Graphic Art and Design - 1030.00

Graphic Design Level 1

August 2018

Research Summary

The Los Angeles/Orange County Center of Excellence (COE) compiled this report to provide regional labor market supply and demand data related to a **graphic-design level 1 program**.

The following list summarizes key findings from this data brief:

- The number of jobs for graphic design-related occupations is expected to increase by 2% through 2022, **resulting in over 2,700 annual openings** due to new job growth and replacement need (e.g., retirements).
- The entry-level wage for graphic design-related occupations is between $12.23 and $16.86 per hour. Of the three occupations, two have entry-level wages below the MIT Living Wage[1] estimate for a single adult in Los Angeles County ($13.54) and Orange County ($15.31).
- In 2017, there were **1,845 employer job ads** for graphic design-related occupations.
- Between 27% and 43% of the current workforce has some postsecondary coursework training.
- Between 2014 and 2017, community colleges conferred an average of 354 awards (associate degrees and certificates) in a related training program.

Occupation Codes and Descriptions

Currently, there are three occupations in the standard occupational classification (SOC) system related to graphic art and design. The occupation titles and descriptions, as well as reported job titles are included in Exhibit 1.

Exhibit 1 – Occupations, descriptions, and sample job titles

SOC Code	Title	Description	Sample of Reported Job Titles
27-1014	Multimedia Artists and Animators	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.	3D Animator, 3D Artist, Animation Director, Animator, Art Director, Artist, Creative Director, Graphic Artist, Graphic Designer, Illustrator

[1] MIT Living Wage Calculator. http://livingwage.mit.edu/

SOC	Occupation	Description	Sample of Reported Job Titles
27-1024	Graphic Designers	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.	Artist, Creative Director, Creative Manager, Design Director, Designer, Graphic Artist, Graphic Designer, Online Producer, Production Artist, Publications Designer
43-9031	Desktop Publishers	Format typescript and graphic elements using computer software to produce publication-ready material.	Advertising Associate, Art Director, Computer Typesetter, Creative Director, Desktop Publishing Specialist, Electronic Console Display Operator, Electronic Imager, Graphic Artist, Mac Operator, Production Manager

Source: O*NET Online

Current and Future Employment

In Los Angeles and Orange Counties, the number of jobs for occupations related to graphic design is expected to increase by 2% over the next five years. More than 2,700 job opportunities will be available annually for this occupation group through 2022 due to new job growth and replacement need (e.g., retirements). Exhibit 2 contains detailed employment projections data for the occupations.

Exhibit 2 – Five-year projections for graphic design-related occupations

SOC	Occupation	2017 Jobs	2022 Jobs	2017-2022 Change	2017-2022 % Change	Annual Openings
27-1024	Graphic Designers	20,290	20,288	(2)	(0%)	1,877
27-1014	Multimedia Artists and Animators	8,406	8,950	544	6%	785
43-9031	Desktop Publishers	729	669	(60)	(8%)	75
	Total	**29,425**	**29,907**	**482**	**2%**	**2,737**

Source: EMSI 2018.2 – QCEW, non-QCEW, Self-Employed

Earnings

In Los Angeles and Orange Counties, the entry-level wage for graphic design-related occupations is between $12.23 and $16.86 per hour. Of the three occupations, two have entry-level wages below the MIT Living Wage estimate for a single adult in Los Angeles County ($13.54) and Orange County ($15.31). The average annual earnings for the occupations in the region is between $52,000 and $70,000 per year, assuming full-time employment.

Exhibit 3 contains hourly wages and annual average earnings for the occupation group studied in this report. Entry-level hourly earnings is represented by the 10th percentile of wages, median hourly earnings is represented by the 50th percentile of wages, and experienced hourly earnings is represented by the 90th percentile of wages, demonstrating various levels of employment.

Exhibit 3 – Earnings for graphic design-related occupations

SOC	Occupation	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings	Average Annual Earnings
43-9031	Desktop Publishers	$16.86	$25.92	$39.87	$57,000
27-1024	Graphic Designers	$14.90	$21.34	$40.09	$52,000
27-1014	Multimedia Artists and Animators	$12.23	$31.62	$58.72	$70,000

Source: EMSI 2018.2 – QCEW, non-QCEW, Self-Employed

Employer Job Postings

In this research brief, real-time labor market information is used to provide a more nuanced view of the current job market, as it captures job advertisements for occupations relevant to the field of study. Employer job postings are consulted to understand who is employing in the field of graphic design, and what they are looking for in potential candidates. To identify job postings related to graphic design, the occupations in Exhibit 1 were used.

