

# Graphic Design

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

## Summary



Over the next five years (2022-2027), employment for graphic designers is projected to



Regional community colleges and other postsecondary educational institutions issued:




**The Inland Empire/Desert Centers of Excellence**

**Recommends**

graphic art and design program expansion to meet the need for more workers in the region

## Introduction

California Community College graphic art and design programs prepare students for employment through instruction related to the application of artistic techniques to the effective communication of information and ideas, for commercial or technical purposes. These programs include design principles, color theory, typography, concept sketching, imaging, and communication skills (Taxonomy of Programs, 2012). The knowledge, skills, and abilities trained by graphic art and design programs lead to employment as graphic designers.

### Graphic Designers (SOC 27-1024)

Design or create graphics to meet specific commercial or promotional needs, such as packaging, displays, or logos. May use a variety of mediums to achieve artistic or decorative effects.

**Sample job titles:** Artist, Designer, Graphic Artist, Graphic Designer, Online Producer, Production Artist, Publications Designer

*Entry-Level Educational Requirement:* Bachelor’s degree

*Training Requirement:* None

*Work Experience:* None

*Incumbent workers with a Community College Award or Some Postsecondary Coursework:* 26%

## Job Counts and Projections

In 2022, there were 1,749 graphic designer jobs in the region. Regional employment for this occupation is projected to increase by 8% through 2027; 190 job openings are projected annually. Exhibit 1 displays the job counts, five-year projected job growth, job openings, and the share of incumbent workers aged 55 years and greater in the region.

*Exhibit 1. Five-year projections for graphic designers, 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)	% of workers age 55+
Graphic Designers	1,749	1,881	8%	948	190	18%

Source: Lightcast 2023.2

An online job ad search for graphic designers was conducted to reveal the employers seeking these workers, including the median posting duration, earnings information, and in-demand skills. The job ad search was limited to local employers posting full-time jobs and seeking workers with two years or less of work experience to reflect the opportunities students may seek when exiting a graphic design program.

Over the previous 12 months (June 2022 to May 2023), there were 79 unique job ads for graphic designers in the region. On average, regional employers kept online job ads for graphic designers open for 27 days. The average regional online job is open 29 days, indicating that employers fill graphic designer positions slightly faster than all other jobs.

*Exhibit 2. Unique job ads and posting duration, Inland Empire/Desert Region, June 2022 through May 2023*

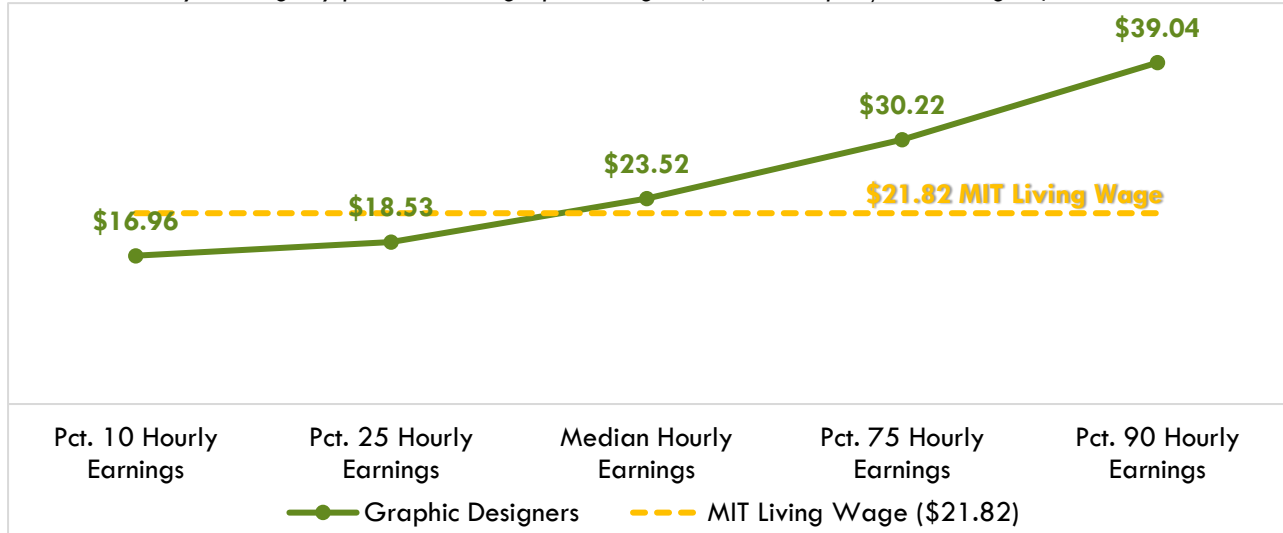
Occupation	Unique Job Ads	Median Posting Duration (Days)
Graphic Designers	79	27

Source: Lightcast 2023.2

### Earnings and Benefits

Community colleges should ensure their training programs lead to employment opportunities that provide a living wage. The MIT living wage calculator estimates that an individual must earn \$21.82 per hour or \$45,386 annually to be self-sufficient in California (Glasmeier, 2023). Exhibit 3 displays the hourly earnings for graphic designers. The median hourly earnings for graphic designers are above the living wage estimate, indicating that at least half of workers in this occupation earn a living wage.

