



# Labor Market Analysis for Program Recommendation

## Photography Occupations

### Ohlone College

Prepared by the San Francisco Bay Center of Excellence for Labor Market Research  
March 2022

#### Recommendation

Based on all available data, there appears to be an “undersupply” of Photography workers compared to the demand for this cluster of occupations in the Bay region and in the East Bay sub-region (Alameda, Contra Costa counties). There is a projected annual gap of about 342 students in the Bay region and 169 students in the East Bay 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 Ohlone College and in the region.

This report profiles Photography Occupations in the 12 county Bay region and in the East Bay sub-region for a proposed new program at Ohlone 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%

#### Occupational Demand

**Table 1. Employment Outlook for Photography Occupations in Bay Region**

Occupation	2020 Jobs	2025 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Photographers	5,361	5,245	-116	-2%	2,825	565	\$12	\$49
<b>Total</b>	<b>5,361</b>	<b>5,245</b>	<b>-116</b>	<b>-2%</b>	<b>2,825</b>	<b>565</b>	<b>\$12</b>	<b>\$49</b>

Source: EMSI 2021.3

**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 Photography Occupations in East Bay Sub-region**

Occupation	2020 Jobs	2025 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Photographers	1,625	1,610	-15	-1%	875	175	\$12	\$49
<b>Total</b>	<b>1,625</b>	<b>1,610</b>	<b>-15</b>	<b>-1%</b>	<b>875</b>	<b>175</b>	<b>\$12</b>	<b>\$49</b>

Source: EMSI 2021.3

**East Bay Sub-Region includes:** Alameda, Contra Costa Counties**Job Postings in Bay Region and East Bay Sub-Region****Table 3. Number of Job Postings by Occupation for latest 12 months (Mar 2021 - Feb 2022)**

Occupation	Bay Region	East Bay
Photographers	1,219	382

Source: Burning Glass

**Table 4a. Top Job Titles for Photography Occupations for latest 12 months (Mar 2021 - Feb 2022) Bay Region**

Title	Bay	Title	Bay
Photographer	141	Seasonal Studio Photographer	20
Clinical Research Ophthalmic Photographer	44	Photographer - Photos	19
Assistant - Trainee Photographer	35	Photography Assistant	19
Freelance Photographer	28	Automotive Photographer	17
Dealership Photographer/Porter	23	Pre-School Photographer	16
School Photographer	23	Wedding Photographer	15
Dealership Porter/Photographer	22	Studio Photographer	14
Newborn Photographer	21	Automotive Porter and Photographer	13
Real Estate Photographer	20	Product Photographer	9

Source: Burning Glass

**Table 4b. Top Job Titles for Photography Occupations for latest 12 months (Mar 2021 - Feb 2022) East Bay Sub-Region**

Title	East Bay	Title	East Bay
Photographer	44	Studio Photographer	7
Assistant - Trainee Photographer	19	Automotive Photographer	6
Clinical Research Ophthalmic Photographer	16	Dealership Porter/Photographer	6
Seasonal Studio Photographer	10	Photographer - Photos	6
Freelance Photographer	9	Photography Assistant	6

Title	East Bay	Title	East Bay
Newborn Photographer	9	Pre-School Photographer	6
Dealership Photographer/Porter	8	Product Photographer	6
Real Estate Photographer	7	Automotive Porter And Photographer	5
School Photographer	7	News Photographer	4

Source: Burning Glass

## Industry Concentration

**Table 5. Industries hiring Photography Workers in Bay Region**

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2020)	Jobs in Industry (2025)	% Change (2020-25)	% Occupation Group in Industry (2020)
All Other Professional, Scientific, and Technical Services	3,293	4,015	22%	55%
Photography Studios, Portrait	622	624	0%	10%
Commercial Photography	418	537	28%	7%
Independent Artists, Writers, and Performers	359	390	9%	6%
Translation and Interpretation Services	225	282	25%	4%
Marketing Research and Public Opinion Polling	122	145	19%	2%
Internet Publishing and Broadcasting and Web Search Portals	121	150	25%	2%
Motion Picture and Video Production	79	84	6%	1%
Television Broadcasting	77	69	-11%	1%
Electronic Shopping and Mail-Order Houses	55	57	4%	1%