Top Titles

The most common titles for graphic design-related jobs are listed in Exhibit 4. Graphic designer was mentioned in 56% of all relevant job postings (1,026 out of 1,845 postings).

Exhibit 4 –Job titles (n=1,845)

Title	Job Postings, Full Year 2017
Graphic Designer	1,026
Animator	201
Production Artist	162
Visual Designer	102
Visual Effects Artist	65
Interaction Designer	46
FX Artist	19
Content Producer	15
Storyboard Artist	13
3D Modeler	12

Source: Labor Insight/Jobs (Burning Glass)

Top Employers

Exhibit 5 lists the major employers hiring graphic design workers. Top employers postings job ads included Activision, Blizzard Entertainment, and Disney. The top worksite cities in the region for these job postings were: Los Angeles, Irvine, Santa Monica, Burbank, and Culver City.

Exhibit 5 – Top employers (n=733)

Employer	Job Postings, Full Year 2017
Activision	67
Blizzard Entertainment	42
Disney	15
NBC	13
Snap Inc.	12
GumGum, Inc.	11
Deloitte	9
Fox Incorporated	9
Electronic Arts Incorporated	8
Tribune Company	8
Zoic	8

Source: Labor Insight/Jobs (Burning Glass)

Advertised Education Levels

Exhibit 6 displays the education level requested by employers in online job ads. The majority of employers were looking for a candidate with an associate degree. Approximately 92% of job postings did not specify a level of education.

**Exhibit 6 – Advertised education requirements
for graphic design-related occupations (n=147)**

High school or vocational training   34

Associate degree   113
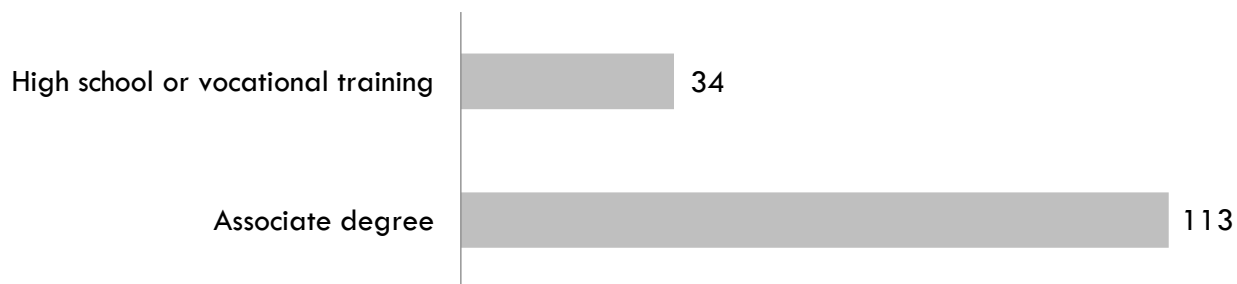
Source: Labor Insight/Jobs (Burning Glass)

Education and Training

Exhibit 7 shows the typical entry-level education requirement for the occupations of interest, along with the typical on-the-job training, and percentage of workers in the field who hold a community college award or have completed some postsecondary courses. Between 27% and 43% of the workforce has completed some community college training as their highest level of education.

Exhibit 7 – Education and training requirements

SOC	Occupation	Typical entry-level education	Typical on-the-job training	% of Community College Award Holders or Some Postsecondary Coursework
43-9031	Desktop Publishers	Associate degree	Short-term	43%
27-1024	Graphic Designers	Bachelor's degree	None	30%
27-1014	Multimedia Artists and Animators	Bachelor's degree	None	27%

Source: EMSI, Bureau of Labor Statistics Employment Projections (Educational Attainment)

In Los Angeles and Orange Counties, 24 community colleges have conferred awards in programs that have historically trained students for the occupations studied in this report. Between 2014 and 2017, there was an average of 354 community college awards conferred annually across four programs. It is important to note that an award is not equivalent to a single person in search of a job opening, since a student may earn more than one award (e.g. an associate degree and a certificate).

