CENTER OF EXCELLENCE FOR LABOR MARKET RESEARCH
BAY AREA

Labor Market Analysis for Program Recommendation
Multimedia Arts Occupations
North Bay Subregion

Prepared by the Bay Region Center of Excellence for Labor Market Research

Certificate Program

November 2026

Summary

Recommendation Based on Labor Market Data: ☑ Yes ☐ With Reservations ☐ No		
	Earning Wage Meets Living Wage	**Meets Demand**
Bay Region	**Entry Level Hourly Wage- $18** **Mid-Career Hourly Wage- $28** **Mid-Career Hourly Wage at or above the Bay Living Wage ($27)?** **☑ Yes** **☐ No**	**Demand: 415** **Supply: 108 (26% of Demand is Met)** **Gap: 307** **In-Demand?** **☑ Yes** **☐ No**
North Bay Subregion	**Entry Level Hourly Wage- $18** **Mid-Career Hourly Wage- $26** **Mid-Career Hourly Wage at or above the Subregion Living Wage ($24)?** **☑ Yes** **☐ No**	**Demand: 73** **Supply: 0 (0% of Demand is Met)** **Gap: 73** **In-Demand?** **☑ Yes** **☐ No**

Note: An occupation is considered to provide a living wage if the mid-career wage is at or above the amount required for a single adult to be economically self-sufficient within a specified region. In this report, living wage estimates are based on the California Self-Sufficiency Standard. The Bay Region Center of Excellence also includes the MIT Living Wage Calculator in the Methodology section at the end of the report, as it provides more current data and serves as

an additional point of reference and comparison. As a rule of thumb, an occupation will be considered **in-demand** when the supply is less than 75% of the demand and the labor market gap exceeds 40 openings (a reasonable regional threshold for starting a new program), but this approach may not apply in all cases. For definitions of demand, supply, and living wage, please scroll to the bottom of the report under **Definitions**.

Recommendation

The labor market data supports this proposed program. The occupations meet both the Bay Region and North Bay subregion living wage at the mid-career levels. An additional 307 students are needed in the Bay Region and 73 students in the North Bay subregion to complete their program. Lastly, only 26% of labor market demand is being met in the Bay Region, and 0% of demand is being met in the North Bay subregion overall.

Introduction

This report provides student outcomes data on employment and earnings for TOP 0614.00 - Digital Media 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 subregion in the state and region.

This report profiles Multimedia Arts Occupations in the 12 county Bay Region and in the North Bay subregion. The occupations classified as middle-skill occupations require a certificate, or an associate degree, or it may require a bachelor's degree, but 33% or fewer of current workers in these roles hold one.

Desktop Publishers (43-9031): Format typescript and graphic elements using computer software to produce publication-ready material.

Typical Entry-Level Education: Associate's degree
Skill Level: Middle-Skill
Work Experience Required: None
Percentage of individuals 25+ with an associate degree, certificate, or some postsecondary coursework as their highest level of education attainment: 37%

Photographers (27-4021): 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.

Typical Entry-Level Education: High school diploma or equivalent
Skill Level: Middle-Skill
Work Experience Required: None
Percentage of individuals 25+ with an associate degree, certificate, or some postsecondary coursework as their highest level of education attainment: 32%

Occupational Demand

Table 1. Employment Outlook for Multimedia Arts Occupations in the Bay Region

Occupation	2025 Jobs	2030 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	Entry Level Hourly	Mid-Career Hourly Wage
Photographers	4,920	4,792	-127	-3%	2,004	401	$18	$28
Desktop Publishers	135	126	-9	-7%	69	14	$24	$37
Total	**5,055**	**4,918**	**-137**	**-3%**	**2,073**	**415**	**$18**	**$28**

Source: Lightcast 2026.3
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 Multimedia Arts Occupations in the North Bay Subregion

Occupation	2025 Jobs	2030 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	Entry Level Hourly	Mid-Career Hourly Wage
Photographers	854	829	-25	-3%	351	70	$18	$26
Desktop Publishers	32	27	-5	-17%	15	3	$23	$34
Total	**886**	**856**	**-30**	**-3%**	**366**	**73**	**$18**	**$26**

Source: Lightcast 2026.3

North Bay Subregion includes: Marin, Napa, Solano, Sonoma Counties

Job Postings in the Bay Region and North Bay Subregion

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

Occupation	Bay Region	North Bay
Photographers	1,133	152

Source: Lightcast 2026.3; "Job Posting Analytics." Nov. 2025 - Oct. 2026

Table 4a. Top Job Titles in Job Postings for Multimedia Arts Occupations in the Bay Region

