

Program Endorsement Brief: 1030.00 – Graphic Art and Design
Digital Media: Graphic Design (Certificate of Achievement)
 Los Angeles/Orange County Center of Excellence, October 2021

Summary Analysis

Program Endorsement:	Endorsed: All Criteria Met <input type="checkbox"/>	Endorsed: Some Criteria Met <input checked="" 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, 25 th)	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
Education:	Yes <input type="checkbox"/>	No <input checked="" 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 three middle-skill occupations:

- *Special effects artists and animators* (27-1014);
- *Graphic designers* (27-1024); and
- *Desktop publishers* (43-9031)

Middle-skill occupations typically require some postsecondary education, but less than a bachelor's degree.¹ 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 align with the relevant occupations.

Based on the available data, there appears to be a supply gap for the occupations of interest in the region. While entry-level wages exceed the self-sufficiency standard wage in Los Angeles County, nearly all (99%) annual openings for the occupations in this report typically require a bachelor's degree. **Therefore, due to some of the criteria being met, the COE endorses this proposed program.** Detailed reasons include:

Demand:

- **Supply Gap Criteria** – Over the next five years, there is projected to be **2,297 jobs available annually** in the region due to retirements and workers leaving the field, **which is more than the 1,293 awards conferred annually** by educational institutions in the region.

¹ The COE classifies middle-skill jobs as the following:

- All occupations that require an educational requirement of some college, associate degree or apprenticeship;
- All occupations that require a bachelor's degree, but also have more than one-third of their existing labor force with an educational attainment of some college or associate degree; or
- All occupations that require a high school diploma or equivalent or no formal education, but also require short- to long-term on-the-job training where multiple community colleges have existing programs.

- **Living Wage Criteria** – In Los Angeles County, **all three occupations have entry-level wages above the self-sufficiency standard hourly wage (\$18.10/hour).**²
- **Educational Criteria** – Within the LA/OC region, **99% of the annual job openings** for the occupations of interest **typically require a bachelor's degree.**
 - National-level educational attainment data indicates that between 26% and 40% of workers in the field have completed some college or an associate degree.

Supply:

- Between 2017 and 2020, **25 community colleges** in the LA/OC region issued awards in programs that have historically trained for the occupations of interest, conferring an average of **369 awards.**
- Between 2016 and 2019, non-community college institutions in the region conferred an average of **924 awards in relevant programs.**

Occupational Demand

Exhibit 1 shows the five-year occupational demand projections for the three occupations of interest. In Los Angeles/Orange County, the number of jobs related to these occupations is projected to decrease by 2% through 2025. However, there will be nearly 2,300 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 Counties³

Geography	2020 Jobs	2025 Jobs	2020-2025 Change	2020-2025 % Change	Annual Openings
Los Angeles	20,549	20,129	(420)	(2%)	1,850
Orange	5,122	5,032	(90)	(2%)	446
Total	25,672	25,162	(510)	(2%)	2,297

² Self-Sufficiency Standard wage data was pulled from The Self-Sufficiency Standard Tool for California on 10/25/2021. For more information, visit: <http://selfsufficiencystandard.org/california>.

³ 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 occupations of interest 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 — All three occupations of interest have entry-level wages **above** the self-sufficiency standard wage for one adult (\$18.10 in Los Angeles County). Typical entry-level hourly wages are in a range between \$19.21 and \$22.46. Experienced workers can expect to earn wages between \$39.23 and \$61.61, which are above the self-sufficiency standard wage.

Orange County — Nearly all (99%) annual openings for the occupations of interest have entry-level wages **below** the self-sufficiency standard wage for one adult (\$20.63 in Orange County). Typical entry-level hourly wages are in a range between \$15.49 and \$22.23. Experienced workers can expect to earn wages between \$38.40 and \$52.00, which are above the self-sufficiency standard wage.

Job Postings

Over the past 12 months, there have been 5,543 online job postings for the occupations of interest in the region. The highest number of job postings were for graphic designers, junior graphic designers, motion graphic designers, senior graphic designers, and production artists. The top skills were graphic design, Adobe Photoshop, Adobe InDesign, Adobe Illustrator, and Adobe Acrobat. The top employers, by number of job postings, in the region were Disney, Blizzard Entertainment, and Activision.

