








Studio Arts Entrepreneurship Occupations

Labor Market Analysis: San Diego County

June 2023

Summary

NEW PROGRAM RECOMMENDATION?	EVIDENCE OF A SUPPLY GAP?	AT OR ABOVE THE LIVING WAGE?	EXPECTED EDUCATION FOR MAJORITY OF OCCUPATIONS ANALYZED
 <p>Do Not Proceed with New Program</p>	 	 	<ul style="list-style-type: none"> <input type="checkbox"/> Doctorate Degree <input type="checkbox"/> Master's Degree <input checked="" type="checkbox"/> Bachelor's Degree <input type="checkbox"/> Associate Degree <input type="checkbox"/> Some College or Certificate <input type="checkbox"/> HS Diploma or Equivalent <input type="checkbox"/> Less than a HS Diploma <input type="checkbox"/> Apprenticeship
SUPPORT FOR PROGRAM MODIFICATION?	NUMBER OF INSTITUTIONS THAT PROVIDE TRAINING	NUMBER OF ANNUAL JOB OPENINGS	
<p>The COE defers to the region</p>	<p>HIGH</p> 	<p>MEDIUM</p> 	

This brief provides labor market information about *Studio Arts Entrepreneurship Occupations* to assist the San Diego and Imperial Counties Community Colleges with program development and strategic planning. *Studio Arts Entrepreneurship Occupations* include “Artists and Related Workers, All Other,” “Commercial and Industrial Designers,” and “Fine Artists, Including Painters, Sculptors, and Illustrators According to available labor market information, *Studio Arts Entrepreneurship Occupations* in San Diego County have a labor market demand of 193 annual job openings (while average demand for a single occupation in San Diego County is 289 annual job openings), and 14 institutions supply 447 awards for these occupations, suggesting that there is an oversupply in the labor market. On average, entry-level wages are below the living wage. This brief recommends that the colleges do not proceed with developing a new program for these occupations and defers to the region for a program modification because 1) there is an estimated oversupply in the region; 2) on average, these occupations’ entry-level wages are below the living wage 3) a significantly high number of institutions train for these occupations. Colleges should note that **employers typically require a bachelor’s degree as the minimum educational requirement for these occupations.**

Introduction

This report provides labor market information in San Diego County for the following occupational codes in the Standard Occupational Classification (SOC)¹ system:

- **Artists and Related Workers, All Other** (SOC 27-1019): All artists and related workers not listed separately.
- **Commercial and Industrial Designers** (SOC 27-1021): Design and develop manufactured products, such as cars, home appliances, and children's toys. Combine artistic talent with research on product use, marketing, and materials to create the most functional and appealing product design.
- **Fine Artists, Including Painters, Sculptors, and Illustrators** (SOC 27-1013): Create original artwork using any of a wide variety of media and techniques.

For the purpose of this report, these occupations are referred to as *Studio Arts Entrepreneurship Occupations*.

¹ The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating, or disseminating data. [bls.gov/soc](https://www.bls.gov/soc).

Projected Occupational Demand

Between 2022 and 2027, *Studio Arts Entrepreneurship Occupations* are projected to increase by 175 net jobs or 12 percent (Exhibit 1a). Employers in San Diego County will need to hire 193 workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.

