



Commercial Photography 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 Commercial Photography 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 1,886 students in the Bay Region and 91 students in the SC-Monterey Sub-Region.

Introduction

This report provides student outcomes data on employment and earnings for TOP 1012.00-Applied Photography 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 Commercial Photography 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%
- Film and Video Editors (27-4032):** Edit moving images on film, video, or other media. May edit or synchronize soundtracks with images. Excludes "Sound Engineering Technicians" (27-4014).
 Entry-Level Educational Requirement: Bachelor's degree
 Training Requirement: None
 Percentage of Community College Award Holders or Some Postsecondary Coursework: 27%
- 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: 29%

Occupational Demand

Table 1. Employment Outlook for Commercial Photography 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
Film and Video Editors	1,642	1,769	127	8%	979	196	\$22.51	\$31.30
Graphic Designers	11,352	11,849	497	4%	6,330	1,266	\$22.35	\$31.39
TOTAL	18,134	18,724	590	3%	9,938	1,988	\$19.81	\$28.99

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 Commercial Photography 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
Film and Video Editors	41	45	4	9%	25	5	\$16.13	\$30.69
Graphic Designers	525	542	17	3%	285	57	\$17.02	\$24.26
TOTAL	846	868	22	3%	453	91	\$15.32	\$24.07

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-Counties	SC-Monterey Sub-Region
Graphic Designers	3,033	928	38
Photographers	1,117	328	54
Film and Video Editors	111	40	7
TOTAL	4,261	1,296	99

Source: Burning Glass

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

Common Title	Bay	Common Title	Bay
Graphic Designer	508	Junior Graphic Designer	31
Visual Designer	281	Showroom Design Specialist	28
Photographer	161	Dealership Inventory Photographer/Porter For	26
Senior Graphic Designer	106	Photographer - Graduation Event	25
Senior Visual Designer	88	Photographer - San Francisco	24
Production Artist	85	Photography	21
Production Designer	61	Senior Digital Design Engineer	20
Freelance Photographer	54	Food Freelance Photographer In , Va	20
Assistant - Graduation Event Photography	49	Paid Freelance Photography	19
Dealership Photographer/Porter For	46	Wedding Photographer-Freelance	18
Food Freelance Photographer In	44	UX Visual Designer	18
Video Editor	38	Graphic Designer II	18
Freelance Graphic Designer	34	Real Estate Photographer	17
Pre-School Photographer	32	Food Freelance Photographer In , De	17

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

Common Title	SC-Monterey	Common Title	SC-Monterey
Graphic Designer	117	Photographer - Graduation Event	13
Visual Designer	70	UX/Visual Designer III	12
Photographer	33	Graphic Production Artist	12
Senior Graphic Designer	24	Dealership Photographer/Porter For	12
Production Designer	20	Pre-School Photographer	10
Freelance Photographer	20	Photographer - San Francisco	9
Senior Visual Designer	19	Graphic/Web Designer	9
Senior Digital Design Engineer	19	School Photographer	8

Assistant - Graduation Event Photography	18	Photography	8
Food Freelance Photographer In	16	Lead Visual Designer	8
Wedding Photographer-Freelance	14	Graphic Artist	8
Video Editor	14	Design Specialist II	8
Production Artist	14	Labeling Specialist	7
Ux/Visual Designer II	13	Graphic Designer III	7

Source: Burning Glass

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

Common Title	SC-Monterey	Common Title	SC-Monterey
Photographer	6	Portrait Photographer	2
Freelance Photographer	6	Photographer - Graduation Event	2
Video Editor	4	Junior Graphic Designer	2
Production Artist	4	In-House Graphic Designer	2
Graphic Video Editor Specialist	4	Food Photographer	2
Dealership Photographer/Porter For	4	Dealership Inventory Photographer/Porter For And	2
Dealership Inventory Photographer/Porter For	4	Video Editor Freelance	1
Staff Photographer	3	Video Editor At Lemonlight	1
Ocean Sciences Marine Geology Graphic And Publication Specialist	3	UX- Visual Designer	1
Graphic Designer/Visual Designer	3	UX - Visual Designer	1
Graphic Designer	3	Supplement Freelance	1
Automotive Photographer/Videographer - Full Training	3	Senior Graphic Designer, Exhibits	1
Visual Designer Web/Graphic/UI	2	Senior Graphic Designer	1
Real Estate Photographer	2	School Photographer	1

