

Art Photography and Video Art Basics Occupations Labor Market Information Report Cabrillo 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 Art Photography and Video Art Basics workers compared to the demand for this cluster of occupations in the Bay Region and in the SC-Monterey Sub-Region (Monterey, San Benito, and Santa Cruz counties). There is a projected annual gap of about 784 students in the Bay Region and 65 students in the SC-Monterey Sub-Region.

Introduction

This report provides student outcomes data on employment and earnings for TOP 0612.20-Film Production 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 Cabrillo College and in the region.

This report profiles Art Photography and Video Art Basics Occupations in the 12 county Bay Region and in the SC-Monterey Sub-Region for a proposed new program at Cabrillo College.

- **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%
- **Camera Operators, Television, Video, and Motion Picture / Camera Operators, Television, Video, and Film (27-4031):** Operate television, video, or motion picture camera to record images or scenes for various purposes, such as TV broadcasts, advertising, video production, or motion pictures.
Entry-Level Educational Requirement: Bachelor's degree
Training Requirement: None
Percentage of Community College Award Holders or Some Postsecondary Coursework: 27%
- **Audio-Visual and Multimedia Collections Specialists/ Librarians and Media Collections Specialists (25-9011/25-4022):** Prepare, plan, and operate multimedia teaching aids for use in education. May record, catalogue, and file materials.
Entry-Level Educational Requirement: Bachelor's degree
Training Requirement: None
Percentage of Community College Award Holders or Some Postsecondary Coursework: 11%
- **Fine Artists, Including Painters, Sculptors, and Illustrators (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%

Occupational Demand

Table 1. Employment Outlook for Art Photography and Video Art Basics Occupations in Bay Region

| Occupation | 2019 Jobs | 2024 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Openings | Average Annual Openings | 25% Hourly Wage | Median Hourly Wage |
|---|--------------|--------------|-------------|---------------|---------------|-------------------------|-----------------|--------------------|
| Photographers | 5,139 | 5,105 | -34 | -1% | 2,629 | 526 | \$13.31 | \$22.97 |
| Camera Operators, Television, Video, and Motion Picture / Camera Operators, Television, Video, and Film | 656 | 687 | 31 | 5% | 371 | 74 | \$17.24 | \$24.94 |
| Audio-Visual and Multimedia Collections Specialists/ Librarians and Media Collections Specialists | 142 | 151 | 9 | 6% | 100 | 17 | \$27.05 | \$34.65 |
| Fine Artists, Including Painters, Sculptors, and Illustrators | 1,665 | 1,738 | 73 | 4% | 1,005 | 201 | \$4.78 | \$12.00 |
| TOTAL | 7,602 | 7,681 | 79 | 1% | 4,105 | 818 | \$17.50 | \$25.86 |

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 Art Photography and Video Art Basics Occupations in SC-Monterey Sub-Region**

| Occupation | 2019 Jobs | 2024 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Openings | Average Annual Openings | 25% Hourly Wage | Median Hourly Wage |
|---|------------|------------|-------------|---------------|---------------|-------------------------|-----------------|--------------------|
| Photographers | 280 | 282 | 1 | 0% | 143 | 29 | \$12.01 | \$22.76 |
| Camera Operators, Television, Video, and Motion Picture / Camera Operators, Television, Video, and Film | 29 | 29 | 1 | 2% | 15 | 3 | \$15.04 | \$23.36 |
| Audio-Visual and Multimedia Collections Specialists/ Librarians and Media Collections Specialists | 142 | 151 | 9 | 6% | 100 | 17 | \$27.05 | \$34.65 |
| Fine Artists, Including Painters, Sculptors, and Illustrators | 140 | 146 | 6 | 5% | 84 | 17 | \$4.87 | \$12.00 |
| TOTAL | 591 | 608 | 17 | 3% | 342 | 65 | \$14.08 | \$23.10 |

Source: EMSI 2020.3

SC-Monterey Sub-Region includes: Monterey, San Benito, and Santa Cruz Counties**Job Postings in Bay Region and SC-Monterey Sub-Region****Table 3. Number of Job Postings by Occupation for latest 12 months (November 2019 - October 2020)**

| Occupation | Bay Region | 4-County | SC-Monterey Sub-Region |
|---|--------------|------------|------------------------|
| Photographers | 1,117 | 328 | 54 |
| Fine Artists, Including Painters, Sculptors, and Illustrators | 809 | 235 | 17 |
| Camera Operators, Television, Video, and Motion Picture | 215 | 60 | 9 |
| Audio-Visual and Multimedia Collections Specialists | 18 | 4 | 3 |
| TOTAL | 2,159 | 627 | 83 |

