** Fashion Design Occupations**

**Labor Market Information Report**

**City College of San Francisco**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

December 2018

# Recommendation

Based on all available data, there appears to be an undersupply of Fashion Design 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). The gap is about 647 students annually in the Bay region and 230 students annually in the Mid-Peninsula sub-region.

This report also provides student outcomes data on employment and earnings for programs on TOP 1303.10 - Fashion Design in the state and region. It is recommended that this 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.

# Introduction

This report profiles Fashion Design Occupations in the 12 county Bay region and in the Mid-Peninsula sub-region for the revision to an existing program at City College of San Francisco.

|  |
| --- |
| * **Fashion Designers (SOC 27-1022):** Design clothing and accessories. Create original designs or adapt fashion trends. |
| *Entry-Level Educational Requirement: Bachelor's degree* |
| *Training Requirement: None* |
| *Percentage of Community College Award Holders or Some Postsecondary Coursework: 29%* |
|  |
| * **Fine Artists, Including Painters, Sculptors, and Illustrators (SOC 27-1013):** Create original artwork using any of a wide variety of media and techniques. |
| *Entry-Level Educational Requirement: Bachelor's degree* |
| *Training Requirement: Long-term on-the-job training* |
| *Percentage of Community College Award Holders or Some Postsecondary Coursework: 27%* |
|  |
| * **Fabric and Apparel Patternmakers (SOC** **51-6092):** Draw and construct sets of precision master fabric patterns or layouts. May also mark and cut fabrics and apparel. |
| *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: 24%* |
|  |
| * **Sewing Machine Operators (SOC 51-6031):** Operate or tend sewing machines to join, reinforce, decorate, or perform related sewing operations in the manufacture of garment or nongarment products. |
| *Entry-Level Educational Requirement: No formal educational credential* |
| *Training Requirement: Short-term on-the-job training* |
| *Percentage of Community College Award Holders or Some Postsecondary Coursework: 18%* |
|  |
| * **Tailors, Dressmakers, and Custom** **Sewers (SOC 51-6052):** Design, make, alter, repair, or fit garments. |
| *Entry-Level Educational Requirement: No formal educational credential* |
| *Training Requirement: Moderate-term on-the-job training* |
| *Percentage of Community College Award Holders or Some Postsecondary Coursework: 29%* |

# Occupational Demand

**Table 1. Employment Outlook for Fashion Design Occupations in Bay Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2017 Jobs | 2022 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Fashion Designers | 1,001 | 1,025 | 25 | 2% | 498 | 100 | $17.99 | $28.80 |
| Fine Artists, Including Painters, Sculptors, and Illustrators | 2,088 | 2,139 | 51 | 2% | 895 | 179 | $7.76 | $10.26 |
| Fabric and Apparel Patternmakers | 109 | 103 | (5) | (5%) | 65 | 13 | $11.01 | $18.68 |
| Sewing Machine Operators | 2,643 | 2,545 | (97) | (4%) | 1,422 | 284 | $11.36 | $14.73 |
| Tailors, Dressmakers, and Custom Sewers | 1,061 | 1,013 | (49) | (5%) | 666 | 133 | $10.89 | $13.75 |
| **Total** | **6,901** | **6,825** | **-76** | **(**1%) | **3,546** | **709** | **$11.16** | **$15.33** |

*Source: EMSI 2018.4*

**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 Fashion Design Occupations in Mid-Peninsula Sub-Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2017 Jobs | 2022 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Annual Open-ings | 10% Hourly Wage | Median Hourly Wage |
| Fashion Designers | 624 | 634 | 11 | 2% | 306 | 61 | $17.63 | $28.31 |
| Fine Artists, Including Painters, Sculptors, and Illustrators | 542 | 539 | (3) | (1%) | 220 | 44 | $7.79 | $10.24 |
| Fabric and Apparel Patternmakers | 74 | 68 | (7) | (9%) | 43 | 9 | $10.83 | $17.78 |
| Sewing Machine Operators | 995 | 881 | (114) | (11%) | 503 | 101 | $12.08 | $14.39 |
| Tailors, Dressmakers, and Custom Sewers | 322 | 289 | (33) | (10%) | 195 | 39 | $11.45 | $21.87 |
| **TOTAL** | **2,558** | **2,412** | **(146**) | **(**6%) | **1,266** | **253** | **$12.41** | **$17.95** |