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 a bachelor's degree as the typical entry-level education for *special effects artists and animators* (27-1014) and *graphic designers* (27-1024), and an associate degree for *desktop publishers* (43-9031). National-level educational attainment data indicates that between 26% and 40% of workers in the field have completed some college or an associate degree. Of the 50% of job postings listing a minimum education requirement in Los Angeles/Orange County, 13% (358) requested a high school or vocational training, 6% (170) requested an associate degree, and 81% (2,256) requested a bachelor's degree.

Educational Supply

Community College Supply — Exhibit 2 shows the annual and three-year average number of awards conferred by community colleges in programs that have historically trained for the occupations of interest. The colleges with the most completions in the region are Golden West, Santa Monica, and Orange Coast. Over the past 12 months, there were 23 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
0614.00	Digital Media	Glendale	-	-	1	0
		LA Mission	-	1	4	2
		LA Trade-Tech	7	19	11	12
		Long Beach	1	-	-	0
		Rio Hondo	-	-	2	1
		LA Subtotal	8	20	18	15
		Coastline	-	3	-	1
		Golden West	9	10	10	10
		Irvine Valley	15	9	1	8
		Santa Ana	-	-	1	0
		OC Subtotal	24	22	12	19
Supply Subtotal/Average			32	42	30	35
0614.10	Multimedia	East LA	-	-	2	1
		LA Mission	12	21	18	17
		Long Beach	1	-	-	0
		Pasadena	5	6	1	4
		Santa Monica	5	5	5	5
		LA Subtotal	23	32	26	27
		Cypress	1	-	1	1
		Orange Coast	-	1	2	1
		Santiago Canyon	10	9	3	7
		OC Subtotal	11	10	6	9
Supply Subtotal/Average			34	42	32	36
0614.50	Desktop Publishing	East LA	-	1	1	1
		LA Subtotal	-	1	1	1
		Fullerton	-	1	2	1
		Santa Ana	6	7	-	4
		OC Subtotal	6	8	2	5
Supply Subtotal/Average			6	9	3	6
0614.60	Computer Graphics and Digital Imagery	Citrus	23	13	12	16
		East LA	-	16	1	6
		LA Subtotal	23	29	13	22
		Coastline	2	5	1	3
		Cypress	1	7	5	4
		Fullerton	1	2	1	1

TOP Code	Program	College	2017-18 Awards	2018-19 Awards	2019-20 Awards	3-Year Average
		N. Orange Adult	4	9	3	5
		Orange Coast	35	38	21	31
		Saddleback	7	4	4	5
		Santa Ana	3	-	11	5
		OC Subtotal	53	65	46	55
Supply Subtotal/Average			76	94	59	76
1030.00	Graphic Art and Design	Cerritos	10	11	11	11
		East LA	10	18	3	10
		El Camino	2	-	1	1
		Glendale	9	6	4	6
		LA City	5	6	22	11
		LA Pierce	15	22	15	17
		LA Valley	3	2	5	3
		Long Beach	2	1	2	2
		Mt San Antonio	11	15	11	12
		Pasadena	7	9	7	8
		Rio Hondo	-	30	20	17
		Santa Monica	26	31	50	36
		LA Subtotal	100	151	151	134
		Fullerton	14	12	12	13
		Golden West	22	57	32	37
		Irvine Valley	-	5	16	7
		Saddleback	15	23	15	18
		Santa Ana	1	4	3	3
		Santiago Canyon	9	5	1	5
		OC Subtotal	61	106	79	82
Supply Subtotal/Average			161	257	230	216
Supply Total/Average			309	444	354	369

