



Photography (TOP 1011.00)

September 2022

Prepared by the South Central Coast Center of Excellence for
Labor Market Research

Program Recommendation

This report was compiled by the South Central Coast¹ Center of Excellence to provide regional labor market data for Photography (TOP 1011.00). This report can help determine whether there is demand in the local labor market that is not being met by the supply from programs of study (CCC and non-CCC) that align with this occupation group. This report covers the South Central Coast Region and all of Los Angeles County.

Key Findings

- In the South Central Coast region and Los Angeles County, **the number of jobs related to Photography are expected to increase** for Photographers and **remain steady** for Camera and Photographic Equipment Repairers & Photographic Process Workers and Processing Machine Operators.
- Photography is anticipated to experience a **low risk of automation** for Photographers and a **high risk** for Camera and Photographic Equipment Repairers & Photographic Process Workers and Processing Machine Operators.
- In 2020 there were 1,057 regional completions in programs related to the occupations identified as aligned with Photography and 1,709 openings, indicating an **undersupply**.
- Typical entry-level education is a **high school diploma or equivalent** for all three related occupations.
- Completers of Photography programs from the 2018-2019 academic year in the Los Angeles Region had a **median annual wage upon completion of \$23,816**.
- 43% of students are **employed within a year** after completing a program.
- 23% of students **attained a living wage** within a year of completion.
- Completers experienced an average of +29% **change in earnings after exiting**.
- 58% of students were **part-time**, 5% **skill builders**, 34% **first-generation**, and 80% **economically disadvantaged**.

¹ The South Central Coast Region consists of San Luis Obispo County, Santa Barbara County, Ventura County, and the following cities from North Los Angeles County: Canyon Country, Castaic, Lake Hughes, Lancaster, Littlerock, Llano, Newhall, Palmdale, Pearblossom, Santa Clarita, Stevenson Ranch, and Valencia.

Occupation Codes and Descriptions

There are three occupations in the standard occupational classification (SOC) system that were identified as related to Photography for this analysis. The occupation titles and descriptions, as well as reported job titles, are included in Exhibit 1.

Exhibit 1 – Occupation, description, and sample job titles

SOC Code	Title	Description	Sample of Reported Job Titles
27-4021	Photographers	Photograph people, landscapes, merchandise, or other subjects. May use lighting equipment to enhance a subject's appearance. May use editing software to produce finished images and prints. Includes commercial and industrial photographers, scientific photographers, and photojournalists.	Advertising Photographer, Commercial Photographer, Graduation Photographer, Newspaper Photographer, Photo Editor, Photographer, Photojournalist, Portrait Photographer, Sports Photographer, Studio Photographer
49-9061	Camera and Photographic Equipment Repairers	Repair and adjust cameras and photographic equipment, including commercial video and motion picture camera equipment.	Camera Repair Technician, Camera Repairman, Camera Technician, Photo Equipment Technician, Photo Technologist, Photographic Equipment Repair Technician, Photographic Equipment Technician, Photographic Technician (Photo Tech), Repair Technician, Repairman
51-9151	Photographic Process Workers and Processing Machine Operators	Perform work involved in developing and processing photographic images from film or digital media. May perform precision tasks such as editing photographic negatives and prints.	Digital Printer Operator, Film Processor, Film Technician, Lab Technician, Photo Lab Specialist, Photo Lab Technician, Photo Printer, Photo Specialist, Photo Technician

Source: O*NET Online

Current and Future Employment

In the South Central Coast region and Los Angeles County, the number of jobs related to Photography are expected to increase for Photographers and remain steady for Camera and Photographic Equipment Repairers & Photographic Process Workers and Processing Machine Operators.

Exhibit 2 – Five-year projections for Photography in the South Central Coast region and Los Angeles County

SOC	Occupation	2021 Jobs	2026 Jobs	2021-2026 Change	2021-2026 % Change
27-4021	Photographers	10,749	11,936	1,187	11%
49-9061	Camera and Photographic Equipment Repairers	73	70	-3	-4%
51-9151	Photographic Process Workers and Processing Machine Operators	596	595	-1	0%

Source: Economic Modeling Specialists International (EMSI)