Title	Bay	Title	Bay
Photographers	153	Reporters/Photographers	19
Automotive Photographers	106	Retail Sales Associates/Photographers	15
Vehicle Photographers	81	Wedding Photographers	14
Videographers/Photographers	61	Still Photographers	14
School Photographers	44	Studio Photographers	13
Event Photographers	41	News Photographers	13
Real Estate Photographers	39	Photographers Manager	10
Ophthalmic Photographers	34	Lead Photographers	9
Sports Photographers	26	Newborn Photographers	9

Source: Lightcast 2026.3; "Job Posting Analytics." Nov. 2025 - Oct. 2026

Table 4b. Top Job Titles in Job Postings for Multimedia Arts Occupations in the North Bay Subregion

Title	Subregion	Title	Subregion
Automotive Photographers	21	Ophthalmic Photographers	3
Vehicle Photographers	21	Retail Sales Associates/Photographers	3
Photographers	20	Sports Photographers	3
Retouchers	7	Image Retouchers	2
Wedding Photographers	6	Product Photographers	2
School Photographers	5	Preschool Portraits Photographers	2
Event Photographers	4	Aerial Photographers	2
Studio Photographers	4	Reporters/Photographers	2
Photographers/Sales Associates	3	Videographers/Photographers	2

Source: Lightcast 2026.3; "Job Posting Analytics." Nov. 2025 - Oct. 2026

Industry Concentration

Table 5. Industries Hiring for Multimedia Arts Occupations in the Bay Region

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2025)	Jobs in Industry (2030)	% Change (2025-30)	% Occupation Group in Industry (2025)
All Other Professional, Scientific, and Technical Services	2,328	2,175	-7%	46%
Photography Studios, Portrait	688	674	-2%	14%
Independent Artists, Writers, and Performers	498	549	10%	10%
Commercial Photography	392	399	2%	8%
Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	172	169	-2%	3%
Translation and Interpretation Services	136	123	-9%	3%
Marketing Research and Public Opinion Polling	81	71	-12%	2%
Web Search Portals and All Other Information Services	76	75	-1%	2%
Motion Picture and Video Production	53	55	3%	1%
Newspaper Publishers	41	32	-22%	1%

Source: Lightcast 2026.3

Table 6. Top Employers Posting Multimedia Arts Occupations in the Bay Region and the North Bay Subregion

Employer	Bay	Employer	North Bay
Pro Motion Pix	253	Pro Motion Pix	55
Jostens	20	Skill	6
Shutterfly	19	Shutterfly	5
Glory Days Service	16	Mugsyclicks	4
Jostens Learning	16	Glory Days Service	3
Eyetex London Limited	15	Aquent	3

Source: Lightcast 2026.3; "Job Posting Analytics." Nov. 2025 - Oct. 2026

Educational Supply

There are ten community colleges in the Bay Region issuing 102 awards on average annually (last 3 years ending 2024-25) on TOP 0614.00 - Digital Media. In the North Bay subregion, there are no community colleges that issued any awards on average annually (last 3 years) on this TOP code.

There are one other CTE educational institutions in the Bay Region issuing 6 awards on average annually (last 3 years ending 2023-24) on CIP 50.0102- Digital Arts. There are no other CTE educational institutions in the North Bay subregion issuing any awards on average annually (last 3 years) on this CIP code.

There are no other CTE educational institutions in the Bay Region issuing any awards on average annually (last 3 years) on CIP 10.0303- Prepress/Desktop Publishing and Digital Imaging Design.

Table 7a. Community College Awards on TOP 0614.00 - Digital Media in the Bay Region

College	Subregion	Associate Degree	High unit Certificate	Low unit Certificate	Total
Berkeley City	East Bay	0	0	2	2
Cabrillo	SC-Monterey	0	0	14	14
Canada	Mid-Peninsula	0	2	0	2
Chabot Hayward	East Bay	16	0	7	23
Diablo Valley	East Bay	4	0	0	4
Gavilan	Silicon Valley	7	0	1	8
Mission	Silicon Valley	0	0	1	1
San Francisco	Mid-Peninsula	0	0	22	22
San Jose City	Silicon Valley	1	0	3	4
San Mateo	Mid-Peninsula	13	0	9	22
Total		**41**	**2**	**59**	**102**

Source: CCCCO DataMart

Note: The annual average for awards is 2022-23 to 2024-25.

