**Photography Occupations**

**Labor Market Information Report**

**City College of San Francisco**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

November 2020

# Recommendation

Based on all available data, there appears to be an undersupply of Photography workers compared to the demand for this cluster of occupations in the Bay region and in the Mid-Peninsula sub-region (San Francisco and San Mateo Counties). There is a projected annual gap of about 516 students in the Bay region and 101 students in the Mid-Peninsula Sub-Region.

**Introduction**

This report provides student outcomes data on employment and earnings for TOP 1012.00-Applied Photography 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 City College of San Francisco and in the region.

This report profiles Photography Occupations in the 12 county Bay region and in the Mid-Peninsula sub-region for a program review at City College of San Francisco.

|  |
| --- |
| * **Photographic Process Workers and Processing Machine Operators (51-9151):** Perform work involved in developing and processing photographic images from film or digital media. May perform precision tasks such as editing photographic negatives and prints.
 |
| 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: 32% |
|  |
| * **Photographers (27-4021):** Photograph people, landscapes, merchandise, or other subjects, using digital or film cameras and equipment. May develop negatives or use computer software to produce finished images and prints. Includes scientific photographers, aerial photographers, and photojournalists.
 |
| Entry-Level Educational Requirement: High school diploma or equivalent |
| Training Requirement: Moderate-term on-the-job training |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 34% |
|  |

**Occupational Demand**

**Table 1. Employment Outlook for Photography Occupations in Bay Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Occupation**  | **2019 Jobs** | **2024 Jobs** | **5-Yr Change** | **5-Yr % Change** | **5-Yr Open-ings** | **Average Annual Open-ings** | **25% Hourly Wage** | **Median Hourly Wage** |
| Photographic Process Workers and Processing Machine Operators |  621  |  570  | -51 | -8% |  466  |  93  | $14.50 | $19.85 |
| Photographers |  5,139  |  5,105  | -34 | -1% |  2,629  |  526  | $13.31 | $22.97 |
| **TOTAL** |  **5,760**  |  **5,676**  | **-85** | **-1%** |  **3,095**  |  **619**  | **$13.44** | **$22.64** |

*Source: EMSI 2020.3*

**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 Photography Occupations in Mid-Peninsula Sub-Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Occupation**  | **2019 Jobs** | **2024 Jobs** | **5-Yr Change** | **5-Yr % Change** | **5-Yr Open-ings** | **Average Annual Open-ings** | **25% Hourly Wage** | **Median Hourly Wage** |
| Photographic Process Workers and Processing Machine Operators |  249  |  239  | -11 | -4% |  190  |  38  | $16.41 | $26.19 |
| Photographers |  1,439  |  1,432  | -7 | 0% |  722  |  144  | $15.39 | $25.04 |
| **TOTAL** |  **1,688**  |  **1,671**  | **-18** | **-1%** |  **911**  |  **182**  | **$15.54** | **$25.21** |

*Source: EMSI 2020.3*

**Mid-Peninsula Sub-Region includes** San Francisco and San Mateo Counties

### Job Postings in Bay Region and Mid-Peninsula Sub-Region

**Table 3. Number of Job Postings by Occupation for latest 12 months (October 2019 - September 2020)**

| **Occupation** | **Bay Region** | **Mid-Peninsula Sub-Region** |
| --- | --- | --- |
| Photographers | 1,212 | 373 |
| Photographic Process Workers and Processing Machine Operators | 330 | 114 |
|  **TOTAL** | **1,542** | **487** |

