



# Labor Market Information Report

## Digital Art and Graphic Design Occupations

### Napa Valley 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 Digital Art and Graphic Design workers compared to the demand for this cluster of occupations in the Bay region and in the North Bay sub-region (Marin, Napa, Solano, Sonoma counties). There is a projected annual gap of about 1,962 students in the Bay region and 124 students in the North Bay Sub-Region.

#### Introduction

This report provides student outcomes data on employment and earnings for TOP 1030.00 - Graphic Art and Design 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 Napa Valley College and in the region.

This report profiles Digital Art and Graphic Design Occupations in the 12 county Bay region and in the North Bay sub-region for a program modification (substantial change) at Napa Valley College.

- **Web and Digital Interface Designers (15-1255):** Design digital user interfaces or websites. Develop and test layouts, interfaces, functionality, and navigation menus to ensure compatibility and usability across browsers or devices. May use web framework applications as well as client-side code and processes. May evaluate web design following web and accessibility standards, and may analyze web use metrics and optimize websites for marketability and search engine ranking. May design and test interfaces that facilitate the human-computer interaction and maximize the usability of digital devices, websites, and software with a focus on aesthetics and design. May create graphics used in websites and manage website content and links.  
Entry-Level Educational Requirement: Bachelor’s degree  
Training Requirement: None  
Percentage of Community College Award Holders or Some Postsecondary Coursework: NA%
- **Art Directors (27-1011):** Formulate design concepts and presentation approaches for visual communications media, such as print, broadcasting, and advertising. Direct workers engaged in art work or layout design.  
Entry-Level Educational Requirement: Bachelor’s degree  
Training Requirement: None  
Percentage of Community College Award Holders or Some Postsecondary Coursework: 26%
- **Graphic Designers (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.  
Entry-Level Educational Requirement: Bachelor’s degree

Training Requirement: None

Percentage of Community College Award Holders or Some Postsecondary Coursework: 26%

- **Interior Designers (27-1025):** Plan, design, and furnish interiors of residential, commercial, or industrial buildings. Formulate design which is practical, aesthetic, and conducive to intended purposes, such as raising productivity, selling merchandise, or improving life style. May specialize in a particular field, style, or phase of interior design. Excludes “Merchandise Displayers and Window Trimmers” (27-1026).

Entry-Level Educational Requirement: Bachelor’s degree

Training Requirement: None

Percentage of Community College Award Holders or Some Postsecondary Coursework: 27%

- **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%

## Occupational Demand

**Table 1. Employment Outlook for Digital Art and Graphic Design Occupations in Bay Region**

Occupation	2021 Jobs	2026 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Web and Digital Interface Designers	5,549	6,581	1,032	19%	3,520	704	\$42	\$62
Art Directors	2,230	2,418	188	8%	1,412	282	\$45	\$68
Graphic Designers	7,554	8,006	451	6%	3,964	793	\$26	\$36
Interior Designers	2,657	2,843	186	7%	1,388	278	\$27	\$36
Media and Communication Workers, All Other	1,332	1,393	61	5%	696	139	\$30	\$39
<b>Total</b>	<b>19,323</b>	<b>21,240</b>	<b>1,918</b>	<b>10%</b>	<b>10,980</b>	<b>2,196</b>		

Source: Lightcast 2022.3

**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 Digital Art and Graphic Design Occupations in North Bay Sub-region**

Occupation	2021 Jobs	2026 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Web and Digital Interface Designers	199	212	13	7%	99	20	\$33	\$48
Art Directors	123	133	10	8%	78	16	\$41	\$57
Graphic Designers	721	753	32	4%	369	74	\$23	\$30
Interior Designers	337	385	48	14%	204	41	\$25	\$34
Media and Communication Workers, All Other	56	55	-2	-3%	29	6	\$24	\$32
<b>Total</b>	<b>1,435</b>	<b>1,537</b>	<b>102</b>	<b>7%</b>	<b>779</b>	<b>157</b>		

