

Program Endorsement Brief: 1013.00 – Commercial Art Product Design

Los Angeles/Orange County Center of Excellence, October 2021

Summary Analysis

Program Endorsement:	Endorsed: All Criteria Met <input checked="" type="checkbox"/>	Endorsed: Some Criteria Met <input type="checkbox"/>	Not Endorsed <input type="checkbox"/>
Program Endorsement Criteria			
Supply Gap:	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
Living Wage: (Entry-Level, 25th)	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
Education:	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
Emerging Occupation(s)			
Yes <input type="checkbox"/>		No <input checked="" type="checkbox"/>	

The Los Angeles/Orange County Center of Excellence for Labor Market Research (COE) prepared this report to provide Los Angeles/Orange County regional labor market supply and demand data related to one **middle-skill** occupation: *web developers and digital interface designers* (15-1257) and one **above middle-skill** occupation: *commercial and industrial designers* (27-1021). Although the latter occupation typically requires a bachelor’s degree, it is included to illuminate a pathway for students who choose to continue their education beyond the community college level. This report is intended to help determine whether there is demand in the local labor market that is not being met by the supply from community college programs that aligns with the relevant occupation.

Based on the available data, there appears to be a supply gap for these two product design occupations in the region. The entry-level wages exceed the Los Angeles County **self-sufficiency standard wage** for one adult, and 81% of the projected annual job openings typically require an associate degree. **Therefore, the COE endorses this program.** Detailed reasons include:

Demand:

- **Supply Gap Criteria** – Over the next five years, there is projected to be **906 jobs available annually** in the region due to retirements and workers leaving the field, **which is more than the 620 awards conferred annually** by educational institutions in the region.
- **Living Wage Criteria** – In Los Angeles County, the **typical entry-level hourly wages** for the two product design occupations are between **\$23.53** and **\$27.69, which are higher than the self-sufficiency standard wage** for one adult in the region (\$18.10 in Los Angeles County).¹
- **Educational Criteria** – The Bureau of Labor Statistics (BLS) lists an associate degree as the typical entry-level education for *web developers and digital interface designers* (15-1257) and a bachelor’s degree for *commercial and industrial designers* (27-1021).

¹ Self-sufficiency standard wage data was pulled from The Self-Sufficiency Standard Tool for California on 10/1/2021. For more information, visit: <http://selfsufficiencystandard.org/california>.

- National-level educational attainment data indicates **20% to 25% of workers in the field have completed some college or an associate degree.**
- **81% of projected job openings typically require an associate degree.**

Supply:

- Between 2017 and 2020, **8 community colleges** in the LA/OC region issued awards in commercial art, conferring an average of **61 awards.**
- Between 2016 and 2019, non-community college institutions in the region conferred an average of **559 awards** in related training programs.

Occupational Demand

Exhibit 1 shows the five-year occupational demand projections for the two product design occupations. In Los Angeles/Orange County, the number of jobs related to these occupations is projected to increase by 2% through 2025. There will be more than 900 job openings per year through 2025 due to retirements and workers leaving the field.

This report includes employment projection data by Emsi which uses EDD information. Emsi’s projections are modeled on recorded (historical) employment figures and incorporate several underlying assumptions, including the assumption that the economy, during the projection period, will be at approximately full employment. To the extent that a recession or labor shock, such as the economic effects of COVID-19, can cause long-term structural change, it may impact the projections. At this time, it is not possible to quantify the full impact of COVID-19 on projections of industry and occupational employment. Therefore, the projections included in this report do not take the full impacts of COVID-19 into account.

Exhibit 1: Occupational demand in Los Angeles and Orange Counties²

Geography	2020 Jobs	2025 Jobs	2020-2025 Change	2020-2025 % Change	Annual Openings
Los Angeles	8,435	8,610	174	2%	647
Orange	3,342	3,441	99	3%	258
Total	11,777	12,051	274	2%	906

² Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

Wages

The labor market endorsement in this report considers the hourly wages for the two product design occupations in Los Angeles County, as they relate to the county's self-sufficiency standard wage. Orange County wages are included below in order to provide a complete analysis of the LA/OC region. Detailed wage information, by county, is included in Appendix A.

Los Angeles County: The typical entry-level hourly wages for occupations in this report range from \$23.53 to \$27.69, which is **above** the self-sufficiency standard wage for one adult (\$18.10 in Los Angeles County). Experienced workers can expect to earn approximately \$49.81 to \$50.10 per hour, which is higher than the self-sufficiency standard wage estimate.

Orange County: The typical entry-level hourly wage for occupations in this report range \$22.01 to \$28.41, which is **above** the self-sufficiency standard wage for one adult (\$20.63 in Orange County). Experienced workers can expect to earn approximately \$46.89 to \$50.83 per hour, which is higher than the self-sufficiency standard wage estimate.

Job Postings

Over the past 12 months, there have been 6,633 online job postings for the two product design occupations. The highest number of job postings were for product designer, UX/UI designer, and senior product designer. The top skills were product design, prototyping, UX wireframes, and JavaScript. The top employers, by number of job postings, in the region were Amazon, Disney, Anthem Blue Cross, Apple, Deloitte, and Thermo Fisher Scientific.