*Source: Burning Glass*

**Table 4a. Top Job Titles for Photography Occupations for latest 12 months (October 2019 - September 2020) Bay Region**

|  |  |  |  |
| --- | --- | --- | --- |
| **Common Title** | **Bay** | **Common Title** | **Bay** |
| Photographer | 171 | Newborn Sales Photographer | 20 |
| Freelance Photographer | 53 | Wedding Photographer-Freelance | 18 |
| Assistant - Graduation Event Photography | 51 | Real Estate Photographer | 18 |
| Food Freelance Photographer In | 43 | Food Freelance Photographer In , Va | 18 |
| Dealership Photographer/Porter For | 42 | Food Freelance Photographer In , De | 17 |
| Pre-School Photographer | 36 | Product Photographer | 16 |
| Photographer - Graduation Event | 29 | Food Freelance Photographer In Tuscon | 16 |
| Generator Technician | 26 | Dealership Photographer/Porter | 15 |
| Dealership Inventory Photographer/Porter For | 25 | School Photographer | 14 |
| Sales Photographer | 24 | Food Freelance Photographer In , Bc | 13 |
| Photography | 24 | Digital Technician | 13 |
| Photographer - San Fransisco | 22 | Dealership Photographer/Porter For And | 13 |
| Photo Retoucher | 21 | Dealership Inventory Photographer/Porter | 12 |
| Paid Freelance Photography | 20 | Newborn Photographer | 11 |

**Table 4b. Top Job Titles for Photography Occupations for latest 12 months (October 2019 - September 2020) Mid-Peninsula Sub-Region**

|  |  |  |  |
| --- | --- | --- | --- |
| **Common Title** | **Mid-Peninsula** | **Common Title** | **Mid-Peninsula** |
| Photographer | 59 | Paid Freelance Photography | 6 |
| Freelance Photographer | 19 | Product Photo Retoucher | 5 |
| Food Freelance Photographer In | 17 | Food Freelance Photographer In Tuscon | 5 |
| Photo Retoucher | 15 | Food Freelance Photographer In , De | 5 |
| Newborn Sales Photographer | 11 | Dealership Photographer/Porter For | 5 |
| Assistant - Graduation Event Photography | 11 | Sales Photographer | 4 |
| Product Photographer | 10 | Processor In | 4 |
| Pre-School Photographer | 10 | Photography Assistant | 4 |
| Real Estate Photographer | 9 | Photographer, Photo Studio | 4 |
| Photography | 9 | Photo Technician | 4 |
| Photographer - San Fransisco | 9 | Food Freelance Photographer In , Va | 4 |
| Color And Retouching Operator | 8 | Ecomm Product Photographer & Designer | 4 |
| Retoucher | 7 | Currency Processor | 4 |
| Photographer - Graduation Event | 6 | Top Videographer And Photographer | 3 |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Photography Workers in Bay Region**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Industry – 6 Digit NAICS (No. American Industry Classification) Codes** | **Jobs in Industry (2019)** | **Jobs in Industry (2024)** | **% Change (2019-24)** | **% Occupation Group in Industry (2019)** |
| All Other Professional, Scientific, and Technical Services | 2,431 |  2,458  | 1% | 42% |
| Photography Studios, Portrait | 801 |  684  | -15% | 14% |
| Commercial Photography | 392 |  387  | -1% | 7% |
| Independent Artists, Writers, and Performers | 330 |  340  | 3% | 6% |
| Translation and Interpretation Services | 174 |  188  | 8% | 3% |
| Internet Publishing and Broadcasting and Web Search Portals | 171 |  203  | 19% | 3% |
| Parking Lots and Garages | 102 |  93  | -9% | 2% |
| Motion Picture and Video Production | 91 |  99  | 9% | 2% |
| Marketing Research and Public Opinion Polling | 91 |  85  | -7% | 2% |
| Other Spectator Sports | 74 |  68  | -8% | 1% |
| Pet Care (except Veterinary) Services | 67 |  70  | 4% | 1% |
| Television Broadcasting | 64 |  65  | 2% | 1% |
| Musical Groups and Artists | 60 |  56  | -7% | 1% |
| Electronic Shopping and Mail-Order Houses | 58 |  67  | 16% | 1% |