Source: Lightcast 2022.3

**North Bay Sub-Region includes:** Marin, Napa, Solano, Sonoma Counties

## Job Postings in Bay Region and North Bay Sub-Region

**Table 3. Number of Job Postings by Occupation for latest 12 months (Aug. 2022 - July 2023)**

Occupation	Bay Region	North Bay
Graphic Designers	1,795	114
Web and Digital Interface Designers	824	26
Art Directors	599	15
Interior Designers	586	64
Media and Communication Workers, All Other	23	1

Source: Lightcast

**Table 4a. Top Job Titles for Digital Art and Graphic Design Occupations for latest 12 months (Aug. 2022 - July 2023) - Bay Region**

Title	Bay	Title	Bay
Graphic Designers	470	Production Designers	49
Interior Designers	251	Design Consultants	44
Visual Designers	159	Game Designers	44
Creative Directors	152	Production Artists	43
Kitchen and Bath Designers	131	Content Creators	42
Art Directors	120	Creative Designers	42
UX Visual Designers	119	ASIC Digital Design Engineers	37
Digital Design Engineers	95	Interior Design Assistants	34
Associate Creative Directors	61	Environment Artists	33

Source: Lightcast

**Table 4b. Top Job Titles for Digital Art and Graphic Design Occupations for latest 12 months (Aug. 2022 - July 2023) - North Bay Sub-Region**

Title	North Bay	Title	North Bay
Graphic Designers	46	Kitchen Designers	4
Kitchen and Bath Designers	26	Care Guides	3
Interior Designers	14	Environment Artists	3
Graphic Design Instructors	9	Gameplay Programmers	3
Creative Directors	6	Interior Design Project Managers	3
Art Directors	5	Visual Information Specialists	3
Production Artists	5	Analog Design Engineers	2

Title	North Bay	Title	North Bay
Design Consultants	4	Art Producers	2
Interior Design Assistants	4	Content Creators	2

Source: Lightcast

## Industry Concentration

**Table 5. Industries hiring Digital Art and Graphic Design Workers in Bay Region**

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2021)	Jobs in Industry (2026)	% Change (2021-26)	% Occupation Group in Industry (2022)
Graphic Design Services	2,874	2,756	-4%	9%
Interior Design Services	2,614	2,973	14%	8%
Custom Computer Programming Services	1,808	2,744	52%	7%
Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	1,674	2,760	65%	7%
Web Search Portals and All Other Information Services	1,256	2,381	90%	6%
Software Publishers	2,088	1,772	-15%	5%
Computer Systems Design Services	957	1,272	33%	4%
Data Processing, Hosting, and Related Services	486	1,131	133%	3%
Advertising Agencies	680	670	-2%	2%
Industrial Design Services	592	671	13%	2%

Source: Lightcast 2022.3

**Table 6. Top Employers Posting Digital Art and Graphic Design Occupations in Bay Region and North Bay Sub-Region (Aug. 2022 - July 2023)**

Employer	Bay	Employer	North Bay
The Home Depot	109	The Home Depot	22
VirtualVocations	76	VirtualVocations	9
Aquent	69	College Of Marin	8
The Judge Group	49	Mollie Stone's Markets	6
Meta	46	Restoration Hardware	5
Apple	45	Bronco Wine Company	4

Source: Lightcast

## Educational Supply

There are 13 community colleges in the Bay Region issuing 180 awards on average annually (last 3 years ending 2018-19) on TOP 1030.00 - Graphic Art and Design. In the North Bay Sub-Region, there is a three (3) community colleges that issued 27 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 54 awards on average annually (last 3 years ending 2019-20) on CIP 50.0409 - Graphic Design. There are two (2) other CTE educational institution in the North Bay Sub-Region issuing six (6) awards on average annually (last 3 years) on this TOP code.

