



Labor Market Analysis for Program Recommendation

Graphic Designers Occupations

City College of San Francisco

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

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Recommendation

Based on all available data, there appears to be an “undersupply” of Graphic Designers workers compared to the demand for this cluster of occupations in the Bay region and in the Mid-Peninsula sub-region (San Francisco, San Mateo counties). There is a projected annual gap of about 1,759 students in the Bay region and 778 students in the Mid-Peninsula Sub-Region.

Introduction

This report provides student outcomes data on employment and earnings for TOP 0699.00 - Other Media and Communications 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 City College of San Francisco and in the region.

This report profiles Graphic Designers Occupations in the 12 county Bay region and in the Mid-Peninsula sub-region for a proposed new apprenticeship program at City College of San Francisco.

- **Web and Digital Interface Designers (15-1257):** Design, create, and modify Web sites. Analyze user needs to implement Web site content, graphics, performance, and capacity. May integrate Web sites with other computer applications. May convert written, graphic, audio, and video components to compatible Web formats by using software designed to facilitate the creation of Web and multimedia content. Excludes “Multimedia Artists and Animators” (27-1014).
Entry-Level Educational Requirement: Associate degree
Training Requirement: None
Percentage of Community College Award Holders or Some Postsecondary Coursework: 26%
- **Art Directors (27-1011):** Formulate design concepts and presentation approaches for visual communications media, such as print, broadcasting, and advertising. Direct workers engaged in art work or layout design.
Entry-Level Educational Requirement: Bachelor’s degree
Training Requirement: None
Percentage of Community College Award Holders or Some Postsecondary Coursework: 26%
- **Graphic Designers (27-1024):** Design or create graphics to meet specific commercial or promotional needs, such as packaging, displays, or logos. May use a variety of mediums to achieve artistic or decorative effects.
Entry-Level Educational Requirement: Bachelor’s degree
Training Requirement: None
Percentage of Community College Award Holders or Some Postsecondary Coursework: 26%

- **Desktop Publishers (43-9031):** Format typescript and graphic elements using computer software to produce publication-ready material.
 Entry-Level Educational Requirement: Associate degree
 Training Requirement: Short-term on-the-job training
 Percentage of Community College Award Holders or Some Postsecondary Coursework: 39%

Occupational Demand

Table 1. Employment Outlook for Graphic Designers Occupations in Bay Region

Occupation	2021 Jobs	2026 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Web and Digital Interface Designers	5,549	6,581	1,032	19%	3,520	704	\$42	\$62
Art Directors	2,230	2,418	188	8%	1,412	282	\$45	\$68
Graphic Designers	7,554	8,006	451	6%	3,964	793	\$26	\$36
Desktop Publishers	97	115	17	18%	79	16	\$20	\$27
Total	15,431	17,119	1,688	11%	8,975	1,795		

Source: Lightcast 2022.3

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 Graphic Designers Occupations in Mid-Peninsula Sub-region

Occupation	2021 Jobs	2026 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Earning	Median Hourly Wage
Web and Digital Interface Designers	2,447	3,059	612	25%	1,740	348	\$50	\$66
Art Directors	1,010	1,081	71	7%	621	124	\$50	\$74
Graphic Designers	2,985	3,231	246	8%	1,649	330	\$29	\$41
Desktop Publishers	41	52	11	28%	38	8	\$22	\$24
Total	6,482	7,422	940	14%	4,048	810		

Source: Lightcast 2022.3

Mid-Peninsula Sub-Region includes: San Francisco, San Mateo Counties

Job Postings in Bay Region and Mid-Peninsula Sub-Region

Table 3. Number of Job Postings by Occupation for latest 12 months

Occupation	Bay Region	Mid-Peninsula
Graphic Designers	1,451	549
Web and Digital Interface Designers	694	363
Art Directors	418	279
Desktop Publishers	6	4

Source: Lightcast

Table 4a. Top Job Titles for Graphic Designers Occupations for latest 12 months - Bay Region

Title	Bay	Title	Bay
Graphic Designers	387	Creative Designers	37
Visual Designers	134	Graphic Design Instructors	35
Creative Directors	121	Production Artists	32
UX Visual Designers	93	Production Designers	31
Art Directors	72	Game Designers	30
Digital Design Engineers	54	ASIC Digital Design Engineers	26
Associate Creative Directors	53	Environment Artists	25
Content Creators	47	Visual Graphic Designers	20
Lead Visual Designers	39	Gameplay Engineers	18

Source: Lightcast

Table 4b. Top Job Titles for Graphic Designers Occupations for latest 12 months - Mid-Peninsula Sub-Region

Title	Mid-Peninsula	Title	Mid-Peninsula
Graphic Designers	150	Environment Artists	17
Creative Directors	81	Lead Visual Designers	16
Visual Designers	58	Content Creators	14
UX Visual Designers	55	Production Designers	12
Art Directors	47	Visual Graphic Designers	12
Associate Creative Directors	38	Lead Game Designers	11
Game Designers	27	Directors of CRM	9
Creative Designers	20	Integration Leads	9
Gameplay Engineers	18	Potters	9

Source: Lightcast

Industry Concentration**Table 5. Industries hiring Graphic Designers Workers in Bay Region**