*Source: EMSI 2020.3*

**Table 6. Top Employers Posting Photography Occupations in Bay Region and Mid-Peninsula Sub-Region (October 2019 - September 2020)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Employer** | **Bay** | **Employer** | **Bay** | **Employer** | **Mid-Peninsula** |
| Pro Motionpix, Llc | 167 | Costar Group | 12 | Kodakit | 25 |
| Kodakit | 102 | Cherry Hill Programs | 12 | Pro Motionpix, Llc | 17 |
| Iconic Group | 69 | Open Homes Photography | 11 | Mom365 | 14 |
| Mom365 | 55 | Picture People | 10 | Iconic Group | 14 |
| Lifetouch | 55 | Pearce Services | 10 | Lifetouch | 13 |
| Vector Media | 36 | Gap Inc. | 10 | Vector Media | 12 |
| Bella Baby Photography | 35 | Dealervision Com | 8 | Gap Inc. | 10 |
| Kalo | 27 | Teddy Bear Portraits | 7 | Bella Baby Photography | 9 |
| Photobooker | 22 | Drc Video Productions | 7 | Photobooker | 8 |
| Xcite Advertising | 19 | Warm Sun Photography | 6 | Never Boring Inc | 7 |
| Pro Motionpix | 19 | Threshold 360 | 6 | Xcite Advertising | 5 |
| Never Boring Inc | 19 | Oloi, Inc | 6 | Sanrio Incorporated | 5 |
| George Street Photo & Video | 18 | Inter State Studio Publishing | 6 | Nationwide Studios Inc | 5 |
| Nationwide Studios Inc | 17 | Apple Inc. | 6 | Kalo | 5 |
| Spicy Green Book | 14 | Tolman Media | 5 | CBS Broadcasting | 5 |
| Gradimages | 14 | Pro Motion Pix Llc | 5 | UC San Francisco Medical Center | 4 |
| Sanrio Incorporated | 12 | Next Door Photos | 5 | Sgk | 4 |

*Source: Burning Glass*

# Educational Supply

There are six (6) community colleges in the Bay Region issuing 45 awards on average annually (last 3 years ending 2018-19) on TOP 1012.00-Applied Photography. There is one college (CCSF) in the Mid-Peninsula Sub-Region issuing 26 awards on average annually (last 3 years) on this TOP code.

There are four (4) other CTE Educational Institutions in the Bay Region issuing 58 awards on average annually (last 3 years ending 2016-17) on TOP 1012.00-Applied Photography. There are two (2) other CTE Educational Institutions in the Mid-Peninsula Sub-Region issuing 55 awards on average annually (last 3 years) on this TOP code.

**Table 7a. Community College Awards on TOP 1012.00-Applied** **Photography in Bay Region**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **College** | **Sub-Region** | **Associates** | **Certificate Low Unit** | **Total** |
| Chabot  | East Bay | 3 | 1 | 3 |
| De Anza | Silicon Valley | 1 | 7 | 8 |
| Laney | East Bay | 1 | 1 | 2 |
| Napa | North Bay |  | 1 | 1 |
| San Francisco | Mid-Peninsula |  | 26 | 26 |
| Solano | North Bay | 2 | 2 | 4 |
| **Total Bay Region** | **7** | **38** | **45** |
| **Total Mid-Peninsula Sub-Region** | **0** | **26** | **26** |

# Source: Data Mart

Note: The annual average for awards is 2016-17 to 2018-19.

**Table 7b. Other CTE Institution Awards on TOP 1012.00-Applied** **Photography in Bay Region**

|  |  |  |  |
| --- | --- | --- | --- |
| **College** | **Sub-Region** | **Associates** | **Total** |
| Academy of Art University | Mid-Peninsula | 48 | 48 |
| Argosy University-The Art Institute of California-San Francisco | Mid-Peninsula | 7 | 7 |
| Argosy University-The Art Institute of California-Silicon Valley | Silicon Valley | 2 | 2 |
| Pacific Union College | North Bay | 1 | 1 |
| **Total Bay Region** | **58** | **58** |
| **Total Mid-Peninsula Sub-Region** | **55** | **55** |

# Source: Data Mart

Note: The annual average for awards is 2014-15 to 2016-17.

# Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay region with 619 annual openings for the Photography occupational cluster and 103 annual (3-year average) awards from community colleges and other institutions for an annual undersupply of 516 students. In the Mid-Peninsula Sub-Region, there is also a gap with 182 annual openings and 81 annual (3-year average) awards from community colleges and other institutions for an annual undersupply of 101 students.

# Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1012.00-Applied Photography**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **2017-18** | **Bay** All CTE Programs | **CCSF**All CTE Programs | **State** 1012.00 | **Bay** 1012.00 | **Mid-Peninsula** 1012.00 | **CCSF**1012.00 |
| % Employed Four Quarters After Exit | 74% | 66% | 57% | 58% | 56% | 58% |
| Median Quarterly Earnings Two Quarters After Exit | $10,550 | $12,765 | $6,241 | $7,370 | $12,984 | $12,984 |
| Median % Change in Earnings | 46% | 25% | 29% | 27% | 17% | 17% |
| % of Students Earning a Living Wage | 63% | 46% | 38% | 33% | 45% | 45% |

*Source: Launchboard Pipeline (version available on (10/23/20)*

# Skills, Certifications and Education

**Table 9. Top Skills for Photography Occupations in Bay Region (October 2019 - September 2020)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Skill** | **Postings** | **Skill** | **Postings** | **Skill** | **Postings** |
| Photography | 1,147 | Adobe Acrobat | 59 | Hipaa Compliance | 28 |
| Adobe Photoshop | 268 | Adobe Creative Suite | 56 | Basic Mathematics | 27 |
| Customer Service | 221 | Photo Shoots | 50 | Customer Billing | 27 |
| Lifting Ability | 177 | Automotive Industry Knowledge | 48 | Sales Goals | 27 |
| Sales | 146 | MacIntosh OS | 45 | Budgeting | 26 |
| Broadcast Industry Knowledge | 127 | Project Management | 45 | Early Childhood Education | 26 |
| Digital Photography | 104 | E-Commerce | 44 | Occupational Health and Safety | 26 |
| Scheduling | 104 | Repair | 44 | Client Base Retention | 25 |
| Social Media | 82 | Quality Assurance and Control | 42 | Description and Demonstration of Products | 25 |
| Videography | 74 | Real Estate Experience | 42 | HIPAA Regulations | 25 |
| Photo Editing | 70 | Graphic Design | 38 | Maintaining Supplies | 25 |
| Product Sales | 67 | Marketing Materials | 30 | C++ | 24 |
| Adobe Illustrator | 66 | Infection Control | 29 | Linux | 24 |
| Color Editing | 65 | Customer Contact | 28 | Cleaning | 23 |
| Adobe Indesign | 62 | Health Insurance Portability and Accountability Act (HIPAA) | 28 | Creative Direction | 23 |

*Source: Burning Glass*

**Table 10. Certifications for Photography Occupations in Bay Region (October 2019 - September 2020)** Note: 78% of records have been excluded because they do not include a certification. As a result, the chart below may not be representative of the full sample.

|  |  |  |  |
| --- | --- | --- | --- |
| **Certification** | **Postings** | **Certification** | **Postings** |
| Driver's License | 322 | Six Sigma Green Belt Certification | 1 |
| Certified Ophthalmic Assistant | 5 | Six Sigma Black Belt Certification | 1 |
| Registered Diagnostic Medical Sonographer | 4 | Security Clearance | 1 |
| Pilot Certification | 4 | Phlebotomy Certification | 1 |
| Certified Medical Laboratory Technician | 4 | Mbe Certified | 1 |
| Management Education | 3 | Cosmetology License | 1 |
| Certified Pharmacy Technician | 3 | Computer Operation | 1 |
| IPC Certification | 2 | Certified Administrator | 1 |
| Business License | 2 | Basic Life Saving (BLS) | 1 |

*Source: Burning Glass*

**Table 11. Education Requirements for Photography Occupations in Bay Region**

Note: 63% of records have been excluded because they do not include a degree level. As a result, the chart below may not be representative of the full sample.

|  |  |  |
| --- | --- | --- |
| **Education (minimum advertised)** | **Latest 12 Mos. Postings** | **Percent 12 Mos. Postings** |
| High school or vocational training | 354 | 62% |
| Associate Degree | 45 | 8% |
| Bachelor’s Degree or Higher | 151 | 30% |

*Source: Burning Glass*

# Methodology

Occupations for this report were identified by use of skills listed in O\*Net descriptions and job descriptions in Burning Glass. Labor demand data is sourced from Economic Modeling Specialists International (EMSI) occupation data and Burning Glass job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CTE Launchboard and CCCCO Data Mart.

# Sources

O\*Net Online

Labor Insight/Jobs (Burning Glass)

Economic Modeling Specialists International (EMSI)

CTE LaunchBoard [www.calpassplus.org/Launchboard/](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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