*Source: EMSI 2018.4*

**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 (Dec 2017 - Nov 2018)**

|  |  |  |
| --- | --- | --- |
| Occupation | Bay Region | Mid-Peninsula |
| Fine Artists, Including Painters, Sculptors, and Illustrators (27-1013.00) | 683 | 332 |
| Fashion Designers (27-1022.00) | 495 | 326 |
| Tailors, Dressmakers, and Custom Sewers (51-6052.00) | 163 | 55 |
| Sewing Machine Operators (51-6031.00) | 34 | 10 |
| Fabric and Apparel Patternmakers (51-6092.00) | 13 | 5 |
| **Total** | **1,375** | **723** |

*Source: Burning Glass*

**Table 4. Top Job Titles for Fashion Design Occupations for latest 12 months (Dec 2017 - Nov 2018)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Common Title | Bay | Mid-Peninsula | Common Title | Bay | Mid-Peninsula |
| Artist | 123 | 50 | Apparel Designer | 12 | 9 |
| Tailor | 90 | 35 | Teaching Artist | 12 | 2 |
| Design Director | 69 | 53 | Beauty Artist | 11 | 4 |
| Seamstress | 56 | 12 | Multimedia Illustrator | 11 | 1 |
| Technical Artist | 48 | 38 | UI Artist | 11 | 6 |
| 3D Artist | 35 |  | Product Artist | 9 | 2 |
| Senior Artist | 31 | 22 | Animation Technical Artist | 8 | 1 |
| Director, Design | 30 | 17 | Artist, Human Resources, Information And Technology Industry | 8 | 2 |
| Digital Artist | 23 |  | Developer, Retail Industry | 8 | 1 |
| Illustrator | 21 | 13 | Eyelash Extension Artist | 8 | 6 |
| Style Advisor -Justice | 21 |  | Style Advisor | 8 | 3 |
| Senior Technical Artist | 18 | 11 | Artist, Contract | 7 | 5 |
| Advisor | 16 | 8 | Senior Director, Design | 7 | 6 |
| Artist, Information And Technology Industry | 16 | 5 | Woven Tops Designer | 7 | 7 |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Fashion Design Workers in Bay Region**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Industry – 6 Digit NAICS (No. American Industry Classification) Codes | Jobs in Industry (2017) | Jobs in Industry (2022) | % Change (2017-22) | % in Industry (2017) |
| Independent Artists, Writers, and Performers (711510) | 1,235 | 1,232 | (1%) | 17.9% |
| Cut and Sew Apparel Contractors (315210) | 536 | 511 | (23%) | 7.4% |
| Other Personal and Household Goods Repair and Maintenance (811490) | 366 | 362 | (5%) | 5.3% |
| Women’s, Girls’, and Infants’ Cut and Sew Apparel Manufacturing (315240) | 248 | 239 | (32%) | 3.5% |
| Graphic Design Services (541430) | 210 | 203 | (10%) | 3.0% |
| Men’s and Boys’ Cut and Sew Apparel Manufacturing (315220) | 194 | 189 | 6% | 2.7% |
| Textile Bag and Canvas Mills (314910) | 172 | 175 | 4% | 2.5% |
| All Other Miscellaneous Textile Product Mills (314999) | 167 | 173 | 8% | 2.5% |
| Interior Design Services (541410) | 167 | 170 | 10% | 2.5% |
| Family Clothing Stores (448140) | 170 | 170 | 1% | 2.5% |
| Women's, Children's, and Infants' Clothing and Accessories Merchant Wholesalers (424330) | 164 | 167 | 17% | 2.4% |
| Corporate, Subsidiary, and Regional Managing Offices (551114) | 163 | 166 | 7% | 2.4% |
| Electronic Shopping and Mail-Order Houses (454110) | 139 | 143 | 24% | 2.1% |
| Other Cut and Sew Apparel Manufacturing (315280) | 121 | 122 | 18% | 1.8% |
| Other Spectator Sports (711219) | 118 | 120 | 8% | 1.8% |
| Apparel Accessories and Other Apparel Manufacturing (315990) | 122 | 119 | (16%) | 1.7% |
| Appliance Repair and Maintenance (811412) | 95 | 95 | 0% | 1.4% |
| Curtain and Linen Mills (314120) | 84 | 83 | (10%) | 1.2% |
| Drycleaning and Laundry Services (except Coin-Operated) (812320) | 82 | 82 | (4%) | 1.2% |
| Motion Picture and Video Production (512110) | 72 | 72 | 7% | 1.0% |
| Musical Groups and Artists (711130) | 66 | 69 | 15% | 1.0% |
| Commercial Printing (except Screen and Books) (323111) | 66 | 66 | (17%) | 1.0% |

