



Labor Market Analysis for Program Recommendation

Graphic Design Occupations

Silicon Valley Subregion

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

Noncredit Program

May 2026

Recommendation Based on Labor Market Data: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> With Reservations <input type="checkbox"/> No		
	Earning Wage Meets Living Wage	Meets Demand
Bay Region	Entry Level Hourly Wage- \$39 Mid-Career Hourly Wage- \$60 Mid-Career Hourly Wage at or above the Bay Living Wage (\$27)? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Demand: 1,722 Supply: 289 (17% of Demand is Met) Gap: 1,433 In-Demand? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Silicon Valley Subregion	Entry Level Hourly Wage- \$53 Mid-Career Hourly Wage- \$72 Mid-Career Hourly Wage at or above the Subregion Living Wage (\$30)? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Demand: 499 Supply: 100 (20% of Demand is Met) Gap: 399 In-Demand? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> 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. 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

Based on the labor market data, we recommend this proposed program. The occupations meet both the Bay Region and Silicon Valley subregion living wage at the entry and mid-career levels. An additional 1,433 students are needed in the Bay Region and 399 students in the Silicon Valley subregion to complete their program. However, most of these occupations require a bachelor's degree. Lastly, only 17% of labor market demand is being met in the Bay Region, and 20% of demand is being met in the Silicon Valley subregion overall.

Introduction

This report provides student outcomes data on employment and earnings for TOP 1030.00 - Graphic Art and Design 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 Graphic Design Occupations in the 12 county Bay Region and in the Silicon Valley subregion. This report includes occupations with two different skill levels. 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. In contrast, above middle-skill occupations require a bachelor's degree or higher.

- **Web and Digital Interface Designers (15-1255):** Design digital user interfaces or websites. Develop and test layouts, interfaces, functionality, and navigation menus to ensure compatibility and usability across browsers or devices. May use web framework applications as well as client-side code and processes. May evaluate web design following web and accessibility standards, and may analyze web use metrics and optimize websites for marketability and search engine ranking. May design and test interfaces that facilitate the human-computer interaction and maximize the usability of digital devices, websites, and software with a focus on aesthetics and design. May create graphics used in websites and manage website content and links.
Typical Entry-Level Educational: Bachelor'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: 21%
- **Special Effects Artists and Animators (27-1014):** Create special effects or animations using film, video, computers, or other electronic tools and media for use in products, such as computer games, movies, music videos, and commercials.
Typical Entry-Level Educational: Bachelor's degree
Skill Level: Above 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: 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.
Typical Entry-Level Educational: Bachelor's degree
Skill Level: Above 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: 24%

Occupational Demand

Table 1. Employment Outlook for Graphic Design Occupations in the Bay Region

Occupation	2024 Jobs	2029 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	Entry Level Hourly	Mid-Career Hourly Wage
Web and Digital Interface Designers	12,899	12,698	-201	-2%	4,163	833	\$48	\$76
Special Effects Artists and Animators	2,538	2,475	-63	-2%	1,130	226	\$44	\$57
Graphic Designers	8,980	8,653	-327	-4%	3,316	663	\$26	\$39
Total	24,417	23,826	-591	-2%	8,609	1,722	\$39	\$60

Source: Lightcast 2026.1

The 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 Design Occupations in the Silicon Valley Subregion

Occupation	2024 Jobs	2029 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	Entry Level Hourly	Mid-Career Hourly Wage
Web and Digital Interface Designers	4,332	4,417	85	2%	1,440	288	\$63	\$84
Special Effects Artists and Animators	462	470	8	2%	215	43	\$51	\$71
Graphic Designers	1,948	2,031	83	4%	842	168	\$30	\$44
Total	6,742	6,918	176	3%	2,497	499	\$53	\$72

Source: Lightcast 2026.1

Silicon Valley Subregion includes: Santa Clara Counties

Job Postings in the Bay Region and Silicon Valley Subregion

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

Occupation	Bay Region	Silicon Valley
Web and Digital Interface Designers	6,506	3,030
Graphic Designers	550	154
Special Effects Artists and Animators	350	124

Source: Lightcast 2026.1; "Job Posting Analytics." Apr. 2025 - Mar. 2026

Table 4a. Top Job Titles in Job Postings for Graphic Design Occupations in the Bay Region