Exhibit 3. Hourly earnings by percentile for graphic designers, Inland Empire/Desert Region, 2022

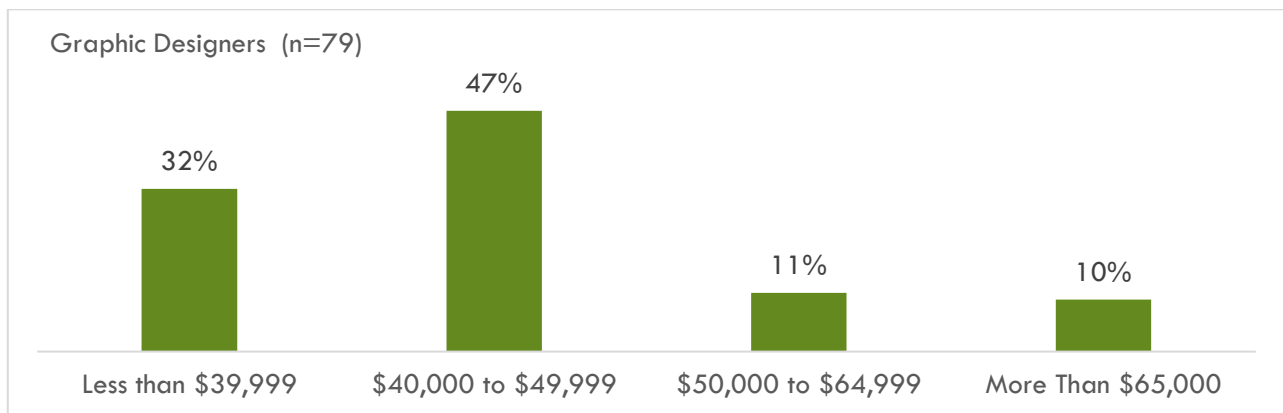


Source: Lightcast 2023.2

### Advertised Salary from Online Job Ads

Exhibit 4 displays the regional online advertised salaries for graphic designers over the last 12 months. Online job ad salary information reveals employers are willing to pay graphic designers a median annual salary of \$44,000 or \$21.17 per hour, just below the region's \$21.82 hourly living wage standard.

Exhibit 4. Online advertised salaries for graphic designers, Inland Empire/Desert Region, June 2022 through May 2023



Source: Lightcast 2023.2

## Job Titles, Employers, Skills, Education, and Work Experience

Exhibit 5 displays the job titles most frequently used in graphic designer 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. The most frequently requested job title in the region was graphic designer.

*Exhibit 5. Job titles most frequently used in graphic designer job ads, Inland Empire/Desert Region, June 2022 through May 2023*

Job Titles	Unique Job Ads
Graphic Designers	48
Production Graphic Designers	4
Designers/Sales Associates	3
Graphic Artists	3
All other job titles	15
<b>Total</b>	<b>73</b>

Source: Lightcast 2023.2

Exhibit 6 displays the employers posting the most job ads for graphic designers during the last 12 months.

Showing employer names provides insight into where students may find employment after completing a program. In total, 48 unique employers posted 68 job ads for graphic designers. Thinkcar, Gatorwraps, and Meva posted the most unique job ads.

*Exhibit 6. Employers posting the most job ads for graphic designers, Inland Empire/Desert Region, June 2022 through May 2023*

Top Employer	Unique Job Ads
Thinkcar	4
Gatorwraps	4
Meva	4
Unilever	3
All other employers	50
<b>Total</b>	<b>68</b>

Source: Lightcast 2023.2

Exhibit 7 lists a sample of specialized and employability skills employers seek when seeking workers to fill graphic designer 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.

