



Labor Market Information Report

Motion Graphics Occupations

Laney College

Prepared by the San Francisco Bay Center of Excellence for Labor Market Research

June 2023

Recommendation

Based on all available data, there appears to be an “undersupply” of Motion Graphics workers compared to the demand for this cluster of occupations in the Bay region and in the East Bay sub-region (Alameda, Contra Costa counties). There is a projected annual gap of about 814 students in the Bay region and 189 students in the East 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 Laney College and in the region.

This report profiles Motion Graphics Occupations in the 12 county Bay region and in the East Bay sub-region for a Graphics in Motion program review at Laney College.

- **Special Effects Artists and Animators (27-1014):** Create special effects, animation, or other visual images using film, video, computers, or other electronic tools and media for use in products or creations, such as computer games, movies, music videos, and commercials.
 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%

Occupational Demand

Table 1. Employment Outlook for Motion Graphics 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
Special Effects Artists and Animators	2,247	2,391	145	6%	1,381	276	\$37	\$52
Graphic Designers	7,554	8,006	451	6%	3,964	793	\$26	\$36

Occupation	2021 Jobs	2026 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Total	9,801	10,397	596	6%	5,345	1,069		

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 Motion Graphics Occupations in East 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
Special Effects Artists and Animators	445	448	4	1%	242	48	\$29	\$47
Graphic Designers	1,761	1,844	83	5%	898	180	\$24	\$33
Total	2,205	2,292	87	4%	1,140	228		

Source: Lightcast 2022.3

East Bay Sub-Region includes: Alameda, Contra Costa Counties

Job Postings in Bay Region and East Bay Sub-Region

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

Occupation	Bay Region	East Bay
Graphic Designers	420	72
Special Effects Artists and Animators	125	9

Source: Lightcast

Table 4a. Top Job Titles for Motion Graphics Occupations for latest 12 months - Bay Region

Title	Bay	Title	Bay
Graphic Designers	109	VFX Artists	9
Visual Designers	42	Creative Designers	8
Interaction Designers	30	Google Specialists	8
UX Visual Designers	26	Labeling Specialists	8
Production Artists	16	Motion Graphics Designers	8
Digital Design Engineers	14	Visual Graphic Designers	7
ASIC Digital Design Engineers	9	Animators	6
Lead Graphic Designers	9	Graphic Artists	6
Production Designers	9	Interactive Designers	6

Source: Lightcast

Table 4b. Top Job Titles for Motion Graphics Occupations for latest 12 months - East Bay Sub-Region

Title	East Bay	Title	East Bay
Graphic Designers	25	Print Producers	2
Production Artists	7	Production Designers	2
Graphic Designers/Coordinators	4	Video Game Testers	2
Interactive Art Directors	3	Android Leads	1
Creative Design Specialists	2	Audio Visual Managers	1
Digital Design Engineers	2	Computer Graphics Animators	1
Graphic Design Supervisors	2	Creative Designers	1
Lead Graphic Designers	2	Design Specialists	1
Photo Producers	2	Digital Modelers	1

Source: Lightcast

Industry Concentration**Table 5. Industries hiring Motion Graphics 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)
Internet Publishing and Broadcasting and Web Search Portals	1,046	1,204	15%	10%
Software Publishers	801	892	11%	8%
Custom Computer Programming Services	509	570	12%	5%
Interior Design Services	454	569	25%	5%
Graphic Design Services	423	372	-12%	4%
Advertising Agencies	335	309	-8%	3%
Commercial Printing (except Screen and Books)	241	195	-19%	2%
Computer Systems Design Services	246	256	4%	2%
Motion Picture and Video Production	230	237	3%	2%
Corporate, Subsidiary, and Regional Managing Offices	233	218	-7%	2%

Source: Lightcast 2022.3

Table 6. Top Employers Posting Motion Graphics Occupations in Bay Region and East Bay Sub-Region

