

Costume and Make-up Occupations Labor Market Information Report Foothill 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 Costume and Make-up 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 249 students in the Bay Region and 36 students in the Silicon Valley Sub-Region.

Introduction

This report provides student outcomes data on employment and earnings for TOP 1006.00-Technical Theater 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 Foothill College and in the region.

This report profiles Costume and Make-up Occupations in the 12 county Bay Region and in the Silicon Valley Sub-Region for a proposed new program at Foothill College.

- **Fashion Designers (27-1022):** Design clothing and accessories. Create original designs or adapt fashion trends.
Entry-Level Educational Requirement: Bachelor's degree
Training Requirement: None
Percentage of Community College Award Holders or Some Postsecondary Coursework: 29%
- **Makeup Artists, Theatrical and Performance (39-5091):** Apply makeup to performers to reflect period, setting, and situation of their role.
Entry-Level Educational Requirement: Postsecondary nondegree award
Training Requirement: None
Percentage of Community College Award Holders or Some Postsecondary Coursework: 28%
- **Fabric and Apparel Patternmakers (51-6092):** Draw and construct sets of precision master fabric patterns or layouts. May also mark and cut fabrics and apparel.
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: 24%
- **Craft Artists (27-1012):** Create or reproduce hand-made objects for sale and exhibition using a variety of techniques, such as welding, weaving, pottery, and needlecraft.
Entry-Level Educational Requirement: No formal educational credential
Training Requirement: Long-term on-the-job training
Percentage of Community College Award Holders or Some Postsecondary Coursework: 27%
- **Costume Attendants (39-3092):** Select, fit, and take care of costumes for cast members, and aid entertainers. May assist with multiple costume changes during performances.
Entry-Level Educational Requirement: High school diploma or equivalent
Training Requirement: Short-term on-the-job training
Percentage of Community College Award Holders or Some Postsecondary Coursework: 36%

Occupational Demand

Table 1. Employment Outlook for Costume and Make-up 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
Fashion Designers	800	816	16	2%	428	86	\$24.36	\$34.72
Makeup Artists, Theatrical and Performance	79	86	8	10%	55	11	\$25.41	\$42.02
Fabric and Apparel Patternmakers	50	52	2	5%	38	8	\$16.04	\$20.69
Craft Artists	940	948	8	1%	538	108	\$3.70	\$10.76
Costume Attendants	191	199	8	4%	235	47	\$15.47	\$19.27
TOTAL	2,060	2,102	42	2%	1,295	259	\$13.95	\$22.29

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 Costume and Make-up Occupations in Silicon Valley 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
Fashion Designers	75	76	2	2%	39	8	\$17.22	\$27.95
Makeup Artists, Theatrical and Performance	34	36	2	7%	23	5	\$33.29	\$72.33
Fabric and Apparel Patternmakers	<10	<10			<10	Insf. Data	Insf. Data	Insf. Data
Craft Artists	128	131	3	3%	75	15	\$3.29	\$8.91
Costume Attendants	48	50	2	3%	58	12	\$13.32	\$17.81
TOTAL	284	293	9	3%	195	39	\$12.22	\$22.96

Source: EMSI 2020.3

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 (October 2019 - September 2020)

Occupation	Bay Region	Silicon Valley Sub-Region
Fashion Designers	313	64
Makeup Artists, Theatrical and Performance	81	17
Costume Attendants	14	2
Craft Artists	13	5
Fabric and Apparel Patternmakers	3	0
TOTAL	424	88

Source: Burning Glass

Table 4a. Top Job Titles for Costume and Make-up Occupations for latest 12 months (October 2019 - September 2020) Bay Region

Common Title	Bay	Common Title	Bay
Design Director	18	Apparel Designer	5
Hair and Makeup Artist	14	Justice - Style Advisor	4
Integrated Design Director	13	Greenskeeping A Craft	4
Style Advisor	10	Freelance Makeup Artist	4
Director, UX Design	10	Footwear Designer	4
Makeup Artist	9	Design Director, Payments	4
Director Of Design	8	Design Director - Female Active	4
Makeup Artist and Stylist	7	Character	4