Source: Burning Glass

Industry Concentration

Table 5. Industries hiring Commercial Photography 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	2,437	2,467	1%	13%
Graphic Design Services	1,651	1,582	-4%	9%
Interior Design Services	1,433	1,565	9%	8%
Internet Publishing and Broadcasting and Web Search Portals	980	1,245	27%	6%
Motion Picture and Video Production	889	960	8%	5%
Photography Studios, Portrait	735	645	-12%	4%
Custom Computer Programming Services	395	462	17%	2%
Software Publishers	382	484	27%	2%
Commercial Photography	370	368	-1%	2%
Independent Artists, Writers, and Performers	376	387	3%	2%
Advertising Agencies	375	376	0%	2%
Other Specialized Design Services	325	352	8%	2%
Industrial Design Services	321	345	8%	2%
Commercial Printing (except Screen and Books)	303	241	-20%	2%
Corporate, Subsidiary, and Regional Managing Offices	300	292	-3%	2%
Electronic Shopping and Mail-Order Houses	294	348	18%	2%

Table 6. Top Employers Posting Commercial Photography Occupations in Bay Region and SC-Monterey Sub-Region (November 2019 - October 2020)

Employer	Bay	Employer	4-County	Employer	SC-Monterey
Pro Motionpix, Llc	151	Nsys Design Systems	41	Pro Motionpix, Llc	16
Kodakit	105	Pro Motionpix, Llc	34	Photobooker	5
Iconic Group	65	Kodakit	31	University California	4
Gap Inc.	55	Iconic Group	25	Threshold Enterprises Limited	4
Kalo	52	Apple Inc.	25	Kalo	4
Lifetouch	50	Photobooker	14	UC Santa Cruz	3
Exploratorium	44	Lifetouch	14	Jaguar Design Studio	3
Nsys Design Systems	41	Kalo	14	Dealervision Com	3
Bella Baby Photography	35	Nvidia Corporation	13	Vista Outdoor	2
Vector Media	33	George Street Photo & Video	13	Sleepless Media	2
Advantage Sales & Marketing	28	Exploratorium	13	Monterey Bay Aquarium	2
Apple Inc.	25	Qualcomm	10	Lemonlight	2
The Mom Project	24	Osi Engineering	10	West Marine	1
Photobooker	22	Kiwico Company	10	Tballantyne Group	1
Facebook	21	Hogarth Worldwide	10	Spicy Green Book	1
Williams-Sonoma	20	Hh Global Incorporated	10	Shutterbug Studio	1
Pro Motionpix	20	Akorbi	10	Sail Community Capital	1

Source: Burning Glass

Educational Supply

There are six (6) community colleges in the Bay Region issuing 45 awards on average annually (last 3 years ending 2018-19) on TOP 1012.00-Applied Photography. In the SC-Monterey Sub-Region there are no community colleges that issued awards on average annually (last 3 years) on this TOP code.

There are three (3) other CTE Educational Institutions in the Bay Region issuing 57 awards on average annually (last 3 years ending 2016-17) on TOP 1012.00-Applied Photography. In the SC-Monterey Sub-Region there are no other CTE Educational Institutions that issued awards on average annually (last 3 years) on this TOP code.