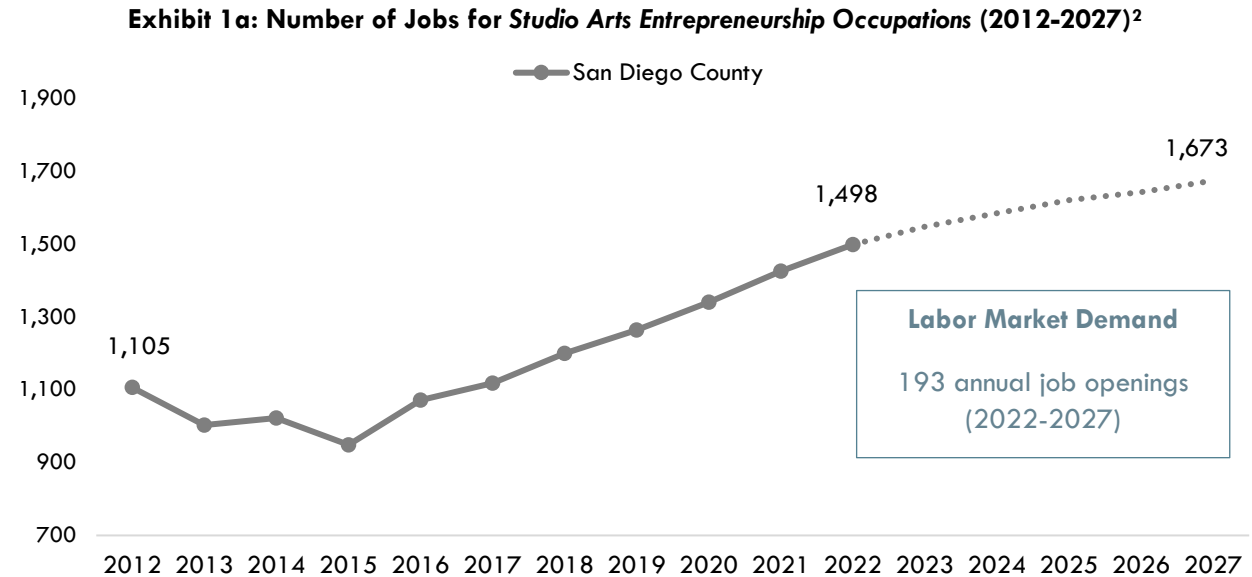


Exhibit 1b disaggregates the projected number of jobs change by occupation. “Fine Artists, Including Painters, Sculptors, and Illustrators” are projected to have the most labor market demand between 2022 and 2027, with 135 annual job openings.

Exhibit 1b: Number of Jobs for Studio Arts Entrepreneurship Occupations in San Diego County (2022-2027)³

Occupational Title	2022 Jobs	2027 Jobs	2022 - 2027 Net Jobs Change	2022-2027 % Net Jobs Change	Annual Job Openings (Demand)
Fine Artists, Including Painters, Sculptors, and Illustrators	932	1,082	150	16%	135
Commercial and Industrial Designers	420	434	14	3%	40
Artists and Related Workers, All Other	146	157	11	7%	18
Total	1,498	1,673	175	12%	193

² Lightcast 2023.01; QCEW, Non-QCEW, Self-Employed.

³ Lightcast 2023.01; QCEW, Non-QCEW, Self-Employed.

Earnings

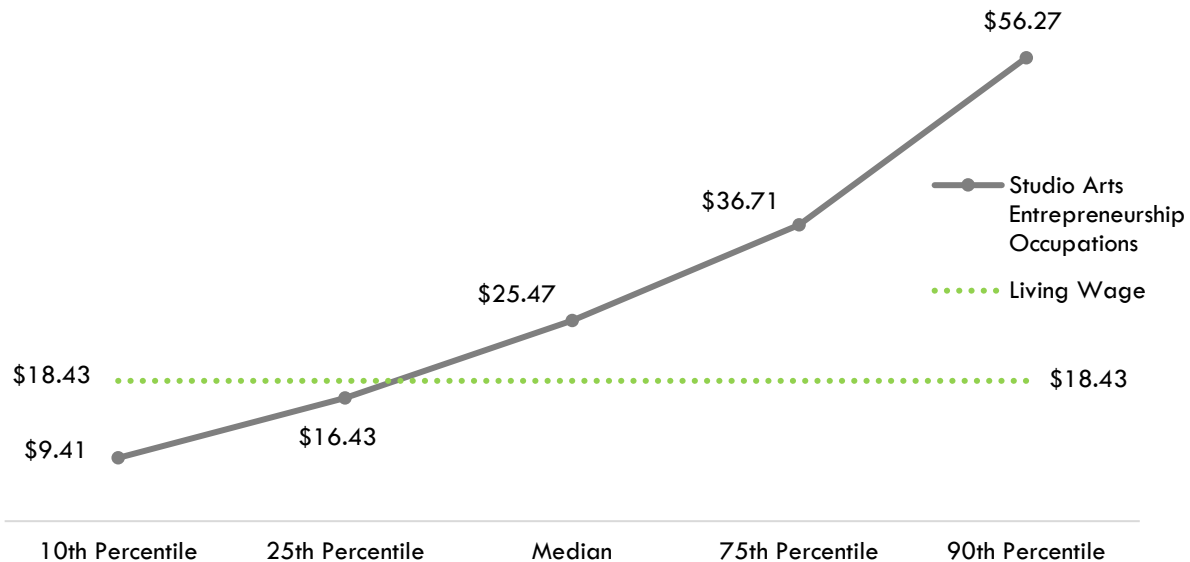
Exhibit 2a disaggregates hourly earnings by occupation. The entry-level hourly earnings for *Studio Arts Entrepreneurship Occupations* range from \$4.80 to \$35.30.

