



Graphic Design Occupations Labor Market Information Report De Anza College

Prepared by the San Francisco Bay Center of Excellence for Labor Market Research
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Recommendation

Based on all available data, there appears to be an “undersupply” of Graphic Design 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 1,408 students in the Bay region and 403 students in the Silicon Valley Sub-Region.

Introduction

This report provides student outcomes data on employment and earnings for TOP 1030.00 - Graphic Art and Design 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 De Anza College and in the region.

This report profiles Graphic Design Occupations in the 12 county Bay region and in the Silicon Valley sub-region for exploratory purposes at De Anza College.

- **Special Effects Artists and Animators (27-1014):** Create special effects, animation, or other visual images using film, video, computers, or other electronic tools and media for use in products or creations, such as computer games, movies, music videos, and commercials.
 Entry-Level Educational Requirement: Bachelor’s degree
 Training Requirement: None
 Percentage of Community College Award Holders or Some Postsecondary Coursework: 26%
- **Graphic Designers (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: 26%

Occupational Demand

Table 1. Employment Outlook for Graphic Design Occupations in Bay Region

Occupation	2019 Jobs	2024 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Special Effects Artists and Animators	5,227	5,632	405	8%	3,364	673	\$ 28.71	\$ 40.79
Graphic Designers	11,348	11,789	441	4%	6,231	1,246	\$ 22.36	\$ 31.39
Total	16,575	17,421	846	5%	9,595	1,919	\$24.36	\$34.35

Source: EMSI 2020.4

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 Graphic Design Occupations in Silicon Valley Sub-region

Occupation	2019 Jobs	2024 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Special Effects Artists and Animators	1,606	1,832	226	14%	1,151	230	\$ 31.49	\$ 41.94
Graphic Designers	2,429	2,590	161	7%	1,410	282	\$ 21.50	\$ 31.08
Total	4,035	4,422	387	10%	2,561	512	\$25.48	\$35.40

Source: EMSI 2020.4

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 (Feb 2020 - Jan 2021)

Occupation	Bay Region	Silicon Valley
Graphic Designers	2,592	805
Multimedia Artists and Animators	576	220

Source: Burning Glass

**Table 4a. Top Job Titles for Graphic Design Occupations for latest 12 months (Feb 2020 - Jan 2021)
Bay Region**

Title	Bay	Title	Bay
Graphic Designer	419	Motion Graphic Designer	26
Visual Designer	250	Ux Visual Designer	22
Senior Graphic Designer	83	Ux/Visual Designer II	20
Senior Visual Designer	72	Senior Interaction Designer	20
Production Artist	70	Ux/Visual Designer III	19
Interaction Designer	52	Graphic Designer II	18
Production Designer	42	Animator	18
Freelance Graphic Designer	32	Senior Digital Design Engineer	15
Junior Graphic Designer	28	Graphic Artist	15

Source: Burning Glass

**Table 4b. Top Job Titles for Graphic Design Occupations for latest 12 months (Feb 2020 - Jan 2021)
Silicon Valley Sub-Region**

Title	Silicon Valley	Title	Silicon Valley
Graphic Designer	102	Production Designer	14
Visual Designer	69	Senior Visual Designer	13
Interaction Designer	37	Graphic Production Artist	10
Ux/Visual Designer II	20	Design Specialist II	9
Senior Graphic Designer	20	Ux/Visual Designer	8
Ux/Visual Designer III	19	Asic Digital Design Engineer	8
Senior Interaction Designer	16	3D Artist And Modeler	8
D Artist And Modeler	15	Motion Graphic Designer	7
Senior Digital Design Engineer	14	Design Specialist	7

Title	Silicon Valley	Title	Silicon Valley
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Source: Burning Glass