Table 7b. Other CTE Institutions Awards on CIP 50.0102- Digital Arts in the Bay Region

College	Subregion	Associate degree	Total
Academy of Art University	Mid-Peninsula	6	6
Total		**6**	**6**

Source: IPEDS

Note: The annual average for awards is 2021-22 to 2023-24.

Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay Region with 415 annual openings for the Multimedia Arts occupational cluster and 108 annual (3-year average) awards for an annual undersupply of 307 students. In the North Bay subregion, there is also a gap with 73 annual openings and no annual (3-year average) awards for an annual undersupply of 73 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0614.00 - Digital Media

Metric Outcomes	Bay All CTE Program	State 0614.00	Bay 0614.00	North Bay 0614.00
Students with a Job Closely Related to Their Field of Study	75%	59%	59%	NA
Median Annual Earnings for SWP Exiting Students	$59,448	$33,080	$38,322	NA
Median Change in Earnings for SWP Exiting Students	30%	23%	28%	NA
Exiting Students Who Attained the Living Wage	50%	28%	27%	NA

Source: DataVista Program Median of 2021 to 2023.

Skills, Certifications and Education

Table 9. Top Skills in Job Postings for Multimedia Arts Occupations in the Bay Region

Skill	Posting	Skill	Posting
Photography	586	Photo Editing	56
Staging Area	145	Adobe Photoshop Lightroom	52
Workflow Management	121	Visual Composition	45
Marketing	108	Good Driving Record	41
Lifting Ability	84	Matterport	41
Inventory Staging	79	Content Creation	38
Post-Production	78	Zoom (Video Conferencing Tool)	38
Adobe Photoshop	77	Adobe Premiere Pro	37
Real Estate	72	Social Media	37
Videography	66	Digital Single-Lens Reflex Cameras	33

Source: Lightcast 2026.3; "Job Posting Analytics." Nov. 2025 - Oct. 2026

Table 10. Certifications in Job Postings for Multimedia Arts Occupations in the Bay Region

Certification	Posting	Certification	Posting
Drone Pilot Certificate	34	Federal Aviation Administration (FAA) Certification	2

Source: Lightcast 2026.3; "Job Posting Analytics." Nov. 2025 - Oct. 2026

Table 11. Education Requirements for Multimedia Arts Occupations in the Bay Region

Education Level	Job Postings	% of Total
High school or GED	140	58%
Associate degree	8	3%
Bachelor's degree & higher	93	39%

Source: Lightcast 2026.3; "Job Posting Analytics." Nov. 2025 - Oct. 2026

Note: 81% 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.

This report uses living wage estimates from the California Self-Sufficiency Standard. The Bay Region Center of Excellence also provides estimates from the Massachusetts Institute of Technology (MIT) Living Wage Calculator, which offers more current data. Furthermore, the California Self-Sufficiency Standard and the MIT Living Wage Calculator use different methodologies, so their estimates are not directly comparable or interchangeable. The MIT Living Wage Calculator generally produces higher living wage thresholds. As a result, using MIT estimates may identify fewer occupations as providing a living wage, even when the underlying occupational wage data have not changed. For comparison, the MIT living wage is $33 per hour for the Bay Region and $31 per hour for the North Bay subregion. Under the California Self-Sufficiency Standard, the living wage is $27 per hour for the Bay Region and $24 per hour for the North Bay subregion.

Definitions

Demand refers to average annual openings which includes a combination of both new jobs and replacement jobs between 2025 to 2030. New jobs represent the total number of additional workers required in an occupation, calculated as the difference between the current number of workers and the projected number of unfilled positions. Replacements are jobs that will need to be filled by new hires due to existing workers leaving the occupation. The average annual openings figure is derived by dividing total openings (2025 to 2030) by five years.

Supply refers to the average number of graduates between academic years 2021–2022 and 2023–2024. Graduates include students from community colleges, other two-year private and public institutions, as well as four-year institutions.

Living wage refers to the amount of income required for working families to meet basic needs at a minimally adequate level, considering family composition, ages of children, and geographic differences in costs based on the Self-Sufficiency Standard methodology.

Entry-level wages are the hourly earnings paid to workers who are newly entering an occupation.

Mid-career wages are the hourly earnings paid to workers who have accumulated several years of experience in an occupation, reflecting increased productivity, skill proficiency, and responsibility beyond entry-level roles but short of late-career or senior positions.

Sources

O*Net Online
Lightcast
CTE LaunchBoard www.calpassplus.org
Statewide CTE Outcomes Survey
Employment Development Department Unemployment Insurance Dataset
CCCCO Data Mart

Contacts

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