Exhibit 2a: Hourly Earnings for Studio Arts Entrepreneurship Occupations in San Diego County⁴

Occupational Title	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Commercial and Industrial Designers	\$35.30	\$38.99	\$49.32
Artists and Related Workers, All Other	\$9.18	\$25.37	\$35.35
Fine Artists, Including Painters, Sculptors, and Illustrators	\$4.80	\$12.05	\$25.45

On average, the entry-level hourly earnings for *Studio Arts Entrepreneurship Occupations* are \$16.43; this is less than the living wage for a single adult in San Diego County, which is \$18.43 per hour (Exhibit 2b).⁵

Exhibit 2b: Average Hourly Earnings⁶ for Studio Arts Entrepreneurship Occupations in San Diego County⁷



⁴ Lightcast 2023.01; QCEW, Non-QCEW, Self-Employed.

⁵ "Family Needs Calculator (formerly the California Family Needs Calculator)," Insight: Center for Community Economic Development, last updated 2021. insightccd.org/family-needs-calculator/.

⁶ 10th and 25th percentiles could be considered entry-level wages, and 75th and 90th percentiles could be considered experienced wages for individuals who may have been in the occupation longer, received more training than others, etc.

⁷ Lightcast 2023.01; QCEW, Non-QCEW, Self-Employed.

Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of awards in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes.⁸ There are 10 TOP codes and 10 CIP codes related to *Studio Arts Entrepreneurship Occupations* (Exhibit 3).

Exhibit 3: Related TOP and CIP Codes for Studio Arts Entrepreneurship Occupations⁹

TOP or CIP Code	TOP or CIP Program Title
TOP 0953.00	Drafting Technology
TOP 0953.60	Technical Illustration
TOP 1001.00	Fine Arts, General
TOP 1002.00	Art
TOP 1002.10	Painting and Drawing
TOP 1002.20	Sculpture
TOP 1002.30	Ceramics
TOP 1009.00	Applied Design
TOP 1013.00	Commercial Art
TOP 1099.00	Other Fine and Applied Arts
CIP 50.0402	Commercial and Advertising Art
CIP 50.0404	Industrial and Product Design
CIP 50.0410	Illustration
CIP 50.0701	Art/Art Studies, General
CIP 50.0702	Fine/Studio Arts, General
CIP 50.0705	Drawing
CIP 50.0708	Painting
CIP 50.0709	Sculpture
CIP 50.0711	Ceramic Arts and Ceramics
CIP 50.1101	Community/Environmental/Socially-Engaged Art

⁸ TOP data comes from the California Community Colleges Chancellor's Office MIS Data Mart (datamart.cccco.edu) and CIP data comes from the Integrated Postsecondary Education Data System (nces.ed.gov/ipeds/use-the-data).

⁹ This brief uses a conservative estimate of program supply and only calculates awards from the TOP codes in Exhibit 3.