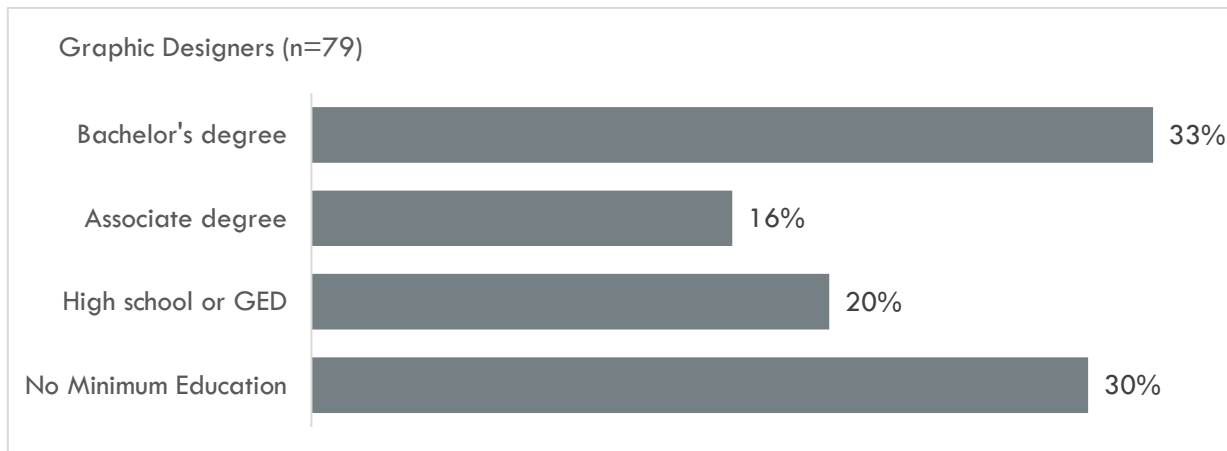
*Exhibit 7. Sample of in-demand skills from employer job ads, Inland Empire/Desert Region, June 2022 through May 2023*

Specialized skills	Common skills	Software and Programming skills
<ul style="list-style-type: none"> <li>• Logo Design</li> <li>• Marketing</li> <li>• Illustration</li> <li>• Typography</li> <li>• Social Media</li> </ul>	<ul style="list-style-type: none"> <li>• Communication Skills</li> <li>• Detail-Oriented</li> <li>• Packing and Labeling</li> <li>• Ability to Meet Deadlines</li> <li>• Management</li> <li>• Sales</li> <li>• Self-Motivation</li> <li>• Problem Solving</li> </ul>	<ul style="list-style-type: none"> <li>• Adobe Illustrator</li> <li>• Adobe Photoshop</li> <li>• Adobe InDesign</li> <li>• Adobe Creative Suite</li> <li>• Design Software</li> <li>• Microsoft PowerPoint</li> </ul>

Source: Lightcast 2023.2

Exhibit 8 displays the minimum advertised education requirements for graphic designers. According to the Bureau of Labor Statistics, 26% of incumbent workers in this field hold a community college-level of educational attainment; "some college, no degree," and an "associate degree." Approximately 16% of employers sought candidates with an associate degree, and 33% sought candidates with a bachelor's degree. Please note that 30% of employers did not indicate a minimum education requirement.

*Exhibit 8. Minimum advertised education requirements, Inland Empire/Desert Region, June 2022 through May 2023*



Source: Lightcast 2023.2

## Student Completions and Programs Outcomes

Six community colleges in the region currently offer programs related to graphic design using two program codes. Computer graphics and digital imagery programs (TOP 0614.60) provide similar training to graphic art and design programs (1030.00) and may prepare students for employment as graphic designers.

Regional community college programs related to graphic design have issued 101 awards annually over the last three academic years, 2019-2022. Exhibit 9 displays each regional program related to graphic design and the award types students earn upon program completion.

*Exhibit 9: Graphic design-related programs, Inland Empire/Desert Region, 2022-23 academic year*

College	TOP Program (TOP Code)	Local Program Title	Award
College of the Desert	Computer Graphics and Digital Imagery (0614.60)	Digital Design & Production	Associate Degree/Certificate
		Illustrator Skills	Noncredit
		Photoshop Skills	Noncredit
	Graphic Art and Design (1030.00)	Digital Design Studies	Associate degree
		Graphic Design and Marketing	Associate degree
		Interaction Design	Associate degree
Crafton Hills College	Computer Graphics and Digital Imagery (0614.60)	Graphic and Media Design	Certificate
Moreno Valley College	Computer Graphics and Digital Imagery (0614.60)	Basic Graphic Design	Certificate
Mt. San Jacinto College	Graphic Art and Design (1030.00)	Visual Design	Associate degree
Riverside City College	Graphic Art and Design (1030.00)	Basic Graphic Communication	Certificate
		Basic Graphic Design	Certificate
		Motion Graphics and 3D Animation	Certificate
San Bernardino Valley College	Graphic Art and Design (1030.00)	Graphic Design	Associate Degree/Certificate
		Web and Multimedia Design	Certificate

Source: COCI, 2022-23 Community College Catalogs

Exhibit 10 displays student completions for graphic art and design (TOP 1030.00) programs over the last three academic years, 2019-2022. Regional community colleges have issued 78 awards annually in graphic art and design programs over the previous three academic years. Program completion and student outcome methodologies can be found in the appendix.