Source: Burning Glass

Table 4a. Top Job Titles for Art Photography and Video Art Basics Occupations for latest 12 months (November 2019 - October 2020) Bay Region

| Common Title | Bay | Common Title | Bay |
|--|-----|--|-----|
| Photographer | 161 | Food Freelance Photographer In , Va | 20 |
| Technical Artist | 54 | Paid Freelance Photography | 19 |
| Freelance Photographer | 54 | Wedding Photographer-Freelance | 18 |
| Assistant - Graduation Event Photography | 49 | Real Estate Photographer | 17 |
| Freelance Videographer | 46 | Lash Artist | 17 |
| Dealership Photographer/Porter For | 46 | Illustrator | 17 |
| Food Freelance Photographer In | 44 | Food Freelance Photographer In , De | 17 |
| Pre-School Photographer | 32 | 3D Artist | 17 |
| Dealership Inventory Photographer/Porter For | 26 | School Photographer | 16 |
| Photographer - Graduation Event | 25 | Product Photographer | 16 |
| Videographer | 24 | Food Freelance Photographer In Tuscon | 15 |
| Photographer - San Francisco | 24 | Lighting Artist | 14 |
| Mac Artist | 24 | Dealership Photographer/Porter For And | 13 |
| Photography | 21 | Food Freelance Photographer In , Bc | 12 |

Table 4b. Top Job Titles for Art Photography and Video Art Basics Occupations for latest 12 months (November 2019 - October 2020) 4-County: Santa Clara, Santa Cruz, Monterey, and San Benito

| Common Title | SC-Monterey | Common Title | SC-Monterey |
|--|-------------|--|-------------|
| Photographer | 33 | Lighting Artist | 8 |
| Freelance Photographer | 20 | Senior 3D Artist | 7 |
| Assistant - Graduation Event Photography | 18 | Mac Artist - Mac Valley Fair | 7 |
| Food Freelance Photographer In | 16 | 3D Technical Artist | 7 |
| Mac Artist | 15 | Videographer | 6 |
| Wedding Photographer-Freelance | 14 | Paid Freelance Photography | 6 |
| Photographer - Graduation Event | 13 | Mobile Marketing Artist | 6 |
| Freelance Videographer | 13 | Dealership Inventory Photographer/Porter For | 6 |
| Technical Artist | 12 | 3D Artist | 6 |
| Dealership Photographer/Porter For | 12 | Food Photographer | 5 |
| Pre-School Photographer | 10 | Food Freelance Photographer In Calgary, Ab | 5 |
| Photographer - San Francisco | 9 | Food Freelance Photographer In , Va | 5 |
| School Photographer | 8 | Digital Artist | 5 |
| Photography | 8 | UI Artist | 4 |

Source: Burning Glass

Table 4c. Top Job Titles for Art Photography and Video Art Basics Occupations for latest 12 months (November 2019 - October 2020) SC-Monterey Sub-Region

| Common Title | SC-Monterey | Common Title | SC-Monterey |
|--|-------------|---|-------------|
| Mac Artist | 9 | Dealership Inventory Photographer/Porter For And | 2 |
| Photographer | 6 | Yosal Teaching Artist Violin, , Double , Percussion | 1 |
| Freelance Photographer | 6 | Wedding Videographer | 1 |
| Dealership Photographer/Porter For | 4 | Watercolor And/Or Drawing Instructor In | 1 |
| Dealership Inventory Photographer/Porter For | 4 | Visual Arts Tool Coordinator | 1 |

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|--|---|--------------------------------|---|
| Staff Photographer | 3 | Videographer/Editor/Technician | 1 |
| Automotive Photographer/Videographer - Full Training | 3 | Videographer And Editor | 1 |
| Spray Tan Artist | 2 | Videographer | 1 |
| Real Estate Photographer | 2 | Video Camera Operator/Editor | 1 |
| Portrait Photographer | 2 | Substitute Teaching Artist | 1 |
| Photographer - Graduation Event | 2 | School Photographer | 1 |
| Insider | 2 | Product Photographer | 1 |
| Freelance Videographer | 2 | Photographer/Sales Associate | 1 |
| Food Photographer | 2 | News Photographer/Editor | 1 |