According to TOP data, all eight community colleges supply San Diego County with awards for these occupations: Cuyamaca College, Grossmont College, MiraCosta College, Palomar College, San Diego City College, San Diego Mesa College, San Diego Miramar College and Southwestern College. According to CIP data, six non-community-college institutions supply the region with awards: Ashford University*, Newschool of Architecture and Design, San Diego State University, University of California-San Diego, University of Saint Katherine, and University of San Diego (Exhibit 4).

**Exhibit 4: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions
(Program Year 2019-20 through Program Year 2020-21 Average)**

TOP6 or CIP Code	TOP6 or CIP Program Title	3-Yr Annual Average CC Awards (PY19-20 to PY21-22)	Other Educational Institutions 2-Yr Annual Average Awards (PY19-20 to PY20-21)	Total Average Supply (PY19-20 to PY21-22)
0953.00	Drafting Technology	41	0	41
	• MiraCosta	16	0	
	• Palomar	19	0	
	• San Diego City	0	0	
	• Southwestern	6	0	
0953.60	Technical Illustration	1	0	1
	• San Diego City	1	0	
1001.00	Fine Arts, General	25	0	25
	• Cuyamaca	1	0	
	• Grossmont	7	0	
	• MiraCosta	4	0	
	• Palomar	1	0	
	• San Diego City	3	0	
	• San Diego Mesa	4	0	
	• San Diego Miramar	0	0	
	• Southwestern	5	0	

TOP6 or CIP Code	TOP6 or CIP Program Title	3-Yr Annual Average CC Awards (PY19-20 to PY21-22)	Other Educational Institutions 2-Yr Annual Average Awards (PY19-20 to PY20-21)	3-Yr Total Average Supply (PY19-20 to PY21-22)
1002.00	Art	146	0	146
	• Cuyamaca	4	0	
	• Grossmont	25	0	
	• MiraCosta	23	0	
	• Palomar	6	0	
	• San Diego City	10	0	
	• San Diego Mesa	29	0	
	• San Diego Miramar	23	0	
	• Southwestern	26	0	
1002.10	Painting and Drawing	10	0	10
	• Cuyamaca	3	0	
	• Grossmont	4	0	
	• Palomar	2	0	
	• San Diego Mesa	0	0	
	• San Diego Miramar	1	0	
1002.20	Sculpture	0	0	0
	• Grossmont	0	0	
	• San Diego Mesa	0	0	
1002.30	Ceramics	2	0	2
	• Grossmont	2	0	
	• San Diego Mesa	0	0	
1009.00	Applied Design	3	0	3
	• MiraCosta	3	0	
1013.00	Commercial Art	5	0	5
	• Palomar	5	0	
52.0201	Commercial and Advertising Art	0	1	1
	• Ashford University*	0	1	
50.0404	Industrial and Product Design	0	6	6
	• Newschool of Architecture and Design	0	6	

TOP6 or CIP Code	TOP6 or CIP Program Title	3-Yr Annual Average CC Awards (PY19-20 to PY21-22)	Other Educational Institutions 2-Yr Annual Average Awards (PY19-20 to PY20-21)	3-Yr Total Average Supply (PY19-20 to PY21-22)
50.0701	Art/Art Studies, General	0	232	232
	<ul style="list-style-type: none"> San Diego State University 	0	216	
	<ul style="list-style-type: none"> University of Saint Katherine 	0	1	
	<ul style="list-style-type: none"> University of San Diego 	0	15	
50.0702	Fine/Studio Arts, General	0	42	42
	<ul style="list-style-type: none"> San Diego State University 	0	9	
	<ul style="list-style-type: none"> University of California-San Diego 	0	33	
			Total	447

Demand vs. Supply

Comparing labor demand (annual openings) with labor supply¹⁰ suggests that there is an **oversupply** for these occupations in San Diego County, with **193** annual openings and **254** awards. Comparatively, there are **2,830** annual openings in California and **7,714** awards, suggesting that there is an oversupply gap across the state¹¹ (Exhibit 5).

