration occupational cluster and 83 annual (3-year average) awards for an annual undersupply of 228 students. In the Silicon Valley Sub-Region, there is also a gap with 57 annual openings and no annual (3-year average) awards for an annual undersupply of 57 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0953.60 - Technical Illustration

Metric Outcomes	Bay All CTE Program	De Anza College All CTE Program	State 0953.60	Bay 0953.60	Silicon Valley 0953.60	De Anza College 0953.60
Students with a Job Closely Related to Their Field of Study	74%	76%	NA	NA	NA	NA
Median Annual Earnings for SWP Exiting Students	\$53,090	\$50,788	NA	NA	NA	NA
Median Change in Earnings for SWP Exiting Students	24%	30%	NA	NA	NA	NA
Exiting Students Who Attained the Living Wage	54%	44%	NA	NA	NA	NA

Source: Launchboard Strong Workforce Program Median of 2018 to 2021.

Skills and Education

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

Skill	Posting	Skill	Posting
Selling Techniques	44	Exhibitions	17
Retail Operations	43	Construction	14
Product Knowledge	40	Carpentry	13
Brand Loyalty	38	Exhibit Design	13
Merchandising	38	Graphic Design	13
Sales Qualification	38	Sculpture	13
Painting	26	Adobe Creative Suite	12
Project Management	24	Animations	12
Adobe Illustrator	22	AutoCAD	11
Adobe Photoshop	20	Figma (Design Software)	11

Source: Lightcast 2025.1; "Job Posting Analytics." Feb. 2024 - Jan. 2025

Table 10. Education Requirements for Illustration Occupations in the Bay Region

Education Level	Job Postings	% of Total
High school or GED	23	28%

Education Level	Job Postings	% of Total
Associate degree	4	5%
Bachelor's degree & higher	56	67%

Source: Lightcast 2025.1; "Job Posting Analytics." Feb. 2024 - Jan. 2025

Note: 77% 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.

Sources

O*Net Online

Lightcast

CTE LaunchBoard www.calpassplus.org

Statewide CTE Outcomes Survey

Employment Development Department Unemployment Insurance Dataset

CCCO Data Mart

Contacts

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