Source: Burning Glass

Industry Concentration

Table 5. Industries hiring Art Photography and Video Art Basics 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 | 2,427 | 2,454 | 1% | 22% |
| Internet Publishing and Broadcasting and Web Search Portals | 1,817 | 2,392 | 32% | 17% |
| Independent Artists, Writers, and Performers | 1,361 | 1,450 | 7% | 12% |
| Local Government, Excluding Education and Hospitals | 775 | 821 | 6% | 7% |
| Photography Studios, Portrait | 726 | 637 | -12% | 6% |
| Elementary and Secondary Schools (Local Government) | 519 | 523 | 1% | 5% |
| Commercial Photography | 365 | 364 | 0% | 3% |
| Motion Picture and Video Production | 322 | 344 | 7% | 3% |
| Colleges, Universities, and Professional Schools | 195 | 220 | 13% | 2% |
| Translation and Interpretation Services | 171 | 185 | 8% | 2% |
| Colleges, Universities, and Professional Schools (State Government) | 139 | 140 | 1% | 1% |
| Television Broadcasting | 128 | 134 | 5% | 1% |
| Elementary and Secondary Schools | 121 | 134 | 11% | 1% |

Source: EMSI 2020.3

Table 6. Top Employers Posting Art Photography and Video Art Basics Occupations in Bay Region, 4-County and SC-Monterey Sub-Region (November 2019 - October 2020)

| Employer | Bay | Employer | 4-County | Employer | SC-Monterey |
|------------------------|-----|-----------------------------|----------|-----------------------------------|-------------|
| Pro Motionpix, Llc | 151 | Pro Motionpix, Llc | 34 | Pro Motionpix, Llc | 16 |
| Kodakit | 105 | Kodakit | 31 | Estee Lauder Company | 6 |
| Iconic Group | 65 | Iconic Group | 25 | Photobooker | 5 |
| Estee Lauder Company | 58 | Kalo | 20 | Kalo | 4 |
| Kalo | 57 | Estee Lauder Company | 20 | Dealervision Com | 3 |
| Lifetouch | 50 | Photobooker | 14 | Mac | 2 |
| Bella Baby Photography | 35 | Lifetouch | 14 | Domino's Pizza | 2 |
| Vector Media | 34 | Apple Inc. | 14 | Clinique | 2 |
| Activision | 33 | George Street Photo & Video | 13 | Camp Ramah In Northern California | 2 |
| Clinique | 26 | Vector Media | 9 | Arts Council Santa Cruz County | 2 |
| Photobooker | 22 | Never Boring Inc | 8 | Youtube, Llc | 1 |
| Disney | 22 | Clinique | 7 | Spicy Green Book | 1 |
| Pro Motionpix | 20 | Cherry Hill Programs | 7 | Ross Gregory Photography | 1 |

| | | | | | |
|-----------------------------|----|-------------------|---|---------------------------------|---|
| Never Boring Inc | 20 | Xcite Advertising | 6 | Pro Motion Pix Llc | 1 |
| Xcite Advertising | 19 | Machine Zone, Inc | 6 | Open Homes Photography | 1 |
| Ultra Beauty Inc. | 18 | Hogarth Worldwide | 6 | Nationwide Studios Incorporated | 1 |
| George Street Photo & Video | 18 | Wunderland | 5 | Monterey County Weekly | 1 |

Source: Burning Glass

Educational Supply

There are five (5) community colleges in the Bay Region issuing 34 awards on average annually (last 3 years ending 2018-19) on TOP 0612.20-Film Production. In the SC-Monterey Sub-Region there are no community colleges that issued awards on average annually (last 3 years) on this TOP code.

