VISUAL COMMUNICATIONS – Labor Market Information

**TOP Codes:** 061400 Digital Media

**SOC Codes:** 43-9031 Desktop Publishers; 51-5111 Prepress Technicians and Workers; 27-1024 Graphic Designers.

 **Summary Based on Demand and Supply:** The following tables illustrate the total supply and demand for occupations within the Visual Communication discipline at Las Positas College. The Centers of Excellence Community College Consortia (COECCC) data projects **560 annual Visual Communications job openings** between 2015-2018. The COECCC data reports a total of **293 Visual Communication completers per year** from 2012 to 2016, **yielding a demand of 267 openings per year of the combined occupations** (SOC Codes). Geographic Coverage: SF Bay Area.

(Source: Data compiled by and used with the permission of the Centers of Excellence Community College Consortia. More information available at www.COECCC.net.)

DEMAND

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **SOC Code****OccupationTitle**

|  |
| --- |
|   |

 |   |  **Typical Entry Level Education** | **2015 Jobs** | **2018 Jobs** | **2015-18 Change** | **% Change 2015-18** | **Openings (New + Replace-ments)** | **Annual Openings**  | **10% Hourly Earnings** | **Median Hourly Earnings** |
| 27-1024 | Graphic Designers | Bachelor's degree | 12,612  | 13,221  | 609  | 4.8% | 1,589  | 530  | $17.97  | $29.72  |
| 43-9031 | Desktop Publishers | Associate degree | 411  | 415  | 3  | 0.8% | 50  | 17  | $16.21  | $25.14  |
| 51-5111 | Prepress Technicians and Workers | Postsecondary nondegree award | 807  | 721  | (86) |  (10.6%) | 40  | 13  | $11.76  | $20.08  |
| **Grand Total** |  |  | **13,830**  | **14,357**  | **527**  | **3.8%** | **1,680**  | **560**  | **$17.55**  | **$29.02**  |

SUPPLY

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  |  | **Note: Preliminary data for Other Ed. Institutes - #s may change** | **Note: Preliminary data for Community Colleges - #s may change** |  |
|  |  |  |  |
|  |   |  |  |
| **TOP6 - Program Title**

|  |
| --- |
|  |

 | **2012-13** | **2013-14** | **2014-15** | **2015-16** |

|  |
| --- |
| **Latest 3 Yr Avg** |

 |
| **061400 - Digital Media** |  |  |  |  |  |
| **Academy of Art University** | **14** | **17** | **23** |  | **18** |
| **Cabrillo** |  | **9** | **23** | **18** | **17** |
| **Gavilan** |  |  **-**  | **2** | **2** | **1** |
| **Las Positas** |  |  |  |  |  |
| Associate Degree |   | 2 | 5 | 5 | 4 |
| Certificate 18 to < 30 semester units |   | 1 | 1 | 1 | 1 |
| Certificate 6 to < 18 semester units |   |  -  |  -  |  -  |  -  |
| **Las Positas Total** |  | **3** | **6** | **6** | **5** |
| **San Francisco** |  | **29** | **28** | **20** | **26** |
| **San Jose City** |  | **3** | **3** | **2** | **3** |
| **San Mateo** |  | **17** | **38** | **33** | **29** |
| **West Valley** |  | **2** |  **-**  | **6** | **3** |
| **061400 - Digital Media Total** | **14** | **80** | **123** | **87** | **101** |
| **061430 - Website Design and Development** | **35** | **100** | **76** | **45** | **85** |
| **Grand Total** | **63** | **263** | **328** | **225** | **293** |