*Exhibit 10: Annual average community college awards for graphic art and design programs, Inland Empire/Desert Region, Academic Years 2019-2022*

<b>TOP 1030.00 – Graphic Art and Design</b> (Local Program Title)	<b>Academic Year 2019-20</b>	<b>Academic Year 2020-21</b>	<b>Academic Year 2021-22</b>	<b>Total CC Annual Average Awards, Academic Years 2019-22</b>
<b>College of the Desert</b> (Digital Design Studies/Graphic Design and Marketing/Interaction Design)				<b>1</b>
Associate Degree	0	0	4	1
<b>Mt. San Jacinto College</b> (Visual Design)				<b>14</b>
Associate Degree	0	20	22	14
<b>Riverside City College</b> (Basic Graphic Communication/Basic Graphic Design/Motion Graphics and 3D Animation)				<b>42</b>
Certificate 16 < 30-semester units	0	36	38	25
Certificate 6 < 18-semester units	35	14	4	18
<b>San Bernardino Valley College</b> (Graphic Design/Web and Multimedia Design)				<b>21</b>
Associate Degree	18	8	16	14
Certificate 16 < 30-semester units	11	1	8	7
<b>Total</b>	<b>64</b>	<b>79</b>	<b>92</b>	<b>78</b>

Source: MIS Data Mart, COCI

Exhibit 11 displays student completions for computer graphics and digital imagery (TOP 0614.60) programs over the last three academic years, 2019-2022. Four regional community colleges have issued 23 awards annually over the previous three academic years.

*Exhibit 11: Annual average community college awards for computer graphics and digital imagery programs, Inland Empire/Desert Region, Academic Years 2019-2022*

<b>TOP 0614.60 – Computer Graphics and Digital Imagery</b> (Local Program Title)	<b>Academic Year 2019-20</b>	<b>Academic Year 2020-21</b>	<b>Academic Year 2021-22</b>	<b>Total CC Annual Average Awards, Academic Years 2019-22</b>
<b>Chaffey College</b>				<b>8</b>
Associate Degree	7	6	4	6
Certificate 30 < 60-semester units	0	4	4	3
<b>Crafton Hills College</b> (Graphic and Media Design)				<b>1</b>
Certificate 16 < 30-semester units	3	1	0	1
<b>College of the Desert</b> (Digital Design & Production/Illustrator Skills/Photoshop Skills)				<b>13</b>
Associate Degree	13	7	8	9
Certificate 16 < 30-semester units	3	4	4	4

<b>TOP 0614.60 – Computer Graphics and Digital Imagery</b> (Local Program Title)	<b>Academic Year 2019-20</b>	<b>Academic Year 2020-21</b>	<b>Academic Year 2021-22</b>	<b>Total CC Annual Average Awards, Academic Years 2019-22</b>
<b>Moreno Valley College</b> (Basic Graphic Design)				<b>0</b>
Certificate 16 < 30-semester units	0	1	0	0
<b>Total</b>	<b>26</b>	<b>23</b>	<b>20</b>	<b>23</b>

Source: MIS Data Mart, COCI

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 Exhibits 12 and 13.

*Exhibit 12: 1030.00 – Graphic art and design strong workforce program outcomes, Inland Empire/Desert Region, Academic Year 2019-2020 (Unless Noted)*

<b>Strong Workforce Program Metrics: 1030.00 – Graphic Art and Design Academic Year 2019-20, unless noted otherwise</b>	<b>Inland Empire/Desert Region</b>	<b>California</b>
Unduplicated count of enrolled students (2020-21)	699	14,023
Completed 9+ career education units in one year (2020-21)	23%	29%
Students who attained a noncredit workforce milestone in a year (2020-21)	-	56%
Students who earned a degree, certificate, or attained apprenticeship (2020-21)	54	525
Transferred to a four-year institution (transfers)	41	1,043
Job closely related to the field of study (2018-19)	-	58%
Median annual earnings (all exiters)	\$21,184	\$27,376
Median change in earnings (all exiters)	9%	27%
Attained a living wage (completers and skills-builders)	38%	33%

