Graphic Art and Design (TOP 1030.00)

October 2024

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

Program Recommendation

This report was compiled by the South Central Coast[1] Center of Excellence to provide regional labor market data for the program recommendation – Graphic Design. 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 that align with the following occupation:

- Graphic Designers (SOC 27-1024)

Key Findings

- In 2023, there were 1,624 jobs for Graphic Designers in the South Central Coast Region.

- The number of new jobs is expected to decrease by 2% through 2028.

- However, projections show approximately 137 annual openings in the region. There were 101 awards conferred in relevant programs, indicating an undersupply.

- According to the Bureau of Labor Statistics, a bachelor's degree is typically required for Graphic Designers.

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[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 is one occupation in the standard occupational classification (SOC) system that was identified for this analysis. The occupation title and description, 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
27-1024	Graphic Designers	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.	Artist, Brand Designer, Designer, Graphic Artist, Graphic Design Coordinator, Graphic Designer, Online Producer, Production Artist, Publications Designer, Technical Illustrator

Source: O*NET Online

Current and Future Employment

In the South Central Coast region, the number of jobs for Graphic Designers is expected to decrease by 2% through 2028. Approximately 137 annual openings are expected through 2028.

**Exhibit 2 – Five-Year Projections for Graphic Designers
in the South Central Coast Region**

SOC	Occupation	2023 Jobs	2028 Jobs	2023-2028 Change	2023-2028 % Change	Annual Openings
27-1024	Graphic Designers	1,624	1,590	(34)	(2%)	137
		1,624	**1,590**	**(34)**	**(2%)**	**137**

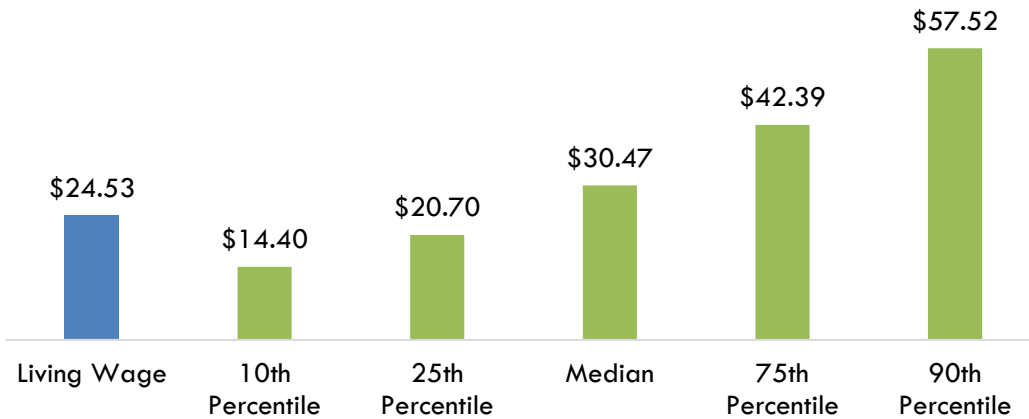Source: Lightcast™ Analyst 2023

Earnings

Exhibit 3 contains hourly wages for the occupation of interest. 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 Graphic Designers in the South Central Coast Region

SOC	Occupation	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
27-1024	Graphic Designers	$20.70	$30.47	$42.39

Source: Lightcast™ Analyst 2023

Exhibit 3b – Earnings for Graphic Designers in the South Central Coast Region

Source: Family Needs Calculator (Living wage is based on Single Adult households with no children); Lightcast™ Analyst

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 the occupation relevant to the field of study. Employer job postings are consulted to understand who is looking for professionals in a given field, and what they are looking for in potential candidates. To identify relevant job postings, the following occupation was used:

27-1024   Graphic Designers

Top Occupations

Over the past 12 months (October 2023 to September 2024), there have been 192 employer job postings for Graphic Designers.