Earnings

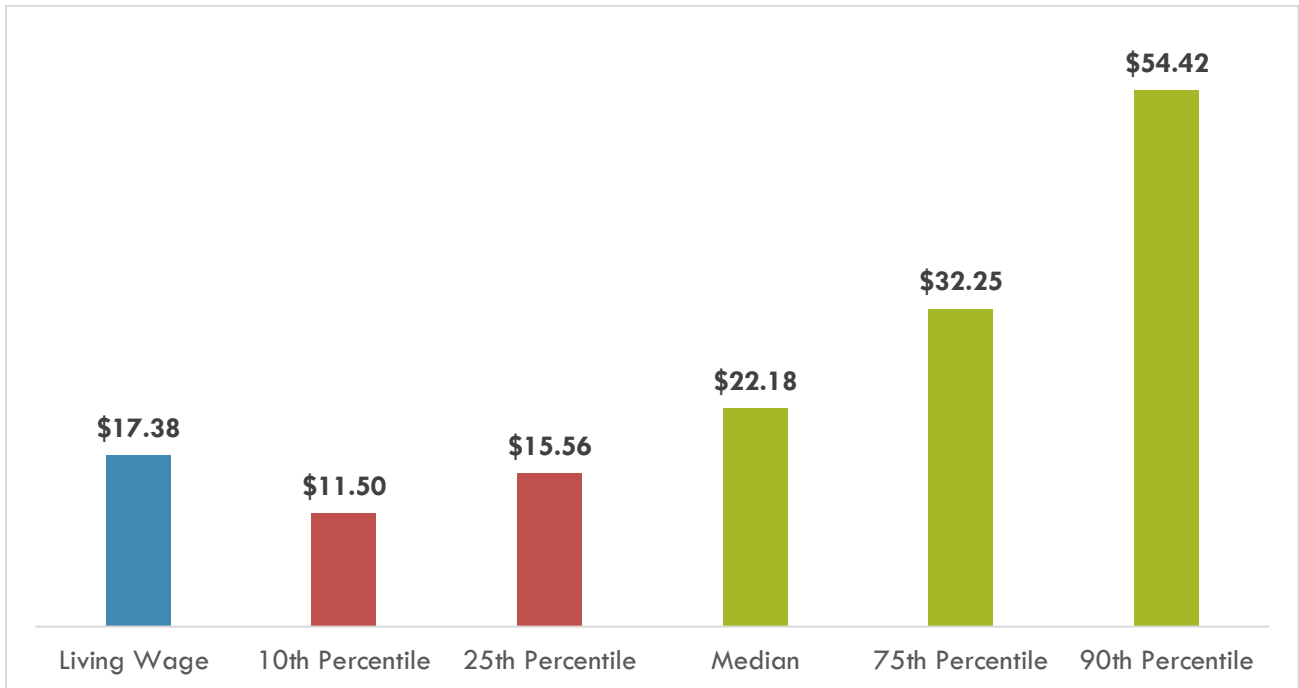
Exhibit 3 contains hourly wages and annual average earnings for these occupations. Entry-level hourly earnings are represented by the 25th percentile of wages, median hourly earnings are represented by the 50th percentile of wages, and experienced hourly earnings are represented by the 75th percentile of wages, demonstrating various levels of employment.

Exhibit 3 – Earnings for Photography in the South Central Coast region and Los Angeles County

SOC	Occupation	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
27-4021	Photographers	\$14.87	\$24.56	\$42.50
49-9061	Camera and Photographic Equipment Repairers	\$14.18	\$17.76	\$22.50
51-9151	Photographic Process Workers and Processing Machine Operators	\$17.62	\$24.23	\$31.75

Source: Economic Modeling Specialists International (EMSI)

Exhibit 3b – Earnings for Photography in the South Central Coast region and Los Angeles County



Source: Family Needs Calculator (Living wage is based on Single Adult household with no children); Economic Modeling Specialists International (EMSI)

Employer Job Postings

In this research brief, real-time labor market information is used to provide a more nuanced view of the current job market, as it captures job advertisements for occupations relevant to the field of study. Employer job postings are consulted to understand who is looking in the field, and what they are looking for in potential candidates. To identify job postings related to Photography the following standard occupational classifications were used:

27-4021	Photographers
49-9061	Camera and Photographic Equipment Repairers
51-9151	Photographic Process Workers and Processing Machine Operators

Top Occupations

In 2021, there were 2,023 employer postings for the occupations related to Photography.

Exhibit 4 – Top occupations by job postings

SOC Code	Occupation	Job Postings, Full Year 2021
27-4021	Photographers	1,489
51-9151	Photographic Process Workers and Processing Machine Operators	500
49-9061	Camera and Photographic Equipment Repairers	34

Source: Labor Insight/Jobs (Burning Glass)

Exhibit 4b – Top occupations by risk of automation

SOC Code	Occupation	Risk of Automation
27-4021	Photographers	Low
51-9151	Photographic Process Workers and Processing Machine Operators	High
49-9061	Camera and Photographic Equipment Repairers	High

Source: Labor Insight/Jobs (Burning Glass)

Top Titles

The top job titles for employers posting ads for jobs related to Photography are listed in Exhibit 5. Photographer is mentioned as the job title in 8% of all relevant job postings (184 postings).