It is important to note that the job postings data included in this section reflects online job postings listed in the past 12 months and does not yet demonstrate the full impact of COVID-19. While employers have generally posted fewer online job postings since the beginning of the pandemic, the long-term effects are currently unknown.

Educational Attainment

The Bureau of Labor Statistics (BLS) lists an associate degree as the typical entry-level education for *web developers and digital interface designers* (15-1257) and a bachelor's degree for *commercial and industrial designers* (27-1021). National-level educational attainment data indicates 20% to 25% of workers in the field have completed some college or an associate degree. Of the 54% of job postings listing a minimum education requirement in Los Angeles/Orange County, 7% (259) requested a high school or vocational training, 2% (87) requested an associate degree, and 91% (3,238) requested a bachelor's degree.

Educational Supply

Community College Supply — Exhibit 2 shows the annual and three-year average number of awards conferred in Commercial Art (1013.00) programs. The college with the most completions in the region is LA Trade-Tech. Over the past 12 months, there were two other related program recommendation requests from regional community colleges.

Exhibit 2: Regional community college awards (certificates and degrees), 2017-2020

TOP Code	Program	College	2017-18 Awards	2018 -19 Awards	2019 -20 Awards	3-Year Average
1013.00	Commercial Art	LA Trade-Tech	42	44	23	36
		LA Valley	8	4	7	6
		Pasadena	4	6	-	3
		Rio Hondo	1	4	-	2
		LA Subtotal	55	58	30	48
		Cypress	2	2	1	2
		Fullerton	6	7	2	5
		Orange Coast	3	6	5	5
		Santa Ana	2	4	1	2
		OC Subtotal	13	19	9	14
Supply Total/Average			68	77	39	61

Non-Community College Supply — It is important to consider the supply from non-community college institutions in the region that may provide training for the occupations of interest. Exhibit 3 shows the annual and three-year average number of awards conferred by these institutions in relevant programs. Due to different data collection periods, the most recent three-year period of available data is from 2016 to 2019. Between 2016 and 2019, non-community college institutions in the region conferred an average of 559 awards.

Exhibit 3: Regional non-community college awards, 2016-2019

CIP Code	Program	Institution	2016-17 Awards	2017- 18 Awards	2018-19 Awards	3-Year Average
50.0401	Design and Visual Communications, General	Bethesda University	3	-	-	1
		Biola University	3	2	5	3
		Fashion Institute of Design & Merchandising-Los Angeles	181	155	142	159
		Gnomon	28	37	48	38
		Otis College of Art and Design	37	43	34	38
		Platt College-Los Angeles	-	5	-	2
		University of La Verne	1	-	-	0
50.0402	Commercial and Advertising Art	Art Center College of Design	13	15	10	13
		Woodbury University	14	13	13	13

CIP Code	Program	Institution	2016-17 Awards	2017- 18 Awards	2018-19 Awards	3-Year Average
50.0404	Industrial and Product Design	CSU Fullerton	-	-	125	42
		CSU Long Beach	39	31	37	36
		Fashion Institute of Design & Merchandising-Los Angeles	41	28	34	34
		Otis College of Art and Design	28	30	18	25
50.0410	Illustration	Art Center College of Design	113	168	133	138
		Laguna College of Art and Design	18	18	14	17
Supply Total/Average			519	545	613	559

Appendix A: Occupational demand and wage data by county

Exhibit 4. Los Angeles County

Occupation (SOC)	2020 Jobs	2025 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Web Developers and Digital Interface Designers (15-1257)	7,049	7,343	295	4%	533	\$23.53	\$35.67	\$49.81
Commercial and Industrial Designers (27-1021)	1,387	1,266	(121)	(9%)	114	\$27.69	\$36.61	\$50.10
Total	8,435	8,610	174	2%	647	-	-	-

Exhibit 5. Orange County

Occupation (SOC)	2020 Jobs	2025 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Web Developers and Digital Interface Designers (15-1257)	2,706	2,817	110	4%	204	\$22.01	\$33.48	\$46.89
Commercial and Industrial Designers (27-1021)	636	625	(11)	(2%)	54	\$28.41	\$37.41	\$50.83
Total	3,342	3,441	99	3%	258	-	-	-

Exhibit 6. Los Angeles and Orange Counties

Occupation (SOC)	2020 Jobs	2025 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Typical Entry-Level Education
Web Developers and Digital Interface Designers (15-1257)	9,755	10,160	405	4%	737	Associate degree
Commercial and Industrial Designers (27-1021)	2,022	1,891	(131)	(6%)	169	Bachelor's degree
Total	11,777	12,051	274	2%	906	-

Appendix B: Sources

- O*NET Online
- Labor Insight/Jobs (Burning Glass)
- Economic Modeling Specialists, International (Emsi)
- Bureau of Labor Statistics (BLS)
- Employment Development Department, Labor Market Information Division, OES
- California Community Colleges Chancellor's Office Management Information Systems (MIS)
- California Family Needs Calculator, Insight Center for Community Economic Development
- Chancellor's Office Curriculum Inventory (COCI 2.0)

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