** Illustration Occupations**

**Labor Market Information Report**

**Foothill College**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

December 2019

# Recommendation

Based on all available data, there appears to be an undersupply of Illustration workers compared to the demand for this cluster of occupations in the Bay region and in the Silicon Valley sub-region (Santa Clara County.) There is a projected annual gap of about 1,337 students in the Bay region and 278 students in the Silicon Valley Sub-Region.

This report also provides student outcomes data on employment and earnings for programs on TOP 1013.00 - Commercial Art 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 Foothill College and in the region.

# Introduction

This report profiles Illustration Occupations in the 12 county Bay region and in the Silicon Valley sub-region for a proposed new program at Foothill College.

|  |
| --- |
| * **Graphic Designers (SOC 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: 29%* |
|  |

# Occupational Demand

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

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2018 Jobs | 2023 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 25% Hourly Wage | Median Hourly Wage |
| Graphic Designers | 13,340 | 13,771 | 431 | 3% | 6,714 | 1,343 | $20.32 | $29.96 |

*Source: EMSI 2019.3*

**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 Illustration Occupations in Silicon Valley Sub-Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2018 Jobs | 2023 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 25% Hourly Wage | Median Hourly Wage |
| Graphic Designers | 2,620 | 2,771 | 151 | 6% | 1,391 | 278 | $20.10 | $29.89 |

*Source: EMSI 2019.3*

**Silicon Valley Sub-Region** includes Santa Clara County

### Job Postings in Bay Region and Silicon Valley Sub-Region

**Table 3. Number of Job Postings by Occupation for latest 12 months (December 2018 - November 2019)**

| Occupation | Bay Region | Silicon Valley |
| --- | --- | --- |
| Graphic Designers | 4,640 | 1,308 |

*Source: Burning Glass*

**Table 4a. Top Job Titles for Illustration Occupations for latest 12 months (December 2018 - November 2019) Bay Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Bay | Common Title | Bay |
| Graphic Designer | 1,916 | Creative Designer | 20 |
| Visual Designer | 1,155 | Product Designer | 19 |
| Production Artist | 237 | Photo Producer | 19 |
| Production Designer | 166 | Asic Digital Design Engineer | 18 |
| Graphic Artist | 87 | Design Producer | 15 |
| Junior Graphic Designer | 85 | Web Designer | 14 |
| Freelance Graphic Designer | 69 | Senior Design Specialist | 14 |
| Senior Digital Design Engineer | 40 | Staff Digital Design Engineer | 13 |
| Production Manager | 29 | Senior Asic Digital Design Engineer | 13 |
| Interactive Designer | 29 | Interaction Designer | 13 |
| Junior Visual Designer | 28 | Print Production Artist | 11 |
| User Interface (UX)/User Experience (UX) Designer | 24 | Marketing Specialist | 10 |
| Lead Visual Designer | 23 | Senior Staff Digital Design Engineer | 8 |
| Digital Design Engineer | 20 | Junior Production Designer | 8 |

**Table 4b. Top Job Titles for Illustration Occupations for latest 12 months (December 2018 - November 2019) Silicon Valley Sub-Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Bay | Common Title | Bay |
| Graphic Designer | 458 | Staff Digital Design Engineer | 11 |
| Visual Designer | 323 | Junior Visual Designer | 10 |
| Production Designer | 46 | Senior Staff Digital Design Engineer | 8 |
| Production Artist | 38 | Junior Graphic Designer | 8 |
| Graphic Artist | 33 | Senior Sdet, Graphic | 7 |
| Senior Digital Design Engineer | 30 | Production Manager | 7 |
| Digital Design Engineer | 18 | Interaction Designer | 7 |
| Freelance Graphic Designer | 17 | Packaging Graphic Producer | 6 |
| Asic Digital Design Engineer | 17 | Production Designer, Android | 5 |
| User Interface (UX)/User Experience (UX) Designer | 14 | Principal Digital Design Engineer | 5 |
| Lead Visual Designer | 14 | Photo Producer | 5 |
| Senior Design Specialist | 13 | Interactive Designer | 5 |
| Senior Asic Digital Design Engineer | 13 | Digital Layout Lead | 5 |
| Design Producer | 12 | User Experience (UX) Designer | 4 |