**Table 7. Community College Awards on TOP 1030.00 Graphic Art and Design in Bay Region**

College	Subregion	Associate Degree	High unit Certificate	Low unit Certificate	Total
De Anza	Silicon Valley	8	4	4	16
Diablo Valley	East Bay	8	3	0	11
Foothill	Silicon Valley	14	4	3	21
Laney	East Bay	7	7	1	15
Las Positas	East Bay	3	0	1	4
Los Medanos	East Bay	13	2	0	15
Marin	North Bay	0	0	2	2
Mission	Silicon Valley	12	7	0	19
Monterey	SC-Monterey	6	1	0	7
Napa	North Bay	7	0	0	7
Ohlone	East Bay	2	1	0	3
San Francisco	Mid-Peninsula	6	7	29	42
Santa Rosa	North Bay	6	7	5	18
<b>Total</b>		<b>92</b>	<b>43</b>	<b>45</b>	<b>180</b>

Source: Data Mart

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

**Table 7b. Other CTE Institutions Awards on CIP 50.0409 - Graphic Design in Bay Region**

College	Subregion	Associate degree	Bachelor's degree	Total
California College of the Arts	Mid-Peninsula	0	22	22
Dominican University of California	North Bay	0	4	4
FIDM-Fashion Institute of Design & Merchandising-San Francisco	Mid-Peninsula	2	0	2
Notre Dame de Namur University	Mid-Peninsula	0	4	4
Pacific Union College	North Bay	0	2	2
San Jose State University	Silicon Valley	0	20	20
<b>Total</b>		<b>2</b>	<b>52</b>	<b>54</b>

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 large labor market gap in the Bay region with 2,196 annual openings for the Digital Art and Graphic Design occupational cluster and 234 annual (3-year average) awards for an annual undersupply of 1,962 students. In the North Bay Sub-Region, there is also a gap with 157 annual openings and 33 annual (3-year average) awards for an annual undersupply of 124 students.

## Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1030.00 - Graphic Art and Design**

Metric Outcomes	Bay All CTE Programs	NVC All CTE Programs	State 1030.00	Bay 1030.00	North Bay 1030.00	NVC 1030.00
Students with a Job Closely Related to Their Field of Study	74%	82%	54%	60%	90%	N/A
Median Annual Earnings for SWP Exiting Students	\$53,090	\$48,682	\$29,175	\$37,797	\$30,781	\$36,102
Median Change in Earnings for SWP Exiting Students	24%	37%	28%	22%	39%	18%
Exiting Students Who Attained the Living Wage	54%	61%	36%	36%	36%	48%

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

## Skills, Certifications and Education

**Table 9. Top Skills for Digital Art and Graphic Design Occupations in Bay Region (Aug. 2022 - July 2023)**

Skill	Posting	Skill	Posting
Marketing	1,231	User Experience (UX)	438
Graphic Design	1,025	Branding	420
Adobe Photoshop	1,009	Illustration	380
Adobe Illustrator	909	Workflow Management	360
Project Management	797	Digital Design	310
Adobe Creative Suite	700	Animations	306
Adobe InDesign	658	Art Direction	298
Figma (Design Software)	572	Brand Management	298
Typography	553	Photography	294
Visual Design	544	Prototyping	276

Source: Lightcast

**Table 10. Certifications for Digital Art and Graphic Design Occupations in Bay Region (Aug. 2022 - July 2023)**

Certification	Posting	Certification	Posting
Valid Driver's License	76	Architecture License	13
LEED Accredited Professional (AP)	46	Certified Interior Designer	10
Security Clearance	46	SAP Certification	7
Enterprise Desktop Administrator (Microsoft Certified IT Professional)	39	Certified Power Quality Professional	7

Certification	Posting	Certification	Posting
Master of Business Administration (MBA)	29	First Aid Certification	6
Project Management Professional Certification	21	LEED Green Associate	4
National Council For Interior Design Qualification (NCIDQ)	17	Salesforce Certified Administrator	4

Source: Lightcast

**Table 11. Education Requirements for Digital Art and Graphic Design Occupations in Bay Region**

Education Level	Job Postings	% of Total
High school or GED	83	4%
Associate degree	133	6%
Bachelor's degree & higher	2,031	90%

Source: Lightcast

Note: 54% 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](http://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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