*Source: EMSI 2018.4*

**Table 6. Top Employers Posting Fashion Design Occupations in Bay Region and Mid-Peninsula Sub-Region (Dec 2017 - Nov 2018)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Employer | Bay | Employer | Bay | Employer | Mid-Peninsula |
| Gap Inc. | 45 | US Army | 12 | Gap Inc. | 44 |
| Levi Strauss | 32 | Bloomingdale's | 11 | Levi Strauss | 28 |
| Estee Lauder Company | 31 | Electronic Arts Incorporated | 10 | Banana Republic | 20 |
| Tailored Brands | 23 | Ulta Beauty Inc. | 10 | Lord & Taylor / Hudsons Bay Company | 19 |
| Banana Republic | 20 | Ascena Retail Group | 9 | Facebook | 18 |
| Nordstrom | 20 | Cryptic Studios Incorporated | 9 | Saks Fifth Avenue | 15 |
| VF Corporation | 20 | Ulta Cosmetics Salon Incorporated | 9 | Electronic Arts Incorporated | 10 |
| Facebook | 19 | Morphe | 8 | Estee Lauder Company | 9 |
| Lord & Taylor / Hudsons Bay Company | 19 | Pocket Gems | 8 | Pocket Gems | 8 |
| Apple Inc. | 16 | The North Face | 8 | Sony Electronics Incorporated | 7 |
| Justice | 16 | Sony Electronics Incorporated | 7 | Glu Mobile | 6 |
| Saks Fifth Avenue | 15 | Walmart / Sam's | 7 | Ncsoft Corporation | 6 |
| Jos. A. Bank Clothiers, Inc. | 14 | Williams-Sonoma | 7 | Walmart / Sam's | 6 |
| Gap Inc. | 45 | Columbia Sportswear Company | 6 | Williams-Sonoma | 6 |
| Levi Strauss | 32 | Gensler | 6 | Zynga | 6 |
| Estee Lauder Company | 31 | Glu Mobile | 6 | Bella Lash & Beauty Bar | 5 |
| Tailored Brands | 23 | Google Inc. | 6 | Bloomingdale's | 5 |
| Banana Republic | 20 | Ncsoft Corporation | 6 | Crowdstar, Inc | 5 |
| Nordstrom | 20 | US Army | 12 | Crystal Dynamics Incorporated | 5 |

*Source: Burning Glass*

# Educational Supply

There are six community colleges in the Bay Region issuing 62 awards annually on TOP 1303.10 - Fashion Design. There are two colleges issuing 23 awards annually on this TOP code in the Mid-Peninsula sub-region.

**Table 7. Awards on TOP 1303.10 - Fashion Design in the Bay Region**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| College | Sub-Region | Headcount | Associates | Certificates | Total |
| **Alameda** | East Bay | **122** |  | 7 | 7 |
| **Canada** | Mid-Peninsula | **219** | 6 | 8 | 14 |
| **Monterey** | Santa Cruz & Monterey | **n/a** | 2 |  | 2 |
| **San Francisco** | Mid-Peninsula | **451** | 1 | 8 | 9 |
| **San Francisco Centers** | Mid-Peninsula | **35** |  |  |  |
| **Santa Rosa** | North Bay | **173** | 2 | 5 | 7 |
| **West Valley** | Silicon Valley | **191** | 7 | 16 | 23 |
| **Total Bay Region** | | **1,191** | **18** | **44** | **62** |
| **Total Mid-Peninsula Sub-Region** | | **705** | **7** | **16** | **23** |

# *Source: IPEDS, Data Mart and Launchboard*

NOTE: Headcount of students who took one or more courses is for 2016-17. The annual average for awards is 2014-17 unless there are only awards in 2016-17. The annual average for other postsecondary is for 2013-16.

# Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay region with 709 annual openings for the Fashion Design occupational cluster and 62 annual awards for an annual undersupply of 647. In the Mid-Peninsula sub-region, there is also a gap with 253 annual openings and 23 annual awards for an annual undersupply of 230.

# Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1303.10 - Fashion Design**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 2015-16 | Bay  (All CTE Programs) | City College of San Francisco (All CTE Programs) | State (1303.10) | Bay (1303.10) | Mid-Peninsula (1303.10) | City College of San Francisco (1303.10) |
| % Employed Four Quarters After Exit | 70% | 73% | 63% | 58% | 63% | 66% |
| Median Quarterly Earnings Two Quarters After Exit | $10,550 | $10,170 | $6,111 | $7,216 | $9,250 | $9,091 |
| Median % Change in Earnings | 46% | 50% | 38% | 27% | 24% | 15% |
| % of Students Earning a Living Wage | 63% | 55% | 34% | 36% | 45% | 39% |

*Source: Launchboard Pipeline (version available on 12/10/18)*

# Skills, Certifications and Education

**Table 9. Top Skills for Fashion Design Occupations in Bay Region (Dec 2017 - Nov 2018)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Skill | Postings | Skill | Postings | Skill | Postings |
| Adobe Photoshop | 334 | Art Direction | 100 | Adobe Aftereffects | 54 |
| Maya | 184 | Adobe Acrobat | 96 | Microsoft C# | 54 |
| Product Development | 153 | Adobe Creative Suite | 94 | Business Strategy | 53 |
| Graphic Design | 149 | Merchandising | 91 | Visual Design | 53 |
| Sewing | 147 | Game Development | 90 | 3D Modeling / Design | 51 |
| Adobe Illustrator | 138 | Customer Contact | 87 | Market Research | 49 |
| Adobe Indesign | 127 | Illustration | 84 | Quality Assurance and Control | 49 |
| Customer Service | 124 | Teaching | 83 | Typesetting | 49 |
| Retail Industry Knowledge | 117 | Python | 76 | Prototyping | 48 |
| Product Knowledge | 116 | Scheduling | 75 | C++ | 46 |
| Sales | 116 | Zbrush | 69 | Cleaning | 46 |
| Process Design | 113 | Sales Goals | 68 | Painting | 43 |
| Sketching | 105 | Budgeting | 60 | Creative Direction | 42 |
| Animation | 104 | Market Trend | 57 | Visual Merchandising | 42 |
| Product Design | 102 | Social Media | 57 | Business Development | 41 |

*Source: Burning Glass*

**Table 10. Certifications for Fashion Design Occupations in the Bay Region (Dec 2017 - Nov 2018)**

Note: 95% 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 |
| Makeup Artist | 34 | Certified Esthetician | 1 |
| Driver's License | 11 | Certified Medical Technologist | 1 |
| Cosmetology License | 5 | Certified Professional in Supply Management (CPSM) | 1 |
| Food Handler Certification | 3 | Certified in Production and Inventory Management (CPIM) | 1 |
| Project Management Certification | 3 | Cross-Cultural Language and Academic Development | 1 |
| Adobe Illustrator Certification | 1 | Leadership In Energy And Environmental Design (LEED) Certified | 1 |
| American Institute of Certified Planners | 1 | Licensed Barber | 1 |
| CDL Class A | 1 | Registered Architect | 1 |

*Source: Burning Glass*

**Table 11. Education Requirements for Fashion Design Occupations in Bay Region**

Note: 61% 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 |
| High school or vocational training | 97 (18%) |
| Associate Degree | 12 (2%) |
| Bachelor’s Degree or Higher | 426 (80%) |

*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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