Employer	Bay	Employer	East Bay
Google	27	Lawrence Livermore National Laboratory	4
Genesis10	14	Robert Half	3

Employer	Bay	Employer	East Bay
Aquent	13	Sequoia Signs And Graphics	3
Creative Circle	13	Aquent	2
Robert Half	13	Blume Global	2
Braintrust Group	11	H&L Partners	2
Apple	8	IntelliSource	2

Source: Lightcast

Educational Supply

There are 13 community colleges in the Bay Region issuing 182 awards on average annually (last 3 years ending 2019-20) on TOP 1030.00 - Graphic Art and Design. In the East Bay Sub-Region, there are five (5) community colleges that issued 39 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 73 awards on average annually (last 3 years ending 2019-20) on CIP 50.0409 - Graphic Design. There are no other CTE educational institution in the East Bay Sub-Region issuing awards on average annually (last 3 years) on this CIP code.

Table 7a. 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	11	5	8	24
Diablo Valley	East Bay	7	2	0	9
Foothill	Silicon Valley	19	5	2	26
Laney	East Bay	5	5	1	11
Las Positas	East Bay	3	0	2	5
Los Medanos	East Bay	10	2	0	12
Marin	North Bay	0	0	1	1
Mission	Silicon Valley	12	5	0	17
Monterey	SC-Monterey	5	1	1	7
Napa	North Bay	6	0	0	6
Ohlone	East Bay	2	0	0	2
San Francisco	Mid-Peninsula	9	6	29	44
Santa Rosa	North Bay	5	7	6	18
Total		94	38	50	182

Source: Data Mart

Note: The annual average for awards is 2017-18 to 2019-20.

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	35	35
Dominican University of California	North Bay	0	4	4
FIDM-Fashion Institute of Design & Merchandising-San Francisco	Mid-Peninsula	3	0	3
Notre Dame de Namur University	Mid-Peninsula	0	3	3
Pacific Union College	North Bay	0	3	3
San Jose State University	Silicon Valley	0	25	25
Total		3	70	73

College	Subregion	Associate Degree	Bachelor's degree	Total
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Source: Data Mart

Note: The annual average for awards is 2017-18 to 2019-20.

Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 1,069 annual openings for the Motion Graphics occupational cluster and 255 annual (3-year average) awards for an annual undersupply of 814 students. In the East Bay Sub-Region, there is also a gap with 228 annual openings and 39 annual (3-year average) awards for an annual undersupply of 189 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	Laney All CTE Programs	State 1030.00	Bay 1030.00	East Bay 1030.00	Laney 1030.00
Students with a Job Closely Related to Their Field of Study	74%	73%	58%	65%	62%	60%
Median Annual Earnings for SWP Exiting Students	\$48,926	\$41,990	\$27,204	\$34,774	\$27,956	\$30,228
Median Change in Earnings for SWP Exiting Students	23%	15%	28%	22%	23%	9%
Exiting Students Who Attained the Living Wage	50%	48%	31%	32%	28%	31%

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

Skills and Education

Table 9. Top Skills for Motion Graphics Occupations in Bay Region

Skill	Posting	Skill	Posting
Graphic Design	220	Typography	92
Adobe Photoshop	214	Animations	86
Adobe Illustrator	204	Branding	86
Marketing	178	User Interface (UI)	67
Adobe InDesign	125	Digital Design	62
User Experience (UX)	125	Prototyping	62
Figma (Design Software)	119	Workflow Management	62
Adobe Creative Suite	117	Adobe After Effects	61
Visual Design	117	Interaction Design	58
Illustration	92	Brand Management	54

Skill	Posting	Skill	Posting
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Source: Lightcast

Table 11. Education Requirements for Motion Graphics Occupations in Bay Region

Education Level	Job Postings	% of Total
High school or GED	22	6%
Associate degree	19	5%
Bachelor's degree & higher	341	89%

Source: Lightcast

Note: 48% 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

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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