Exhibit 8 – CCC Student Awards (by TOP and College

TOP Code	Program	College	2014-15 Awards	2015-16 Awards	2016-2017 Awards	3-Year Award Average
0614.10	Multimedia	Cypress	1	N/A	1	1
		East LA	1	1	N/A	1
		LA Mission	10	18	7	12
		Long Beach	N/A	1	1	1
		Orange Coast	5	N/A	3	4
		Pasadena	3	3	1	2
		Santa Monica	5	3	6	5
		Santiago Canyon	N/A	3	3	3
		Subtotal/Average	**25**	**29**	**22**	**25**
0614.40	Animation	Cerritos	1	3	4	3
		Cypress	3	1	9	4
		East LA	3	9	3	5

		El Camino	N/A	1	N/A	1
		Glendale	4	3	4	4
		Irvine	1	N/A	N/A	1
		LA Mission	2	3	4	3
		Mt San Antonio	29	26	19	25
		Rio Hondo	7	10	11	9
		Santa Ana	3	2	5	3
		Santa Monica	15	13	12	13
		Subtotal/Average	**68**	**71**	**71**	**70**
0614.60	Computer Graphics and Digital Imagery	Citrus	9	13	7	10
		Coastline	4	2	1	2
		Cypress	9	5	11	8
		Fullerton	2	N/A	N/A	2
		Irvine	6	1	N/A	4
		Long Beach	1	N/A	N/A	1
		Mt San Antonio	6	1	N/A	4
		North Orange Adult	N/A	N/A	2	2
		Orange Coast	37	24	28	30
		Saddleback	8	4	8	7
		Santa Ana	6	17	7	10
		Subtotal/Average	**88**	**67**	**64**	**73**
1030.00	Graphic Art and Design	Cerritos	2	10	6	6
		East LA	12	13	12	12
		El Camino	1	3	N/A	2
		Fullerton	9	5	16	10
		Glendale	11	7	14	11
		Golden West	39	31	32	34
		Irvine	1	1	2	1
		LA City	6	6	5	6
		LA Pierce	4	3	10	6
		LA Valley	2	4	3	3
		Mt San Antonio	29	19	21	23
		Pasadena	8	3	10	7
		Saddleback	22	16	17	18
		Santa Ana	2	1	N/A	2
		Santa Monica	46	34	30	37
		Santiago Canyon	13	13	3	10
		Subtotal/Average	**207**	**169**	**181**	**186**
		Total	**388**	**336**	**338**	**354**

Source: California Community Colleges Chancellor's Office MIS Data Mart

Student Outcomes

The CTE LaunchBoard provides student outcome data on the effectiveness of CTE programs. The following student outcome information was collected from exiters of the Multimedia Taxonomy of Program (TOP) code (0614.10) in Los Angeles and Orange Counties for the 2015-16 academic year.

- The median annual wage after program completion is $4,653
- 31% of students are earning a living wage
- 66% of students are employed within six months after completing a program

The following student outcome information was collected from exiters of the Animation Taxonomy of Program (TOP) code (0614.40) in Los Angeles and Orange Counties for the 2015-16 academic year.

- The median annual wage after program completion is $5,322
- 28% of students are earning a living wage
- 53% of students are employed within six months after completing a program

The following student outcome information was collected from exiters of the Computer Graphics and Digital Imagery Taxonomy of Program (TOP) code (0614.60) in Los Angeles and Orange Counties for the 2015-16 academic year.

- The median annual wage after program completion is $6,326
- 34% of students are earning a living wage
- 70% of students are employed within six months after completing a program

The following student outcome information was collected from exiters of the Graphic Art and Design Taxonomy of Program (TOP) code (1030.00) in Los Angeles and Orange Counties for the 2015-16 academic year.

- The median annual wage after program completion is $6,024
- 33% of students are earning a living wage
- 61% of students are employed within six months after completing a program

Source: CTE LaunchBoard

Sources

O*Net Online, Labor Insight/Jobs (Burning Glass), Economic Modeling Specialists International (EMSI), MIT Living Wage Calculator, Bureau of Labor Statistics (BLS) Education Attainment, California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart, CTE LaunchBoard, and Statewide CTE Outcomes Survey

Notes

Data included in this analysis represents the labor market demand for positions most closely related to graphic design. Standard occupational classification (SOC) codes were chosen based on the national education level required for employment (associate degree and postsecondary certificate) as well as the proportion of current workers who hold a community college award or have had some community college training. This selection process narrows the labor market analysis to the most relevant employment opportunities for students with community college education and/or training.

Traditional labor market information was used to show current and projected employment based on data trends, as well as annual average awards granted by regional community colleges. Real-time labor market information captures job post advertisements for occupations relevant to the field of study and should not be used to establish current job openings, because the numbers may include duplicate job postings or postings intended to gather a pool of applicants. Real-time labor market information can signal demand and show what employers are looking for in potential employees, but is not a perfect measure of the quantity of open positions.