Wardrobe Attendant	5	VR Platform Design Director	3
Style Advisor - Justice	5	Style Advisor - Justice	3
Mac - Makeup Artist/Cosmetics Sales	5	Senior Fashion Director	3
Freelance Hair and Makeup Artist	5	Senior Director, Design	3
Fashion Design Instructor Pool	5	Senior Designer, Decorative Accessories - Pottery Barn	3
Costume Waver	5	McCarthy Building Co. Integrated Design Director	3

Table 4b. Top Job Titles for Costume and Make-up Occupations for latest 12 months (October 2019 - September 2020) Silicon Valley Sub-Region

Common Title	Silicon Valley	Common Title	Silicon Valley
Integrated Design Director	12	Designer Jewelry Sales Associate	2
Director, UX Design	8	Costumer	2
Style Advisor	3	Character	2
Greenskeeping A Craft	3	Senior Financial Analyst, Instruments Accessories	1
Senior Apparel Designer	2	Senior Financial Analyst, Instruments & Accessories	1
McCarthy Building Co Integrated Design Director	2	Senior Director, Design	1
Makeup Artist/Sales Associate	2	Senior Director, Consumer Design	1
Makeup Artist and Stylist	2	Quarterly Adjunct Lecturer - Costume Designer	1
Freelance Hair and Makeup Artist	2	Quarterly Adjunct Lecturer - Costume Designer	1
Fashion Design Instructor Pool	2	Nordstrom Retail Makeup Artist - Valley Fair	1
Enterprise Analytics Insights Architect - Instruments, Accessories & Endoscopes	2	Men's Sportswear and Designer Salesman	1
Director, Enablement Design	2	Makeup Artist, Sales Associate, Cosmetologist	1
Director of UX Design	2	Makeup Artist	1
Director of Design	2	Lancome Freelance Makeup Artist - PT	1

Source: Burning Glass

Industry Concentration

Table 5. Industries hiring Costume and Make-up 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)
Independent Artists, Writers, and Performers	506	535	6%	25%
Corporate, Subsidiary, and Regional Managing Offices	166	160	-4%	8%
Graphic Design Services	123	117	-5%	6%
Interior Design Services	108	118	9%	5%
Theater Companies and Dinner Theaters	102	108	6%	5%
Women's, Children's, and Infants' Clothing and Accessories Merchant Wholesalers	97	107	10%	5%
Musical Groups and Artists	79	79	0%	4%
Motion Picture and Video Production	68	78	15%	3%
Electronic Shopping and Mail-Order Houses	51	59	16%	2%
Hobby, Toy, and Game Stores	25	24	-4%	1%
Other Specialized Design Services	25	26	4%	1%

Source: EMSI 2020.3

Table 6. Top Employers Posting Costume and Make-up Occupations in Bay Region and Silicon Valley Sub-Region (October 2019 - September 2020)

Employer	Bay	Employer	Bay	Employer	Silicon Valley
Gap Inc.	32	Vionic Group	4	Paypal	7
Old Navy	20	McCarthy Building Co.	4	McCarthy Building Co.	5
Pink Chique	17	Golf Maintenance Solutions The Villages Golf & Country Club	4	Intuitive Surgical Inc.	5
Levi Strauss	11	Facebook	4	McCarthy Building Companies	4
Justice	10	Estee Lauder Company	4	Pink Chique	3
Cherry Hill Programs	9	Ascena Retail Group Inc.	4	Intuitive	3
Paypal	7	ServiceNow Inc	3	Golf Maintenance Solutions The Villages Golf & Country Club	3
Williams-Sonoma	6	ServiceNow	3	Cherry Hill Programs	3
McCarthy Building Company Fourth Floor	6 6	Neiman Marcus Loreal USA Inc.	3 3	Specialized Bicycle Components ServiceNow Inc	2 2
Trish McEvoy Cosmetics	5	Lord & Taylor / Hudson's Bay Company	3	ServiceNow	2
Knot Standard	5	Liberty Tax	3	Santa Clara University	2
Intuitive Surgical Incorporated	5	Intuitive	3	Roku	2
iCandy Eye Salon Corp.	5	Chanel	3	Neiman Marcus	2
Halo Blow Dry Bars	5	Walmart / Sam's	2	McCarthy Building	2
Gensler	5	Time Warner	2	Lancome	2
Ascena Retail Group	5	The RealReal	2	Ford Motor Company	2