Exhibit 5 – Top Titles

Title	Job Postings, Full Year 2021
Photographer	184
Product Photographer	43
Freelance Photographer	38
SEA Processor	30
Processor PSC	26

Source: Labor Insight/Jobs (Burning Glass)

Top Employers

Exhibit 6 lists the major employers hiring professionals in the Photography field. The top employer posting job ads was Sonic Healthcare USA. The top worksite cities in the region for these occupations were Los Angeles, San Luis Obispo, Santa Barbara, Santa Monica, and Glendale.

Exhibit 6 – Top Employers (n=1,097)

Employer	Job Postings, Full Year 2021
Sonic Healthcare USA	52
Lifetouch	29
Shutterfly	23
Cherry Hill Programs	21
Teddy Bear Portraits	20

Source: Labor Insight/Jobs (Burning Glass)

Skills

The tables in Exhibit 7 list employers' most commonly requested skills in job postings related to Photography. Photography is the most sought-after specialized skill for employers, followed by Adobe Photoshop and Social Media. Editing, Creativity, and Detail-Oriented were the most requested baseline skills. Adobe Photoshop, Adobe Indesign, and Microsoft Office were the most commonly requested software and programming skills.

Exhibit 7 – Specialized Skills (n= 8,411)

Skills	Job Postings, Full Year 2021
Photography	1,432
Adobe Photoshop	359
Social Media	242
Videography	227
Customer Service	199
Cleaning	173
E-Commerce	156
Photo Editing	135
Scheduling	134
Personal Protective Equipment (PPE)	127
Adobe Indesign	126
Digital Photography	125
Sales	118
Instagram	104
Adobe Illustrator	103

Source: Labor Insight/Jobs (Burning Glass)

Exhibit 7b – Baseline Skills (n= 5,056)

Skills	Job Postings, Full Year 2021
Editing	483
Creativity	476
Detail-Oriented	378
Communication Skills	374
Teamwork / Collaboration	322
Organizational Skills	308
Physical Abilities	260
Computer Literacy	168
English	149
Problem Solving	144

Source: Labor Insight/Jobs (Burning Glass)

Exhibit 7c – Software and Programming Skills (n= 1,783)

Skills	Job Postings, Full Year 2021
Adobe Photoshop	359
Adobe Indesign	126
Microsoft Office	123
Microsoft Excel	113
Adobe Illustrator	103
Adobe Acrobat	102
Adobe Creative Suite	102
Microsoft Word	55
Social Media Platforms	53
Facebook	47

Source: Labor Insight/Jobs (Burning Glass)

The table below lists the skill clusters most in demand for Photography occupations.

Exhibit 7d – Skill Clusters in Demand (n= 162)

Skill Cluster	Job Postings, Full Year 2021
Media and Writing: Visual Design Production	1,502
Design: Graphic and Visual Design Software	406
Marketing and Public Relations: Social Media	321
Customer and Client Support: Basic Customer Service	291
Administration: General Administrative and Clerical Tasks	172
Information Technology: Microsoft Office and Productivity Tools	170
Design: Graphic and Visual Design	165
Sales: E-Commerce	156
Human Resources: Occupational Health and Safety	156
Administration: Scheduling	134

Source: Labor Insight/Jobs (Burning Glass)

Industry Concentration

Exhibit 8 shows the industries with the most Photography postings in the South Central Coast region and Los Angeles County. Note: 25% of records have been excluded because they do not include an industry. As a result, the chart below may not be representative of the full sample.

Exhibit 8 – Industries employing the most in the Photography field, 2021

Industry	Occupation Group Jobs in Industry	% of Occupation Group in Industry
Professional, Scientific, and Technical Services	1,023	67%
Information	86	6%
Retail Trade	78	5%
Manufacturing	74	5%
Real Estate and Rental and Leasing	70	5%

Source: Labor Insight/Jobs (Burning Glass)

Certifications

Exhibit 9 lists the most in-demand certifications in the Photography field. The top requested certification in job postings was Driver's License.