Non-Community College Supply — For a comprehensive regional supply analysis, it is important to consider the supply from other institutions in the region that may provide training programs for the occupations of interest. Exhibit 3 shows the annual and three-year average number of awards conferred by these institutions in programs crosswalked to the TOP in the previous exhibit. 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 924 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
09.0702	Digital Communication and Media/Multimedia	CSU-Dominguez Hills	50	41	58	50
		Fremont College	1	1	1	1
		Los Angeles ORT College (CLOSED)	15	10	8	11
		Marymount California University	-	-	3	1
		Vanguard University of Southern California	12	7	8	9
10.0301	Graphic Communications, General	CSU-Los Angeles	2	5	10	6
10.0304	Animation, Interactive Technology, Video Graphics and Special Effects	Art Center College of Design	28	9	18	18
		Gnomon	36	36	40	37
		Laguna College of Art and Design	22	11	37	23
		Los Angeles Film School	11	44	51	35
		Loyola Marymount University	12	20	15	16
		Mt Sierra College	3	6	-	3
		New York Film Academy	28	14	19	20
11.0803	Computer Graphics	ABC Adult School	-	5	4	3
		LA Pacific College	-	-	33	11
11.0899	Computer Software and Media Applications, Other	Art Center College of Design	7	8	12	9
		California Institute of the Arts	-	-	7	2
		Learnet Academy	41	14	-	18

CIP Code	Program	Institution	2016-17 Awards	2017-18 Awards	2018-19 Awards	3-Year Average
50.0102	Digital Arts	Los Angeles Academy of Figurative Art	3	-	3	2
		Marymount California University	12	17	15	15
		Otis College of Art and Design	63	92	69	75
		University of Southern California	22	16	14	17
		Woodbury University	3	4	1	3
50.0401	Design and Visual Communications, General	Bethesda University	3	-	-	1
		Biola University	3	2	5	3
		Fashion Institute of Design & Merchandising-LA	181	155	142	159
		Gnomon	28	37	48	38
		Otis College of Art and Design	37	43	34	38
		Platt College-LA	-	5	-	2
		University of La Verne	1	-	-	0
50.0409	Graphic Design	Art Center College of Design	71	50	73	65
		California Institute of the Arts	11	11	9	10
		California State Polytechnic University Pomona	123	128	92	114
		CSU-Dominguez Hills	-	1	-	0
		Chapman University	24	19	17	20
		Concordia University Irvine	12	9	7	9
		Fashion Institute of Design & Merchandising-LA	44	36	38	39
		Laguna College of Art and Design	24	21	24	23
		Los Angeles Film School	-	-	3	1

CIP Code	Program	Institution	2016-17 Awards	2017-18 Awards	2018-19 Awards	3-Year Average
		Los Angeles Pacific College	-	-	1	0
		Mt Sierra College	15	10	-	8
		New York Film Academy	-	3	3	2
		Otis College of Art and Design	-	-	1	0
		Platt College-LA	7	3	-	3
		University of La Verne	1	-	-	0
Supply Total/Average			956	893	923	924

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)
Special Effects Artists and Animators (27-1014)	7,155	7,314	159	2%	720	\$22.23	\$40.04	\$61.61
Graphic Designers (27-1024)	13,219	12,654	(565)	(4%)	1,113	\$19.21	\$28.28	\$39.23
Desktop Publishers (43-9031)	176	161	(15)	(9%)	17	\$22.46	\$29.78	\$45.18
Total	20,549	20,129	(420)	(2%)	1,850			

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)
Special Effects Artists and Animators (27-1014)	818	822	4	0%	79	\$15.49	\$30.51	\$52.00
Graphic Designers (27-1024)	4,244	4,153	(91)	(2%)	361	\$19.13	\$27.84	\$38.40
Desktop Publishers (43-9031)	61	57	(4)	(7%)	6	\$22.23	\$29.15	\$44.01
Total	5,122	5,032	(90)	(2%)	446			

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
Special Effects Artists and Animators (27-1014)	7,972	8,136	164	2%	799	Bachelor's degree
Graphic Designers (27-1024)	17,463	16,808	(655)	(4%)	1,474	Bachelor's degree
Desktop Publishers (43-9031)	236	218	(18)	(8%)	24	Associate degree
Total	25,672	25,162	(510)	(2%)	2,297	

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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