Exhibit 5: Labor Demand (Annual Openings) Compared with Labor Supply (Average Annual Awards)

	Demand (Annual Openings)	Supply¹² (Total Annual Average Supply)	Supply Gap or Oversupply
San Diego	193	447	- 254
California	2,830	7,714	- 4,884

Please note: This is a basic analysis of supply and demand of labor. The data does not include workers currently in the labor force who could fill these positions or workers who are not captured by publicly available data. This data should be used to discuss the potential gaps or oversupply of workers; however, it should not be the only basis for determining whether or not a program should be developed.

¹⁰ Labor supply can be found from two different sources: Lightcast or the California Community Colleges Chancellor's Office MIS Data Mart. Lightcast uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

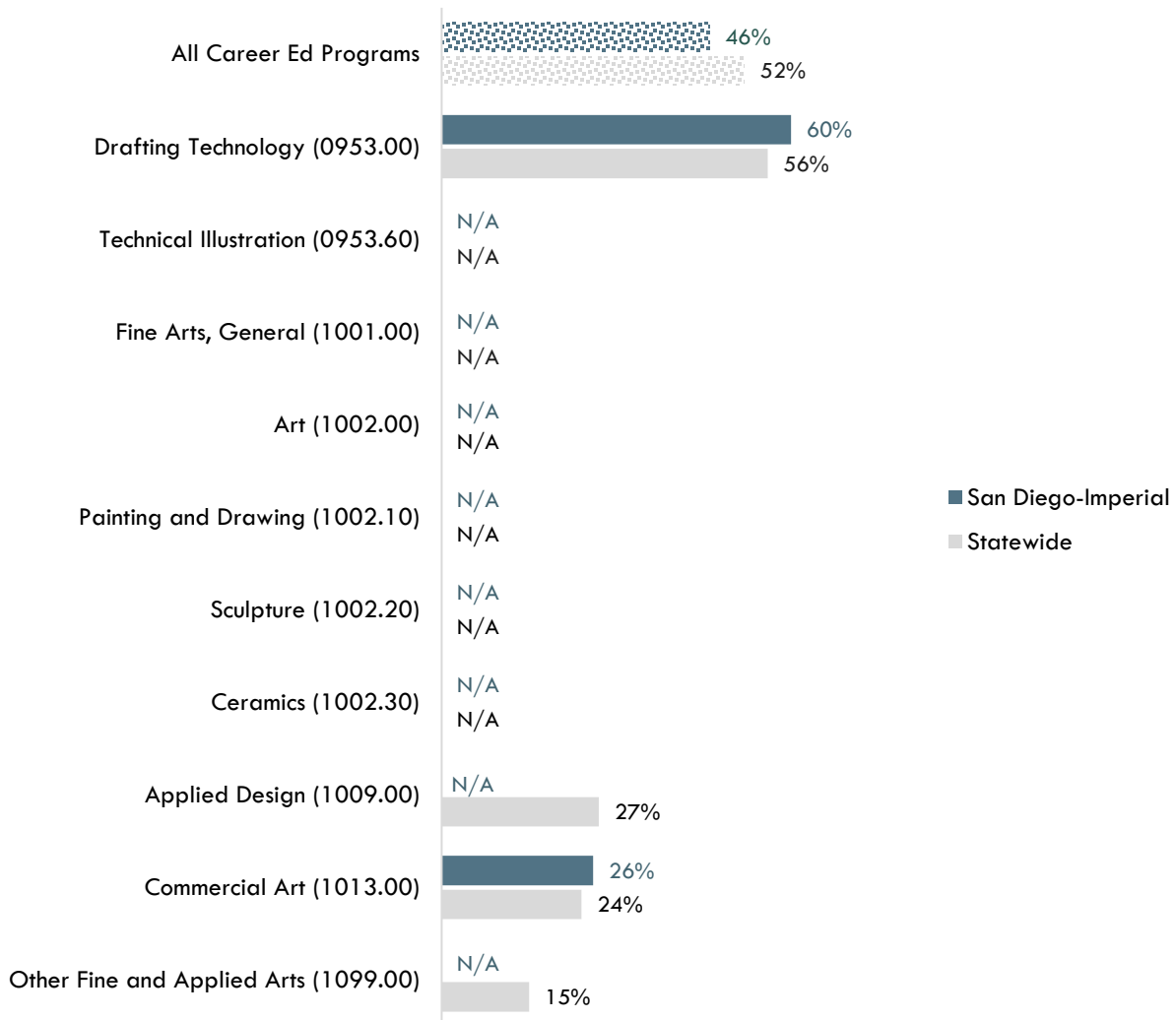
¹¹ "Supply and Demand," Centers of Excellence Student Outcomes, <https://coecc.net/our-resources/>.

