

## Program Endorsement Brief: 1030.00/Graphic Art and Design *Entrepreneurial Graphic Design*

Los Angeles/Orange County Center of Excellence, October 2018

### Summary:

The Los Angeles/Orange County Center of Excellence for Labor Market Research (COE) prepared this report to provide regional labor market supply and demand data related to graphic art and design. This report is intended to help determine whether there is demand in the local labor market that is not being met by the supply from community college programs that align with relevant occupations.

The following summarizes key findings from this data brief:

- Graphic art and design jobs are slightly decreasing by less than 1% over the next five years, and more than 3,100 job openings will be available annually due to new job growth and replacement need.
- Over the past 12 months, there were 4,790 online job postings related to graphic art and design in Los Angeles and Orange Counties.
- Five other related program recommendation requests were received between January and September 2018 from regional community colleges.
- Sixteen colleges in the region have programs closely related to graphic art and design.
- Between 2014 and 2017, community colleges in the region conferred an average of 186 awards annually (associate degrees and certificates) in related training programs.

**Occupational Demand**—In Los Angeles/Orange County the number of graphic art and design jobs is projected to remain steady, slightly decreasing by less than 1%. There will be more than 3,100 job openings per year through 2022 (Exhibit 1).

**Exhibit 1: Occupational demand in Los Angeles and Orange Counties<sup>1</sup>**

Geography	2017 Jobs	2022 Jobs	2017-2022 Change	2017-2022 % Change	Annual Openings
Los Angeles	29,280	29,019	(261)	(1%)	2,596
Orange	5,969	6,061	92	2%	547
<b>Total</b>	<b>35,249</b>	<b>35,079</b>	<b>(170)</b>	<b>(0%)</b>	<b>3,143</b>

**Wages**—Entry-level hourly wages for graphic art and design occupations in the region are between \$12.20 and \$14.90. Entry-level wages for two of the three graphic art and design occupations are higher than the MIT Living hourly wage for one adult in Los Angeles County (\$13.54), and just one of the graphic art and design occupations has entry-level wages that are higher than the MIT Living wage for one adult in Orange County (\$15.31). Experienced workers

<sup>1</sup> Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

earn between \$40.05 and \$83.16, which is higher than the living wage. Regional wages are above the average statewide wage for this occupation.

**Job Postings**—There were 4,790 online job postings related to graphic art and design listed in the past 12 months. The majority of job postings are for graphic designers, art directors, production artists, creative directors and animators. Top skills include knowledge of Adobe software: Photoshop, InDesign, Illustrator and Acrobat. The top three employers, by number of job postings, in the region are: Activision, Syndicatebleu (staffing agency) and NBC.

**Educational Attainment**—The BLS lists a Bachelor’s degree as the typical entry-level education for this occupation. The national-level educational attainment data indicates between 27% and 30% of workers in the field have completed some college or an associate degree. In Los Angeles/Orange County, 86% of job postings request a Bachelor’s degree.

**Community College Supply**—Appendix A shows the three-year average number of awards conferred by community colleges in the related TOP code: Graphic Art and Design (1030.00). The colleges with the most completions in the region are: Santa Monica, Golden West and Mt. San Antonio. Between January and September 2018, there were five other related program recommendation requests from regional community college.

**Appendix A: Regional community college awards (certificates and degrees), 2014-2017**

TOP Code	Program	College	2014-15 Awards	2015-16 Awards	2016-2017 Awards	3-Year Award Average
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		
<b>Total/Average</b>			<b>207</b>	<b>169</b>	<b>181</b>	<b>186</b>

**Appendix B: Occupational demand and wage data by county**

**Exhibit 3. Los Angeles County**

Occupation (SOC)	2017 Jobs	2022 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
Graphic Designers (27-1024)	16,067	15,973	(94)	(1%)	1,501	\$14.81	\$21.21	\$39.72
Multimedia Artists and Animators (27-1014)	7,547	7,291	(256)	(3%)	609	\$12.32	\$32.90	\$58.95
Art Directors (27-1011)	5,666	5,755	89	2%	486	\$14.94	\$33.14	\$83.98
<b>Total</b>	<b>29,280</b>	<b>29,019</b>	<b>(261)</b>	<b>(1%)</b>	<b>2,596</b>			

**Exhibit 4. Orange County**

Occupation (SOC)	2017 Jobs	2022 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
Graphic Designers (27-1024)	4,240	4,273	33	1%	399	\$15.33	\$21.55	\$37.61
Art Directors (27-1011)	955	984	29	3%	82	\$14.20	\$25.72	\$70.09
Multimedia Artists and Animators (27-1014)	775	803	28	4%	67	\$11.45	\$23.45	\$43.39
<b>Total</b>	<b>5,969</b>	<b>6,061</b>	<b>92</b>	<b>2%</b>	<b>547</b>			

**Exhibit 5. Los Angeles and Orange Counties**

Occupation (SOC)	2017 Jobs	2022 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
Graphic Designers (27-1024)	20,307	20,246	(61)	(0%)	1,899	\$14.90	\$21.32	\$40.05
Multimedia Artists and Animators (27-1014)	8,322	8,094	(228)	(3%)	676	\$12.20	\$31.51	\$58.66
Art Directors (27-1011)	6,621	6,739	118	2%	567	\$14.82	\$32.18	\$83.16
<b>Total</b>	<b>35,249</b>	<b>35,079</b>	<b>(170)</b>	<b>(0%)</b>	<b>3,143</b>			

**Appendix C: Sources**

- O\*NET Online
- Labor Insight/Jobs (Burning Glass)
- Economic Modeling Specialists, International (EMSI)
- Employment Development Department, Labor Market Information Division, OES
- Employment Development Department, Unemployment Insurance Dataset
- Career Technical Education (CTE) LaunchBoard
- Career Technical Education Outcomes Survey (CTEOS)
- Living Insight Center for Community Economic Development
- California Community Colleges Chancellor's Office Management Information Systems (MIS)
- MIT Living Wage

For more information, please contact:

Lori Sanchez, Director  
Center of Excellence, Los Angeles/Orange County Region  
[Lsanchez144@mtsac.edu](mailto:Lsanchez144@mtsac.edu)

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