Industry Concentration

Table 5. Industries hiring Graphic Design 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)
Graphic Design Services	1,761	1,538	-13%	11%
Software Publishers	1,596	1,946	22%	10%
Interior Design Services	1,504	1,517	1%	9%
Internet Publishing and Broadcasting and Web Search Portals	1,237	1,506	22%	8%
Custom Computer Programming Services	768	888	16%	5%
Motion Picture and Video Production	572	623	9%	4%
Computer Systems Design Services	424	465	10%	3%
Advertising Agencies	449	414	-8%	3%
Industrial Design Services	353	356	1%	2%
Other Specialized Design Services	346	330	-5%	2%

Source: EMSI 2020.4

Table 6. Top Employers Posting Graphic Design Occupations in Bay Region and Silicon Valley Sub-Region (Feb 2020 - Jan 2021)

Employer	Bay	Employer	Silicon Valley
Gap Inc.	48	Nsys Design Systems	44
Nsys Design Systems	44	Apple Inc.	27
Exploratorium	38	Qualcomm	14
Apple Inc.	27	Intuitive Surgical Incorporated	13
Kalo	25	Samsung America, Inc.	12
Amazon	24	Osi Engineering	12
Facebook	21	Hh Global Incorporated	12
Williams-Sonoma	20	Nvidia Corporation	11
The Mom Project	19	Akorbi	11
Activision	19	Exploratorium	10
Hh Global Incorporated	15	Google Inc.	9
Ursus	14	Amazon	8
U.S. Bancorp	14	Sage Intacct	7
Qualcomm	14	Russell Tobin & Associates	7

Source: Burning Glass

Educational Supply

There are 13 community colleges in the Bay Region issuing 175 awards on average annually (last 3 years ending 2018-19) on TOP 1030.00 - Graphic Art and Design. In the Silicon Valley Sub-Region, there are three (3) community colleges that issued 63 awards on average annually (last 3 years) on this TOP code.

There are 12 other CTE educational institutions in the Bay Region issuing 305 awards on average annually (last 3 years ending 2016-17) on TOP 1030.00 - Graphic Art and Design. There are (2) other CTE educational institution in the Silicon Valley Sub-Region issuing 46 awards on average annually (last 3 years) on this TOP code.

There is one (1) four-year institution in the Bay Region issuing 31 Bachelor's degrees on average annually (last 3 years ending 2016-17) on TOP 1030.00 - Graphic Art and Design. There are no four-year institutions in the Silicon Valley Sub-Region issuing Bachelor's degrees on this TOP code.

Table 7a. Community College Awards on TOP 1030.00 - Graphic Art and Design in Bay Region

College	Subregion	Associate	Certificate Low	Noncredit	Total
Chabot	East Bay	1	0	0	1
De Anza	Silicon Valley	12	16	0	28
Diablo Valley	East Bay	5	0	0	5
Foothill	Silicon Valley	15	4	0	19
Laney	East Bay	6	4	0	10
Las Positas	East Bay	1	1	0	2
Los Medanos	East Bay	11	2	0	13
Mission	Silicon Valley	9	7	0	16
Monterey	SC-Monterey	5	3	1	9
Napa	North Bay	4	0	0	4
Ohlone	East Bay	2	1	0	3
San Francisco	Mid-Peninsula	9	33	0	42
Santa Rosa	North Bay	5	18	0	23
Total		85	89	1	175

Source: Data Mart

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

Table 7b. Other CTE Instituton Awards on TOP 1030.00 - Graphic Art and Design in Bay Region

College	Subregion	Associate Degree	Bachelor's Degree	Total
Academy of Art University	Mid-Peninsula	17	49	66
Argosy University-The Art Institute of California-San Francisco	Mid-Peninsula	8	6	14
Argosy University-The Art Institute of California-Silicon Valley	Silicon Valley	7	3	10
California College of the Arts	Mid-Peninsula	0	36	36
Dominican University of California	North Bay	0	3	3
FIDM-Fashion Institute of Design & Merchandising-San Francisco	Mid-Peninsula	53	0	53
Notre Dame de Namur University	Mid-Peninsula	0	5	5
Pacific Union College	North Bay	1	5	6
San Francisco Art Institute	Mid-Peninsula	0	5	5
San Francisco State University	Mid-Peninsula	0	47	47