Exhibit 4 – Job Postings by Occupation

SOC/ONET Code	Occupation	Job Postings, Last 12 months
27-1024	Graphic Designers	192
	Total	**192**

Source: Lightcast™ Analyst 2023

Top Titles

The top job titles for employers posting ads for Graphic Designers are listed in Exhibit 5.

Exhibit 5 – Job Titles

Title	Job Postings, Last 12 months
Graphic Designers	48
Production Artists	14
Assistive Technology Specialists	13
Graphic Artists	12
Design Consultants	11
Design Studio Specialists	11
Creative Designers	10
Motion Graphics Designers	10
Design Specialists	10
Visualizers	9

Source: Lightcast™ Analyst 2023

Top Employers

Exhibit 6 lists the major employers hiring professionals in the field of interest. The top employers posting job ads were Oxnard School District, Floor & Decor, and Deckers.

Exhibit 6 – Top Employers

Employer	Job Postings, Last 12 months
Oxnard School District	18
Floor & Decor	16
Deckers	16
Chef Ann Foundation	16
Pottery Barn	16
Quality Tinting & Signs	16
Sonrava Health	15
Dawson	15
Sideshow	15
San Luis Marble	15

Source: Lightcast™ Analyst 2023

Skills

The tables in Exhibit 7 list employers' most commonly requested skills in job postings related to Graphic Designers. Graphic Design is the most sought-after specialized skill for employers. Communication was the most requested baseline skill. Adobe Illustrator was the most requested software and programming skill.

Exhibit 7 – Specialized Skills

Skills	Job Postings, Last 12 months
Graphic Design	76
Adobe Illustrator	67
Adobe Photoshop	62
Marketing	58
Adobe Creative Suite	43
Adobe InDesign	40
Project Management	32
Typography	29
Photography	26
Branding	24

Source: Lightcast™ Analyst 2023

Exhibit 7b – Baseline Skills

Skills	Job Postings, Last 12 months
Communication	78
Detail Oriented	44
Sales	41
Presentations	33
Customer Service	29
Multitasking	28
Self-Motivation	22
Packaging And Labeling	20
Ability To Meet Deadlines	19
Time Management	18

Source: Lightcast™ Analyst 2023

Exhibit 7c – Software and Programming Skills

Skills	Job Postings, Last 12 months
Adobe Illustrator	67
Adobe Photoshop	62
Adobe Creative Suite	43
Adobe InDesign	40
Microsoft Office	17
Microsoft PowerPoint	17
Microsoft Excel	12
Adobe After Effects	11
Figma (Design Software)	10
Design Software	9

Source: Lightcast™ Analyst 2023

Education and Training

Exhibit 8 shows the typical entry-level education requirement for Graphic Designers along with the typical on-the-job training needed to attain competency in the occupation.

Exhibit 8 – Education and Training Requirements

SOC	Occupation	Typical entry-level education	Typical on-the-job training
27-1024	Graphic Designers	Bachelor's degree	None

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

Regional Completions and Openings

Between 2020 and 2023, there were 101 awards conferred in the South Central Coast region aligned with the programs that have historically trained for the occupation of interest.

Exhibit 9 – Three-Year Average of Awards Conferred in the Region

TOP/CIP Code	Program	3-Year Average (2020-2023)
0614.60	Computer Graphics and Digital Imagery	38
1030.00	Graphic Art and Design	63
11.0803	Computer Graphics	-
50.0409	Graphic Design	-
	Total	**101**

Source: Datamart and IPEDS

CCC Awards

Exhibit 10 shows the average number of awards granted by community colleges within programs historically dedicated to training for Graphic Designers.

Exhibit 10 – CCC Awards in the South Central Coast Region, 2020-2023 Average

CCC Programs	3-Year Average
Allan Hancock	8
Antelope Valley	31
Canyons	23
Cuesta	8
Moorpark	13
Santa Barbara	18

Source: DataMart, 2023

Sources

O*Net Online, Lightcast™ Analyst 2023, 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 Graphic Design. 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.