¹² Awards included: associate degree; award <1 year; award 1<2 years; and postsecondary awards.

Student Outcomes and Regional Comparisons

According to the California Community Colleges LaunchBoard, 26 to 60 percent of students in the San Diego-Imperial region earned a living wage after completing a program related to *Studio Arts Entrepreneurship Occupations*, compared 15 to 56 percent statewide and 52 percent of students in Career Education programs in general across the state (Exhibit 6a).¹³

Exhibit 6a: Percentage of Students Who Earned a Living Wage by Program, PY2019-20¹⁴



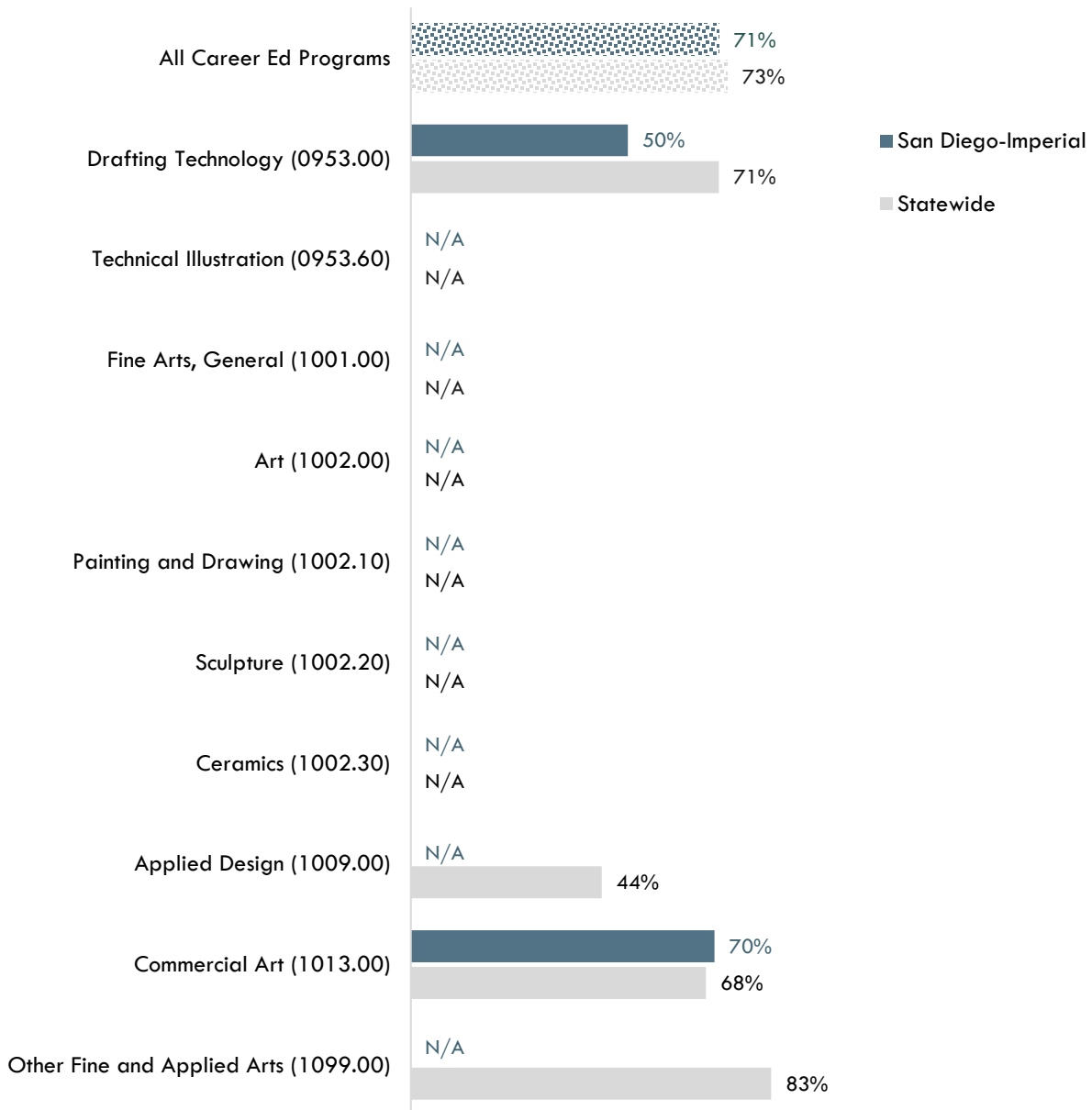
"N/A" indicates insufficient data

¹³ "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

¹⁴ Most recent year with available data is Program Year 2019-20. Among completers and skills builders who exited, the percentage of students who attained a living wage.

According to the California Community Colleges LaunchBoard, 50 to 70 percent of students in the San Diego-Imperial region obtained a job closely related to their field of study after completing a program related to *Studio Arts Entrepreneurship Occupations*, compared to 44 to 83 percent statewide and 73 percent of students in Career Education programs in general across the state (Exhibit 6b).¹⁵

Exhibit 6b: Percentage of Students in a Job Closely Related to Field of Study by Program, PY2018-19¹⁶



"N/A" indicates insufficient data

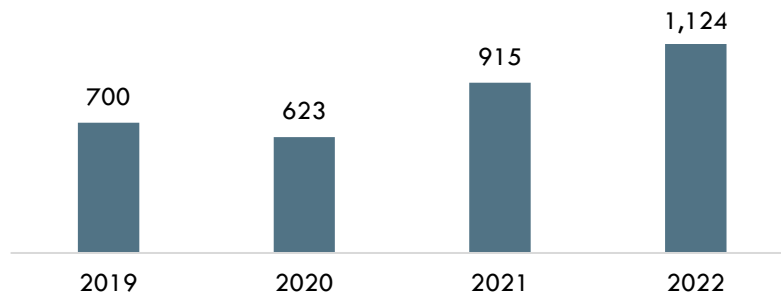
¹⁵ "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