Source: Burning Glass

Educational Supply

There are six (6) community colleges in the Bay Region issuing 10 awards on average annually (last 3 years ending 2018-19) on TOP 1006.00-Technical Theater. In the Silicon Valley Sub-Region there are two (2) community colleges that issued three (3) awards on average annually (last 3 years) on this TOP code.

Table 7. Awards on 1006.00-Technical Theater in Bay Region

College	Sub-Region	Associates	Certificate Low Unit	Total
Diablo Valley	East Bay	2	1	3
Foothill	Silicon Valley	2		2
Las Positas	East Bay		2	2
Monterey	SC - Monterey		1	1
Solano	North Bay		1	1
West Valley	Silicon Valley	1		1
Total Bay Region		5	5	10
Total Silicon Valley Sub-Region		3	0	3

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 labor market gap in the Bay Region with 259 annual openings for the Costume and Make-up occupational cluster and 10 annual (3-year average) awards for an annual undersupply of 249 students. In the Silicon Valley Sub-Region, there is also a gap with 39 annual openings and 3 annual (3-year average) awards for an annual undersupply of 36 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1006.00-Technical Theater

2017-18	Bay All CTE Programs	Foothill College All CTE Programs	State 1006.00	Bay 1006.00	Silicon Valley 1006.00	Foothill College 1006.00
% Employed Four Quarters After Exit	67%	71%	58%	60%	54%	n/a
Median Quarterly Earnings Two Quarters After Exit	\$11,466	\$16,942	\$4,843	\$6,562	n/a	n/a
Median % Change in Earnings	31%	46%	43%	35%	n/a	n/a
% of Students Earning a Living Wage	53%	72%	23%	16%	n/a	n/a

Source: Launchboard Pipeline (version available on August 2020)

Skills, Certifications and Education

Table 9. Top Skills for Costume and Make-up Occupations in Bay Region (October 2019 - September 2020)

Skill	Postings	Skill	Postings	Skill	Postings
Process Design	118	Retail Industry Knowledge	36	Product Sales	22
Adobe Photoshop	101	Adobe Acrobat	35	Packaging	21
Product Development	92	Adobe Creative Suite	35	Revit	21
Product Design	79	Customer Service	34	Cash Register Operation	20
Adobe Illustrator	66	Product Management	32	Market Research	20
Adobe InDesign	66	Sewing	32	Project Design	19
Sketching	62	Visual Design	30	Project Planning and Development Skills	19
Sales	61	Interaction Design	28	Instagram	18
Scheduling	51	User Research	28	Design Thinking	17
Merchandising	50	Prototyping	26	Product Knowledge	17
Budgeting	48	Business Development	25	Sales Goals	17
Market Trend	48	Graphic Design	25	Design and Construction	16
Business Strategy	44	Creative Direction	24	Staff Management	16
Project Management	39	Teaching	24	Visual Merchandising	16
Customer Contact	36	Cosmetics Industry Knowledge	23	Building Codes	15

Source: Burning Glass

Table 10. Certifications for Costume and Make-up Occupations in Bay Region (October 2019 - September 2020)

Note: 89% 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
Registered Architect	15	Communication Site Installer (R56)	2
Licensed Professional Engineer	15	Procurement Certification	1
Cosmetology License	9	LEED AP	1
Makeup Artist	8	Certified Teacher	1
Driver's License	8	Bio-Hazard Certification	1
Interior Design Certification	4		

Source: Burning Glass

Table 11. Education Requirements for Costume and Make-up Occupations in Bay Region

Note: 52% 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	21	10%
Associate Degree	6	3%

Bachelor's Degree or Higher	178	87%
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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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