Exhibit 9 – Certifications (n= 465)

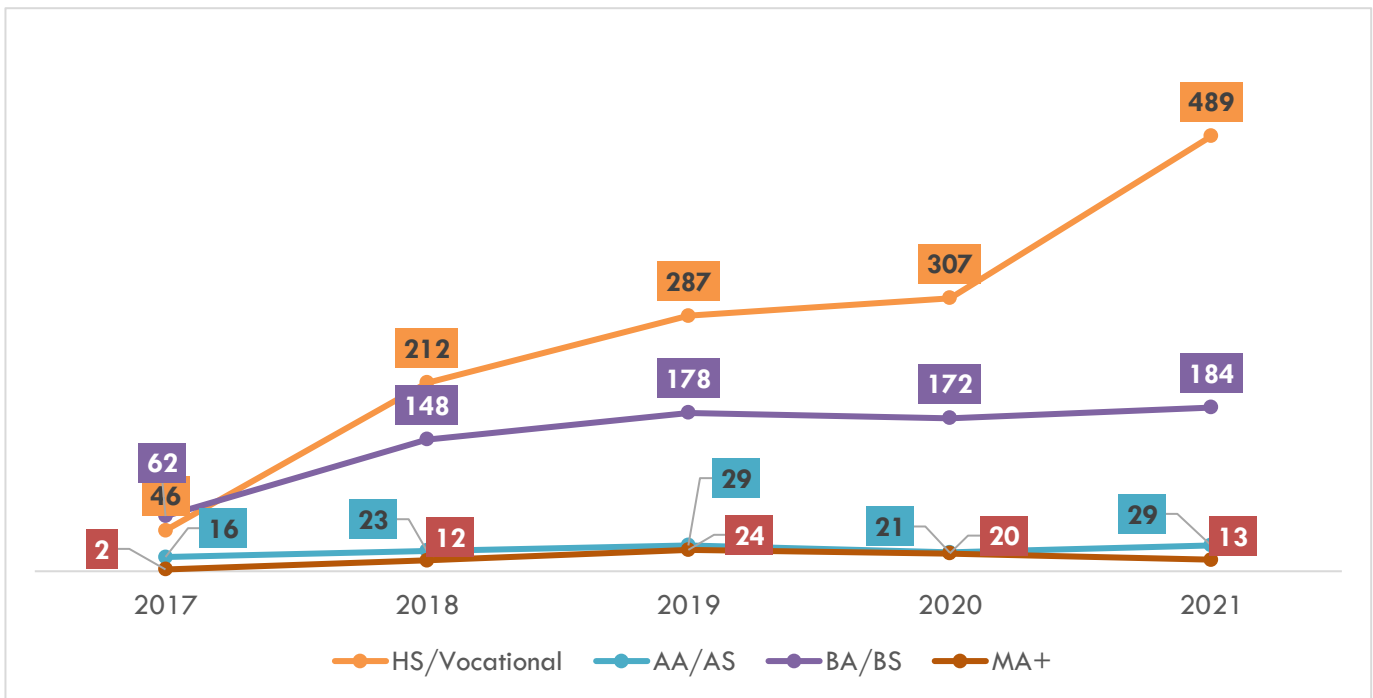
Certifications	Job Postings, Full Year 2021
Driver's License	392
Security Clearance	5
Hazwoper	5
Occupational Safety and Health Administration Certification	3
CDL Class A	3
OSHA Safety 10 Hour	2
Certified in Adobe Photoshop	2
Basic Life Saving (BLS)	2
First Aid CPR AED	1
Adobe Illustrator Certification	1

Source: Labor Insight/Jobs (Burning Glass)

Job Postings - Minimum Educational Attainment – Change Over Time

Exhibit 10 displays the change in job advertisements over the last five years for Photography, according to the minimum advertised education. In 2021, there were 715 total job ads posted with a minimum advertised education, with 489 of them requiring a high school diploma or vocational degree.

Exhibit 10 – Educational Demand, Minimum Advertised



Source: Labor Insight / Jobs (Burning Glass)

Job Postings – Minimum Educational Attainment – Change Over Time

To gauge employer preference for candidates with particular education levels, the proportion of job postings by minimum advertised education appears in Exhibit 11. Employers posting job ads for Photography have frequently sought candidates with a high school diploma or vocational degree.

Exhibit 11 – Occupational demand by education, minimum advertised

Minimum Education Requirement	2017	2018	2019	2020	2021
HS Diploma / Vocational Training	37%	54%	55%	59%	69%
Associate Degree	13%	6%	6%	4%	4%
Bachelor's Degree	49%	38%	34%	33%	26%
Graduate Degree	2%	3%	5%	4%	2%

Source: Labor Insight/Jobs (Burning Glass)

Education and Training

Exhibit 12 shows the typical entry-level education requirement for the occupations of interest, along with the typical on-the-job training needed to attain competency in the occupation.