Table 7a. Community College Awards on TOP 1012.00-Applied Photography in Bay Region

College	Sub-Region	Associates	Certificate Low Unit	Total
Chabot	East Bay	3	1	4
De Anza	Silicon Valley	1	7	8
Laney	East Bay	1	1	2
Napa	North Bay		1	1
San Francisco	Mid-Peninsula		26	26
Solano	North Bay	2	2	4
Total Bay Region		7	38	45
Total SC-Monterey Sub-Region		0	0	0

Source: Data Mart

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

Table 7b. Other CTE Institution Awards on TOP 1012.00-Applied Photography in Bay Region

College	Sub-Region	Associates	Total
Academy of Art University	Mid-Peninsula	48	48
Argosy University-The Art Institute of California-San Francisco	Mid-Peninsula	7	7
Argosy University-The Art Institute of California-Silicon Valley	Silicon Valley	2	2

Total Bay Region	57	57
Total SC-Monterey Sub-Region	0	0

Source: Data Mart

Note: The annual average for awards is 2014-15 to 2016-17.

Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay Region with 1,988 annual openings for the Commercial Photography occupational cluster and 102 annual (3-year average) awards from community colleges and other institutions for an annual undersupply of 1,886 students. In the SC-Monterey Sub-Region, there is also a gap with 91 annual openings and no annual (3-year average) awards from community colleges and other institutions for an annual undersupply of 91 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1012.00-Applied Photography

2017-18	Bay All CTE Programs	Cabrillo College All CTE Programs	State 1012.00	Bay 1012.00	SC-Monterey 1012.00	Cabrillo College 1012.00
% Employed Four Quarters After Exit	67%	71%	57%	58%	n/a	n/a
Median Quarterly Earnings Two Quarters After Exit	\$11,466	\$11,134	\$6,241	\$8,534	n/a	n/a
Median % Change in Earnings	31%	29%	29%	25%	n/a	n/a
% of Students Earning a Living Wage	53%	61%	38%	36%	n/a	n/a

Source: Launchboard Pipeline (version available on August 2020)

Skills, Certifications and Education

Table 9. Top Skills for Commercial Photography Occupations in Bay Region (November 2019 - October 2020)

Skill	Postings	Skill	Postings	Skill	Postings
Adobe Photoshop	2,299	Project Management	447	Lifting Ability	221
Graphic Design	1,965	Digital Design	390	Infographics	218
Adobe Indesign	1,783	Illustration	380	Interaction Design	212
Adobe Illustrator	1,514	Scheduling	305	User Interface (UI) Design	212
Adobe Acrobat	1,289	Art Direction	290	Budgeting	204
Adobe Creative Suite	1,246	Packaging	287	Product Design	203
Photography	1,210	Animation	282	Retail Industry Knowledge	189
Visual Design	1,005	Prototyping	273	E-Commerce	187
Typesetting	936	Video Editing	262	Project Design	183
Social Media	630	Customer Service	258	Print Production	181
Web Site Design	536	Marketing Materials	253	Broadcast Industry Knowledge	160
Adobe Aftereffects	471	Process Design	226	Brand Identity	159
Adobe Photoshop	2,299	Project Management	447	Lifting Ability	221
Graphic Design	1,965	Digital Design	390	Infographics	218
Adobe Indesign	1,783	Illustration	380	Interaction Design	212

Source: Burning Glass

Table 10. Certifications for Commercial Photography Occupations in Bay Region (November 2019 - October 2020)

Note: 91% 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	333	Pilot Certification	2
Security Clearance	18	MBE Certified	2
Drafting and Design	11	Makeup Artist	2
Project Management Certification	9	Japanese Language Certification	2

Certified Ophthalmic Assistant	5	Project Management Professional (PMP)	1
Registered Diagnostic Medical Sonographer	4	Phlebotomy Certification	1
Graphic Design Certification	4	Interior Design Certification	1
Certified Medical Laboratory Technician	4	Cosmetology License	1
Certified Graphic Designer	4	Certified in Adobe Photoshop	1
Business License	4	Casino Gaming License	1
Management Education	3	Basic Life Saving (BLS)	1
Leadership In Energy And Environmental Design (LEED) Certified	3		

Source: Burning Glass

Table 11. Education Requirements for Commercial Photography Occupations in Bay Region

Note: 55% 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	341	18%
Associate Degree	101	5%
Bachelor's Degree or Higher	1,480	77%

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/
 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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