College	Subregion	Associate Degree	Bachelor's Degree	Total
San Jose State University	Silicon Valley	0	36	36
University of San Francisco	Mid-Peninsula	0	24	24
Total		86	219	305

Source: Data Mart

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

Table 7c. Bachelor's Degree Awards on TOP 1030.00 - Graphic Art and Design in Bay Region

College	Subregion	Bachelor's Degree	Total
California State University-Monterey Bay	SC-Monterey	31	31
Total		31	31

Source: Data Mart

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

Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 1,919 annual openings for the Graphic Design occupational cluster and 511 annual (3-year average) awards from community colleges and other educational institutions for an annual undersupply of 1,408 students. In the Silicon Valley Sub-Region, there is also a gap with 512 annual openings and 109 annual (3-year average) awards from community colleges and other educational institutions for an annual undersupply of 403 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1030.00 - Graphic Art and Design

Metric	Bay All CTE Program	De Anza All CTE Program	State 1030.00	Bay 1030.00	Silicon Valley 1030.00	De Anza 1030.00
Students with a Job Closely Related to Their Field of Study*	75%	74%	61%	62%	44%	NA
Median Annual Earnings for SWP Exiting Students	\$45,864	\$43,724	\$26,006	\$33,618	\$39,320	\$33,032
Median Change in Earnings for SWP Exiting Students	31%	34%	39%	26%	41%	7%
Exiting Students Who Attained the Living Wage	53%	46%	38%	37%	42%	NA

Source: Launchboard Strong Workforce Program from version 2018-19).* Data from version 2017-18.

Skills, Certifications and Education

Table 9. Top Skills for Graphic Design Occupations in Bay Region (Feb 2020 - Jan 2021)

Skill	Posting	Skill	Posting
Adobe Photoshop	1,892	Digital Design	367
Graphic Design	1,689	Prototyping	356
Adobe Indesign	1,518	Interaction Design	352
Adobe Illustrator	1,322	Art Direction	307
Adobe Acrobat	1,109	Process Design	264
Adobe Creative Suite	1,076	User Interface (UI) Design	247
Visual Design	1,004	Packaging	245

Skill	Posting	Skill	Posting
Typesetting	846	UX Wireframes	228
Web Site Design	486	Product Design	227
Social Media	470	Marketing Materials	219
Animation	456	Scheduling	202
Adobe Aftereffects	416	Maya	191
Project Management	378	Infographics	189
Illustration	373	Budgeting	185

Source: Burning Glass

Table 10. Certifications for Graphic Design Occupations in Bay Region (Feb 2020 - Jan 2021)

Certification	Posting	Certification	Posting
Driver's License	36	Project Management Professional (PMP)	2
Security Clearance	14	Mbe Certified	2
Drafting and Design	13	Certified in Adobe Photoshop	2
Project Management Certification	8	Business License	2
Graphic Design Certification	5	CDL Class A	1
Certified Graphic Designer	5	Advertising Design Certification	1
Leadership In Energy And Environmental Design (LEED) Certified	3	Adobe Illustrator Certification	1

Source: Burning Glass

Note: 97% 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.

Table 11. Education Requirements for Graphic Design Occupations in Bay Region (Feb 2020 - Jan 2021)

Education (minimum advertised)	Latest 12 Mos. Postings	Percent 12 Mos. Postings
High school or vocational training	70	4%
Associate's degree	68	4%
Bachelor's degree	1,425	88%
Master's degree	65	4%

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 CCCCCO Data Mart.

Sources

O*Net Online

Labor Insight/Jobs (Burning Glass)

Economic Modeling Specialists International (EMSI)

CTE LaunchBoard 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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