Table 7. Community College Awards on TOP 0612.20-Film Production in Bay Region

| College | Sub-Region | Associates | Certificate Low Unit | Total |
|-------------------------------------|----------------|------------|----------------------|-----------|
| Berkeley City | East Bay | 4 | 3 | 7 |
| Contra Costa | East Bay | | 2 | 2 |
| De Anza | Silicon Valley | 4 | | 4 |
| San Francisco | Mid-Peninsula | 6 | | 6 |
| Santa Rosa | North Bay | 8 | 7 | 15 |
| Total Bay Region | | 22 | 12 | 34 |
| Total SC-Monterey Sub-Region | | 0 | 0 | 0 |

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 818 annual openings for the Art Photography and Video Art Basics occupational cluster and 34 annual (3-year average) awards for an annual undersupply of 784 students. In the SC-Monterey Sub-Region, there is also a gap with 65 annual openings and no annual (3-year average) awards for an annual undersupply of 65 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0612.20-Film Production

| 2017-18 | Bay All CTE Programs | Cabrillo College All CTE Programs | State 0612.20 | Bay 0612.20 | SC-Monterey 0612.20 | Cabrillo College 0612.20 |
|---|----------------------|-----------------------------------|---------------|-------------|---------------------|--------------------------|
| % Employed Four Quarters After Exit | 67% | 71% | 58% | 58% | n/a | n/a |
| Median Quarterly Earnings Two Quarters After Exit | \$11,466 | \$11,134 | \$5,776 | \$8,059 | n/a | n/a |
| Median % Change in Earnings | 31% | 29% | 45% | 27% | n/a | n/a |
| % of Students Earning a Living Wage | 53% | 61% | 30% | 30% | n/a | n/a |

Source: Launchboard Pipeline (version available on August 2020)

Skills, Certifications and Education

Table 9. Top Skills for Art Photography and Video Art Basics Occupations in Bay Region (November 2019 - October 2020)

| Skill | Postings | Skill | Postings | Skill | Postings |
|-----------------|----------|----------------|----------|--------------------|----------|
| Photography | 1,092 | Adobe Indesign | 136 | Budgeting | 84 |
| Adobe Photoshop | 489 | Graphic Design | 131 | Adobe Premiere | 82 |
| Maya | 297 | Scheduling | 131 | EPIC Unreal Engine | 81 |

| | | | | | |
|------------------------------|-----|----------------------|-----|--------------------|----|
| Customer Service | 254 | Animation | 129 | Teaching | 81 |
| Videography | 231 | Adobe Acrobat | 123 | Microsoft C# | 77 |
| Social Media | 197 | Adobe Creative Suite | 121 | Sales Goals | 77 |
| Lifting Ability | 164 | Digital Photography | 101 | Video Editing | 72 |
| Python | 162 | Sales | 95 | V-Ray | 71 |
| Adobe Illustrator | 155 | Art Direction | 91 | Video Production | 71 |
| Adobe Aftereffects | 145 | C++ | 90 | Color Editing | 67 |
| Broadcast Industry Knowledge | 139 | Game Development | 89 | Illustration | 61 |
| Retail Industry Knowledge | 137 | Zbrush | 88 | Content Management | 59 |

Source: Burning Glass

Table 10. Certifications for Art Photography and Video Art Basics Occupations in Bay Region (November 2019 - October 2020)

Note: 81% 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 | 315 | ServSafe | 1 |
| Makeup Artist | 48 | Phlebotomy Certification | 1 |
| Cosmetology License | 26 | MBE Certified | 1 |
| Certified Ophthalmic Assistant | 5 | Leadership In Energy And Environmental Design (LEED) Certified | 1 |
| Business License | 5 | IT Infrastructure Library (ITIL) Certification | 1 |
| Registered Diagnostic Medical Sonographer | 4 | Food Service Certification | 1 |
| First Aid CPR AED | 4 | Food Handler Certification | 1 |
| Certified Medical Laboratory Technician | 4 | Clinical Nurse Specialist (CNS) License | 1 |
| Security Clearance | 3 | Child Development Associate (CDA) | 1 |
| Management Education | 3 | Certified Hair Stylist | 1 |
| Pilot Certification | 2 | Certified Dental Assistant | 1 |
| Licensed Barber | 2 | Basic Life Saving (BLS) | 1 |

Source: Burning Glass

Table 11. Education Requirements for Art Photography and Video Art Basics Occupations in Bay Region

Note: 66% 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 | 351 | 48% |
| Associate Degree | 46 | 6% |
| Bachelor's Degree or Higher | 336 | 46% |

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

Contacts

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