Exhibit 12 – Education and Training Requirements

SOC	Occupation	Typical entry-level education	Typical on-the-job training
27-4021	Photographers	High school diploma or equivalent	Moderate-term on-the-job training
49-9061	Camera and Photographic Equipment Repairers	High school diploma or equivalent	Long-term on-the-job training
51-9151	Photographic Process Workers and Processing Machine Operators	High school diploma or equivalent	Short-term on-the-job training

Source: Bureau of Labor Statistics Employment Projections (Educational Attainment)

Regional Completions and Openings

In 2020, There were 1,057 regional completions and 1,709 regional openings in the South Central Coast region and Los Angeles County in programs related to the Photography occupations in this report.

Exhibit 13 – Completions and Openings

44 Regional Institutions had Related Programs (2020)	1,057 Regional Completions (2020)	1,709 Annual Openings (2020)
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Source: Economic Modeling Specialists International (EMSI)

Related Programs

CIP Code	Program	Completions (2020)
50.0401	Design and Visual Communications, General	173
10.0201	Photographic and Film/Video Technology/Technician	166
50.0605	Photography	155
50.0499	Design and Applied Arts, Other	135
09.0702	Digital Communication and Media/Multimedia	111
10.0301	Graphic Communications, General	101
50.0102	Digital Arts	91
50.0699	Film/Video and Photographic Arts, Other	59
50.0402	Commercial and Advertising Art	57
09.0799	Radio, Television, and Digital Communication, Other	9
50.0406	Commercial Photography	0

Source: Economic Modeling Specialists International (EMSI)

CCC and Non-CCC Awards

Exhibit 14 lists the number of completers from programs related to Photography in the South Central Coast region and Los Angeles County.

Exhibit 14 – CCC and Non-CCC awards, 2020

CCC Programs	Completers
Los Angeles City College	37
Santa Monica College	37
Citrus College	32
Mt. San Antonio College	31
Antelope Valley College	12
Moorpark College	11
El Camino College	10
Los Angeles Valley College	9
Ventura College	9
College of the Canyons	8
Santa Barbara City College	8
Glendale Community College	6
Allan Hancock College	5
East Los Angeles College	5
Pasadena City College	5
Rio Hondo College	3
Los Angeles Pierce College	2
Cerritos College	1
Non-CCC Programs	Completers
Otis College of Art and Design	99
Cal Poly – SLO	92
Fashion Institute of Design and Merchandising	90
USC	82
CSU – Long Beach	66
UCLA	53
Los Angeles Film School	49
Art Center College of Design	46
New York Film Academy	42
CSU – Dominguez Hills	41

Non-CCC Programs	Completers
California Institute of the Arts	33
Los Angeles Trade Technical College	23
Woodbury University	22
Gnomon	19
Los Angeles Pacific College	17
Marymount California University	13
CSU – Los Angeles	9
The Master’s University and Seminary	9
UCSB	6
Los Angeles Academy of Figurative Art	4
Biola University	3
Mount Saint Mary’s University	3
Ventura Adult and Continuing Education	2
Azusa Pacific University	1
Fremont College	1
University of La Verne	1

Source: Economic Modeling Specialists International (EMSI)

Student Outcomes

The CTE LaunchBoard provides student outcome data on the effectiveness of CTE programs. The following student outcome information was collected from exiters of the Photography Programs (TOP: 1011.00). As the occupations described in this report are heavily concentrated in Los Angeles, regional data for the Los Angeles Region is provided.

- Completers of Photography programs from the 2018-2019 academic year had a **median annual wage upon completion of \$23,816**.
- 43% of students are **employed within a year** after completing a program.
- 23% of students **attained a living wage** within a year of completion.
- Completers experienced an average of **+29%** change in earnings after exiting.
- 58% of students were **part-time**, 5% **skill builders**, 34% **first-generation**, and 80% **economically disadvantaged**.

Sources

O*Net Online, Labor Insight/Jobs (Burning Glass), Economic Modeling Specialists International (EMSI), MIT Living Wage Calculator, Bureau of Labor Statistics (BLS) Education Attainment, California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart, CTE LaunchBoard, Statewide CTE Outcomes Survey, Employment Development Department Unemployment Insurance Dataset

Notes

Data included in this analysis represent the labor market demand for relevant positions most closely related to Photography. Traditional labor market information was used to show current and projected employment based on data trends, as well as annual average awards granted by regional community colleges. Real-time labor market information captures job post advertisements for occupations relevant to the field of study and can signal demand and show what employers are looking for in potential employees, but is not a perfect measure of the quantity of open positions. All representations have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. The most recent data available at the time of the analysis was examined; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.