*Source: Burning Glass*

# Industry Concentration

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Industry – 6 Digit NAICS (No. American Industry Classification) Codes | Jobs in Industry (2018) | Jobs in Industry (2022) | % Change (2018-22) | % in Industry (2018) |
| Graphic Design Services (541430) | 2,257 | 2,058 | -9% | 17% |
| Interior Design Services (541410) | 1,923 | 2,066 | 7% | 15% |
| Internet Publishing and Broadcasting and Web Search Portals (519130) | 599 | 795 | 33% | 5% |
| Custom Computer Programming Services (541511) | 483 | 554 | 15% | 4% |
| Other Specialized Design Services (541490) | 435 | 485 | 11% | 3% |
| Industrial Design Services (541420) | 395 | 406 | 3% | 3% |
| Advertising Agencies (541810) | 369 | 390 | 6% | 3% |
| Commercial Printing (except Screen and Books) (323111) | 367 | 297 | -19% | 3% |

*Source: EMSI 2019.3*

**Table 6. Top Employers Posting Illustration Occupations in Bay Region and Silicon Valley Sub-Region (December 2018 - November 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Employer | Bay | Employer | Bay | Employer | Silicon Valley |
| Apple Inc. | 58 | Globa Channel Management, Inc | 13 | Apple Inc. | 58 |
| Williams-Sonoma | 44 | Stanford University | 12 | Nsys Design Systems | 30 |
| Facebook | 33 | Intel Corp | 12 | Intel Corp | 12 |
| Spartan Tool Llc | 32 | Fourth Floor | 12 | Google Inc. | 12 |
| Nsys Design Systems | 30 | IBM | 11 | Exploratorium | 12 |
| Google Inc. | 27 | Square | 10 | Samsung America, Inc. | 11 |
| Exploratorium | 23 | Salesforce | 10 | Hh Global Incorporated | 11 |
| Gap Inc. | 20 | Republic Bancorp | 10 | Qualcomm | 9 |
| Old Navy | 17 | Kalo | 10 | Cisco Systems Incorporated | 9 |
| Hh Global Inc | 17 | Elsa Corp | 10 | Marvell | 8 |
| Dribbble | 17 | University San Francisco | 9 | Hogarth Worldwide | 8 |
| cbre | 16 | Qualcomm | 9 | Specialized Bicycle Components | 7 |
| Lululemon | 16 | Jbcconnect | 9 | Osi Engineering | 7 |
| The Mom Project | 15 | Cisco Systems Incorporated | 9 | Intuit | 7 |
| Samsung America, Inc. | 14 | Walmart / Sam's | 8 | Inphi Corp | 7 |
| Levi Strauss | 14 | Swoon | 8 | IBM | 7 |
| Galileo Learning | 14 | Safelite Autoglass | 8 | Cadence Design Systems Incorporated | 7 |

*Source: Burning Glass*

# Educational Supply

There is one community college in the Bay Region issuing 6 awards on average annually (last 3 years) on TOP 1013.00 - Commercial Art. There are no colleges in the Silicon Valley Sub-Region issuing awards on average annually (last 3 years) on this TOP code.

**Table 7. Awards on TOP 1013.00 - Commercial Art in Bay Region**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| College | Sub-Region | Associates | Certificate 18+ units | Total |
| Solano College | North Bay | 6 | 0 | 6 |
| **Total Bay Region** | | **6** | **0** | **6** |
| **Total Silicon Valley Sub-Region** | | **0** | **0** | **0** |

# *Source: Data Mart*

Note: The annual average for awards is 2015-16 to 2017-18.

# Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay region with 1,343 annual openings for the Illustration occupational cluster and 6 annual (3-year average) awards for an annual undersupply of 1,337 students. In the Silicon Valley Sub-Region, there is also a gap with 278 annual openings and no annual (3-year average) awards for an annual undersupply of 278 students.

# Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1013.00 - Commercial Art**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 2015-16 | Bay  (All CTE Programs) | Foothill College (All CTE Programs) | State (1013.00) | Bay (1013.00) | Silicon Valley (1013.00) | Foothill College (1013.00) |
| % Employed Four Quarters After Exit | 74% | 77% | 64% | n/a | n/a | n/a |
| Median Quarterly Earnings Two Quarters After Exit | $10,550 | $15,301 | $5,293 | n/a | n/a | n/a |
| Median % Change in Earnings | 46% | 82% | 37% | n/a | n/a | n/a |
| % of Students Earning a Living Wage | 63% | 76% | 28% | n/a | n/a | n/a |

*Source: Launchboard Pipeline (version available on 12/12/19)*

# Skills, Certifications and Education

**Table 9. Top Skills for Illustration Occupations in Bay Region (December 2018 - November 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Skill | Postings | Skill | Postings | Skill | Postings |
| Adobe Photoshop | 3,147 | Art Direction | 409 | HTML5 | 262 |
| Graphic Design | 2,934 | Marketing Materials | 379 | Brand Identity | 255 |
| Adobe Indesign | 2,603 | Animation | 368 | UX Wireframes | 255 |
| Adobe Illustrator | 2,103 | Process Design | 351 | E-Commerce | 250 |
| Adobe Acrobat | 1,877 | Interaction Design | 350 | Photography | 243 |
| Adobe Creative Suite | 1,840 | Prototyping | 348 | Creative Design | 238 |
| Visual Design | 1,498 | Infographics | 345 | JavaScript | 229 |
| Typesetting | 1,430 | Budgeting | 327 | Video Editing | 216 |
| Web Site Design | 835 | User Interface (UI) Design | 326 | Quality Assurance and Control | 194 |
| Social Media | 723 | Print Production | 318 | Printers | 185 |
| Project Management | 597 | Project Design | 300 | Product Development | 183 |
| Digital Design | 586 | Product Design | 284 | Color Theory | 182 |
| Illustration | 515 | Digital Marketing | 268 | Business-to-Business | 179 |
| Adobe Aftereffects | 507 | Retail Industry Knowledge | 265 | Design Software | 173 |
| Packaging | 452 | Scheduling | 263 | Newsletters | 173 |

*Source: Burning Glass*

**Table 10. Certifications for Illustration Occupations in Bay Region (December 2018 - November 2019)**

Note: 98% 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 | 42 | Japanese Language Certification | 2 |
| Graphic Design Certification | 12 | HDI Desktop Support Technician (DST) | 2 |
| Certified Graphic Designer | 10 | Certified Associate Business Analyst | 2 |
| Project Management Certification | 6 | Mbe Certified | 1 |
| Adobe Photoshop Certificate | 6 | Graphic Arts | 1 |
| Security Clearance | 5 | Cross-Cultural Language and Academic Development | 1 |
| Makeup Artist | 5 | Cosmetology License | 1 |
| Licensed Professional Engineer | 4 | Cisco Certified Network Professional (CCNP) | 1 |
| Leadership In Energy And Environmental Design (LEED) Certified | 4 | Cisco Certified Network Associate (CCNA) | 1 |
| Phlebotomy Certification | 3 | Certified Anti Money Laundering | 1 |
| LEED AP | 3 | Casino Gaming License | 1 |
| Interior Design Certification | 3 | Capability Model Maturity Integration (CMMI) Certification | 1 |

*Source: Burning Glass*

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

Note: 50% 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 | 87 | 4% |
| Associate Degree | 81 | 4% |
| Bachelor’s Degree or Higher | 2,079 | 92% |

*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

For more information, please contact:

* Doreen O’Donovan, Research Analyst, for Bay Area Community College Consortium (BACCC) and Centers of Excellence (CoE), [doreen@baccc.net](mailto:doreen@baccc.net) or (831) 479-6481
* John Carrese, Director, San Francisco Bay Center of Excellence for Labor Market Research, [jcarrese@ccsf.edu](mailto:jcarrese@ccsf.edu) or (415) 267-6544