¹⁶ Most recent year with available data is Program Year 2018-19. Percentage of Students in a Job Closely Related to Field of Study: Among students who responded to the CTEOS, the percentage reporting employment in the same or similar field as their program of study.

Online Job Postings

This report analyzes not only historical and projected (traditional LMI) data, but also recent data from online job postings (real-time LMI). Online job postings may provide additional insight about recent changes in the labor market that are not captured by historical data. Between 2019 and 2022, there was an average of 841 online job postings per year for *Studio Arts Entrepreneurship Occupations* in San Diego County (Exhibit 7). Please note that online job postings do **not** equal labor market demand; demand is represented by annual job openings (see Exhibit 1 b). While this brief includes online jobs postings data to help with curriculum development, the community colleges should note that this type of data is impacted by several variables: employers may post a position multiple times to increase the pool of applicants; a job posting can remain posted after a business decides not to fill a position; or an employer may use one posting to fill multiple positions, for example.

Exhibit 7: Number of Online Job Postings for *Studio Arts Entrepreneurship Occupations* in San Diego County (2019-2022)¹⁷



¹⁷ Lightcast; "Job Posting Analytics." 2018-2022.

Top Employers

Between January 1, 2020 and December 31, 2022, the top five employers in San Diego County for *Studio Arts Entrepreneurship Occupations* were [Estée Lauder](#), [Sony Interactive Entertainment](#), [Intuit](#), [Randstad](#), and [Illumina](#) based on online job postings (Exhibit 8).