Source: EMSI 2021.3

**Table 6. Top Employers Posting Photography Occupations in Bay Region and East Bay Sub-Region (Mar 2021 - Feb 2022)**

Employer	Bay	Employer	East Bay
Pro Motionpix, Llc	118	Pro Motionpix, Llc	45
Stanford Medicine	41	Shutterfly	17
Shutterfly	35	Stanford Medicine	16
Lifetouch	30	Lifetouch	16
Nationwide Studios Incorporated	28	Kodakit	13
Pro Motionpix	27	Balfour Company	12
Cherry Hill Programs	27	Nationwide Studios Inc.	10

Employer	Bay	Employer	East Bay
Teddy Bear Portraits	22	Cherry Hill Programs	10
Kodakit	22	Sweet Me Photography	9
Sweet Me Photography	21	Teddy Bear Portraits	7

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 East Bay Sub-Region, there are two (2) community colleges that issued 6 awards on average annually (last 3 years) on this TOP code.

There are a six (6) other CTE educational institutions in the Bay Region issuing 178 awards on average annually (last 3 years ending 2016-17) on TOP 1012.00 Applied Photography. There are no other CTE educational institutions in the East Bay Sub-Region issuing 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	Subregion	Associate	Certificate Low	Total
Chabot	East Bay	3	1	4
De Anza	Silicon Valley	1	7	8
Laney	East Bay	1	1	2
Napa	North Bay	0	1	1
San Francisco	Mid-Peninsula	0	26	26
Solano	North Bay	2	2	4
<b>Total</b>		<b>7</b>	<b>38</b>	<b>45</b>

Source: Data Mart

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

**Table 7b. Other CTE Institutions Awards on TOP 1012.00 Applied Photography in Bay Region**

College	Subregion	Associate Degree	Bachelor's Degree	Total
Academy of Art University	Mid-Peninsula	48	80	128
Argosy University-The Art Institute of California-San Francisco	Mid-Peninsula	7	3	10
Argosy University-The Art Institute of California-Silicon Valley	Silicon Valley	2	1	3
California College of the Arts	Mid-Peninsula	0	10	10
Pacific Union College	North Bay	0	2	2
San Francisco Art Institute	Mid-Peninsula	0	25	25

College	Subregion	Associate Degree	Bachelor's Degree	Total
<b>Total</b>		<b>57</b>	<b>121</b>	<b>178</b>

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 565 annual openings for the Photography occupational cluster and 223 annual (3-year average) awards for an annual undersupply of 342 students. In the East Bay Sub-Region, there is also a gap with 175 annual openings and 6 annual (3-year average) awards for an annual undersupply of 169 students.

## Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1012.00**

### Applied Photography

Metric Outcomes	Bay All CTE Programs	Ohlone All CTE Programs	State 1012.00	Bay 1012.00	East Bay 1012.00	Ohlone College 1012.00
Students with a Job Closely Related to Their Field of Study	74%	74%	52%	46%	49%	N/A
Median Annual Earnings for SWP Exiting Students	\$47,419	\$65,374	\$25,751	\$34,429	\$30,487	\$38,678
Median Change in Earnings for SWP Exiting Students	23%	12%	21%	21%	21%	18%
Exiting Students Who Attained the Living Wage	52%	69%	35%	37%	38%	50%

Source: Launchboard Strong Workforce Program Median of 2017 to 2020.

## Skills and Education

**Table 9. Top Skills for Photography Occupations in Bay Region (Mar 2021 - Feb 2022)**

Skill	Postings	Skill	Postings
Photography	1,163	Customer Billing	57
Customer Service	227	Adobe Acrobat	56
Scheduling	170	Staff Management	56
Videography	149	Adobe Creative Suite	55
Adobe Photoshop	129	Ophthalmology	52
Social Media	124	Cleaning	51
Sales	118	Adobe Illustrator	50
Lifting Ability	98	Early Childhood Education	50
Digital Photography	92	Framing	49

Skill	Postings	Skill	Postings
Vaccination	72	Clinical Research	46
Budgeting	69	Record Keeping	46
Photo Editing	64	Blood Samples	44
Adobe Indesign	61	Clinical Trials	44
Product Sales	61	Medical Terminology	44

Source: Burning Glass

**Table 10. Education Requirements for Photography Occupations in Bay Region**

Education (minimum advertised)	Latest 12 Mos. Postings	Percent 12 Mos. Postings
High school or vocational training	389	74%
Associate's degree	15	3%
Bachelor's degree and higher	121	23%

Source: Burning Glass

*Note: 57% of records have been excluded because they do not include a degree level. As a result, the chart above may not be representative of the full sample.*

## 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/](http://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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