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2021)	Jobs in Industry (2026)	% Change (2021-26)	% Occupation Group in Industry (2022)
Custom Computer Programming Services	1,787	2,717	52%	9%
Graphic Design Services	1,844	1,720	-7%	7%
Web Search Portals and All Other Information Services	1,227	2,159	76%	7%

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2021)	Jobs in Industry (2026)	% Change (2021-26)	% Occupation Group in Industry (2022)
Interior Design Services	1,641	1,825	11%	7%
Software Publishers	2,051	1,624	-21%	5%
Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	1,170	1,641	40%	5%
Computer Systems Design Services	946	1,261	33%	5%
Data Processing, Hosting, and Related Services	477	1,096	130%	3%
Advertising Agencies	656	634	-3%	3%
Corporate, Subsidiary, and Regional Managing Offices	480	540	13%	2%

Source: Lightcast 2022.3

Table 6. Top Employers Posting Graphic Designers Occupations in Bay Region and Mid-Peninsula Sub-Region

Employer	Bay	Employer	Mid-Peninsula
Aquent	65	Meta	41
Meta	49	Aquent	37
Genesis10	41	Electronic Arts	33
Electronic Arts	33	Braintrust Company Limited	26
Braintrust Company Limited	27	Genesis10	23
Apple	25	Sony Interactive Entertainment	15

Source: Lightcast

Educational Supply

There is one (1) community college in the Bay Region issuing two (2) awards on average annually (last 3 years ending 2021-22) on TOP 0699.00 - Other Media and Communications. In the Mid-Peninsula Sub-Region, there are no community colleges that issued awards on average annually (last 3 years) on this TOP code.

There are two (2) other CTE educational institutions in the Bay Region issuing 34 awards on average annually (last 3 years ending 2021-22) on CIP 09.0702 - Digital Communication and Media/Multimedia. There is one (1) other CTE educational institution in the Mid-Peninsula Sub-Region issuing 32 awards on average annually (last 3 years) on this CIP code.

Table 7a. Community College Awards on TOP 0699.00 - Other Media and Communications in Bay Region

College	Subregion	Associate Degree	Total
San Jose City	Silicon Valley	2	2
Total		2	2

Source: Data Mart

Note: The annual average for awards is 2019-20 to 2021-22.

Table 7b. Other CTE Institutions Awards on CIP 09.0702 - Digital Communication and Media/Multimedia in Bay Region

College	Subregion	Bachelor's degree	Total
Academy of Art University	Mid-Peninsula	32	32
Holy Names University	East Bay	2	2
Total		34	34

Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 1,795 annual openings for the Graphic Designers occupational cluster and 36 annual (3-year average) awards for an annual undersupply of 1,759 students. In the Mid-Peninsula Sub-Region, there is also a gap with 810 annual openings and 32 annual (3-year average) awards for an annual undersupply of 778 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0699.00 - Other Media and Communications

Metric Outcomes	Bay All CTE Programs	CCSF All CTE Programs	State 0699.00	Bay 0699.00	Mid-Peninsula 0699.00	CCSF 0699.00
Students with a Job Closely Related to Their Field of Study	74%	71%	62%	N/A	N/A	N/A
Median Annual Earnings for SWP Exiting Students	\$53,090	\$64,284	\$35,050	\$34,775	N/A	N/A
Median Change in Earnings for SWP Exiting Students	24%	15%	13%	19%	N/A	N/A
Exiting Students Who Attained the Living Wage	54%	53%	46%	N/A	N/A	N/A

Source: Launchboard Strong Workforce Program Median of 2018 to 2021.

Skills, Certifications and Education

Table 9. Top Skills for Graphic Designers Occupations in Bay Region

Skill	Posting	Skill	Posting
Marketing	929	User Experience (UX)	352
Graphic Design	840	Branding	333
Adobe Photoshop	759	Illustration	316
Adobe Illustrator	717	Brand Management	267
Adobe Creative Suite	513	Animations	243
Adobe InDesign	503	Workflow Management	243
Project Management	482	Photography	237
Typography	467	Art Direction	224

Skill	Posting	Skill	Posting
Figma (Design Software)	454	Digital Design	222
Visual Design	447	Prototyping	218

Source: Lightcast

Table 10. Certifications for Graphic Designers Occupations in Bay Region

Certification	Posting	Certification	Posting
Valid Driver's License	38	SAP Certification	8
Security Clearance	28	Secret Clearance	6
Master of Business Administration (MBA)	22	First Aid Certification	6
Enterprise Desktop Administrator (Microsoft Certified IT Professional)	20	ITIL Certifications	4
Project Management Professional Certification	13	Top Secret-Sensitive Compartmented Information (TS/SCI Clearance)	4

Source: Lightcast

Table 11. Education Requirements for Graphic Designers Occupations in Bay Region

Education Level	Job Postings	% of Total
High school or GED	61	4%
Associate degree	89	6%
Bachelor's degree & higher	1,407	90%

Source: Lightcast

Note: 53% 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 job descriptions and skills listed in O*Net. Labor demand data is sourced from Lightcast occupation and job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CCCCO Data Mart and CTE Launchboard.

Sources

O*Net Online

Lightcast

CTE LaunchBoard 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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