Exhibit 8: Top Employers for *Studio Arts Entrepreneurship Occupations* in San Diego County¹⁸

Top Employers	
<ul style="list-style-type: none">• Estée Lauder• Sony Interactive Entertainment• Intuit• Randstad• Illumina	<ul style="list-style-type: none">• Qualcomm• Viasat• CyberCoders• Ulta Beauty• Apple

Education, Skills, and Certifications

Studio Arts Entrepreneurship Occupations have a national educational attainment ranging from [no formal educational credential](#) to a [bachelor's degree](#) (Exhibit 9a).

Exhibit 9a: National Educational Attainment for *Studio Arts Entrepreneurship Occupations*¹⁹

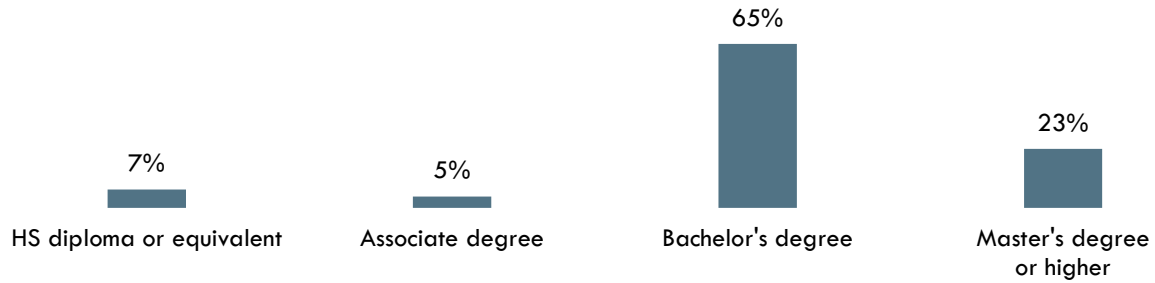
Occupational Title	Typical Entry-Level Education
Commercial and Industrial Designers	Bachelor's degree
Fine Artists, Including Painters, Sculptors, and Illustrators	Bachelor's degree
Artists and Related Workers, All Other	No formal educational credential

¹⁸ Lightcast; "Job Posting Analytics." 2020-2022.

¹⁹ Lightcast 2023.01; QCEW, Non-QCEW, Self-Employed.

Based on online job postings between January 1, 2020 and December 31, 2022 in San Diego County, employers posted a **bachelor's degree** as the most requested educational requirement for *Studio Arts Entrepreneurship Occupations* (Exhibit 9b).²⁰

Exhibit 9b: Educational Requirements for *Studio Arts Entrepreneurship Occupations* in San Diego County²¹



*May not total 100 percent due to rounding

Exhibit 10 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2020 and December 31, 2022.

Exhibit 10: Top Skills for *Studio Arts Entrepreneurship Occupations* in San Diego County²²

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> • Product Design • New Product Development • Prototyping • Marketing • Workflow Management • User Interface • Wireframing • Interaction Design • Data Analysis 	<ul style="list-style-type: none"> • Communications • Research • Self-Motivation • Problem Solving • Detail Oriented • Management • Customer Service • Sales • Innovation • Leadership • Writing • Time Management • Troubleshooting • Operations 	<ul style="list-style-type: none"> • Adobe Photoshop • Autodesk Maya • Figma

²⁰ Lightcast; "Job Posting Analytics." 2020-2022.

²¹ "Educational Attainment for Workers 25 Years and Older by Detailed Occupation," Bureau of Labor Statistics, last modified April 9, 2021. bls.gov/emp/tables/educational-attainment.htm.

²² Lightcast; "Job Posting Analytics." 2020-2022.

Exhibit 11 lists the top certification that appeared in online job postings between January 1, 2020 and December 31, 2022.

Exhibit 11: Top Certification for *Studio Arts Entrepreneurship Occupations* in San Diego County²³

Top Certification in Online Job Postings

1. N/A
-

²³ Lightcast; "Job Posting Analytics." 2020-2022.

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Important Disclaimers

All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. This study examines the most recent data available at the time of the analysis; 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 the report 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.