Sources: LaunchBoard Community College Pipeline and Strong Workforce Program Metrics

*Exhibit 13: 0614.60 – Computer graphics and digital imagery strong workforce program outcomes, Inland Empire/Desert Region, Academic Year 2019-2020 (Unless Noted)*

<b>Strong Workforce Program Metrics: 0614.60 – Computer Graphics and Digital Imagery Academic Year 2019-20, unless noted otherwise</b>	<b>Inland Empire/Desert Region</b>	<b>California</b>
Unduplicated count of enrolled students (2020-21)	682	7,764
Completed 9+ career education units in one year (2020-21)	28%	32%
Students who attained a noncredit workforce milestone in a year (2020-21)	-	81%
Students who earned a degree, certificate, or attained apprenticeship (2020-21)	16	292

<b>Strong Workforce Program Metrics: 0614.60 – Computer Graphics and Digital Imagery Academic Year 2019-20, unless noted otherwise</b>	<b>Inland Empire/Desert Region</b>	<b>California</b>
Transferred to a four-year institution (transfers)	33	481
Job closely related to the field of study (2018-19)	-	56%
Median annual earnings (all exiters)	\$23,402	\$27,932
Median change in earnings (all exiters)	16%	29%
Attained a living wage (completers and skills-builders)	39%	34%

Sources: LaunchBoard Community College Pipeline and Strong Workforce Program Metrics

Exhibit 14 displays awards for other postsecondary education providers reported in graphic design (CIP 50.0409) programs. Completion data is compiled from the Integrated Postsecondary Education Data System (IPEDS) for the most recent three years. Three other regional postsecondary education providers issued 57 awards annually over the last three academic years.

*Exhibit 14. Other educational providers graphic design training programs, three-year annual average credentials, Inland Empire/Desert Region, Academic Years 2018-2021*

<b>50.0409 – Graphic Design</b>	<b>Academic Year 2018-19</b>	<b>Academic Year 2019-20</b>	<b>Academic Year 2020-21</b>	<b>Other Educational Providers Annual Average Credentials, 2018-2021</b>
<b>California Baptist University</b>				<b>43</b>
Bachelor's degree	45	33	52	43
<b>La Sierra University</b>				<b>2</b>
Bachelor's degree	2	1	2	2
<b>Platt College-Ontario</b>				<b>12</b>
Certificates 1 < 2 years	1	0	0	0
Associate degree	7	15	13	12
<b>Total</b>	<b>55</b>	<b>49</b>	<b>67</b>	<b>57</b>

Source: IPEDS

## Summary of Findings

The knowledge, skills, and abilities trained by graphic art and design (TOP 1030.00) programs prepare students for employment as graphic designers. Graphic designers are projected to have 190 annual job openings and increase employment by 8% in the Inland Empire/Desert Region over the next five years. The median hourly earnings for graphic designers are above the living wage estimate, indicating that at least the top 50% of workers earn a living wage.

Six regional community colleges offering programs related to graphic design issued an annual average of 101 awards over the last three academic years, 2019-2022. Three other regional postsecondary education providers issued 57 awards annually in graphic design programs over the last three academic years.

The Centers of Excellence recommends expanding graphic art and design training programs. Colleges considering this program should partner with applicable employers to document their demand for graphic designers and the skills students need to earn a living wage after exiting the program.

### Contact

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## Appendix: Methodology

Exhibits 11 and 12 display 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).

Job ad data is limited to the information provided by employers and the ability of artificial intelligence search engines to identify this information. Additionally, preliminary calculations by Georgetown Center on Education and the Workforce found that "just 30 to 40 percent of openings for candidates with some college or an associate degree, and only 40 to 60 percent of openings for high school diploma holders appear online" (Carnevale et al., 2014). Online job ads often do not reveal employers' hiring intentions; it is unknown if employers plan to hire one or multiple workers from a single online job ad or collect resumes for future hiring needs. A closed job ad may not be the result of a hired worker.

Table 1. 2022 to 2027 job growth, wages, entry-level education, training, and work experience required for graphic designers 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)	Entry-Experienced Hourly Wage (10 <sup>th</sup> to 90 <sup>th</sup> percentile)	Median Hourly Wage (50 <sup>th</sup> percentile)	Average Annual Earnings	Entry-Level Education & On-The-Job-Training	Work Experience Required
Graphic Designers (27-1024)	1,749	132	8%	190	\$16.96 to \$39.04	\$23.52	\$56,800	Bachelor's degree & None	None

Source: Lightcast 2023.2