Title	Bay	Title	Bay
UX Designers	498	Brand Designers	88
Product Designers	471	Interaction Designers	86
UX Researchers	394	Visual Designers	81
User Experience Designers	284	Google Specialists	78
Graphic Designers	254	Design Principals	74
UI/UX Designers	206	UX Engineers	69

Title	Bay	Title	Bay
Content Designers	112	Quantitative Researchers	67
Experience Designers	95	Youtube Partners	67
UI Developers	90	UI Engineers	64

Source: Lightcast 2026.1; "Job Posting Analytics." Apr. 2025 - Mar. 2026

Table 4b. Top Job Titles in Job Posting for Graphic Design Occupations in the Silicon Valley Subregion

Title	Silicon Valley	Title	Silicon Valley
UX Designers	230	Experience Designers	55
UX Researchers	186	Visual Designers	48
Product Designers	174	UI Developers	46
User Experience Designers	109	UX Engineers	44
UI/UX Designers	105	UI Engineers	39
Graphic Designers	69	Design Principals	37
Interaction Designers	61	Quantitative Researchers	31
Content Designers	58	UI Designers	30
Google Specialists	56	Software Engineers/UI Developers	29

Source: Lightcast 2026.1; "Job Posting Analytics." Apr. 2025 - Mar. 2026

Industry Concentration

Table 5. Industries Hiring for Graphic Design Occupations in the Bay Region

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2024)	Jobs in Industry (2029)	% Change (2024-29)	% Occupation Group in Industry (2024)
Software Publishers	2,785	2,950	6%	12%
Custom Computer Programming Services	2,281	2,319	2%	9%
Web Search Portals and All Other Information Services	1,681	1,751	4%	7%
Graphic Design Services	1,697	1,510	-11%	7%
Interior Design Services	1,480	1,445	-2%	6%
Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	1,572	1,332	-15%	6%
Computer Systems Design Services	1,156	1,178	2%	5%
Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services	1,068	1,201	12%	5%

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2024)	Jobs in Industry (2029)	% Change (2024-29)	% Occupation Group in Industry (2024)
Corporate, Subsidiary, and Regional Managing Offices	742	818	10%	3%
Advertising Agencies	370	321	-13%	2%

Source: Lightcast 2026.1

Table 6. Top Employers Posting Graphic Design Occupations in the Bay Region and the Silicon Valley Subregion

Employer	Bay	Employer	Silicon Valley
Google	830	Google	542
Apple	370	Apple	352
Meta	148	PayPal	81
Amazon	141	TikTok	69
Adobe	112	Amazon	67
YouTube	105	Palo Alto Networks	53

Source: Lightcast 2026.1; "Job Posting Analytics." Apr. 2025 - Mar. 2026

Educational Supply

There are sixteen community colleges in the Bay Region issuing 260 awards on average annually (last 3 years ending 2024-25) on TOP 1030.00 - Graphic Art and Design. In the Silicon Valley subregion, there are four community colleges that issued 81 awards on average annually (last 3 years) on this TOP code.

There are four other CTE educational institutions in the Bay Region issuing 10 awards on average annually (last 3 years ending 2023-24) on CIP 50.0409- Graphic Design. There are no other CTE educational institutions in the Silicon Valley subregion issuing awards on average annually (last 3 years) on this CIP code.

There is one four-year institution in the Bay Region issuing 19 bachelor's degrees on average annually (last 3 years ending 2023-24) on CIP 50.0409- Graphic Design. There is one four-year institution in the Silicon Valley subregion issuing 19 bachelor's degrees on this CIP code.

Table 7a. Community College Awards on TOP 1030.00 - Graphic Art and Design in the Bay Region

College	Subregion	Associate Degree	High unit Certificate	Low unit Certificate	Total
Cabrillo	SC-Monterey	8	0	23	31
Deanza	Silicon Valley	22	3	4	29
Diablo Valley	East Bay	18	5	1	24
Foothill	Silicon Valley	15	3	16	34
Laney	East Bay	4	4	1	9
Las Positas	East Bay	6	0	5	11
Los Medanos	East Bay	14	2	0	16
Marin	North Bay	1	0	2	3
Mission	Silicon Valley	11	5	0	16
Monterey	SC-Monterey	4	3	0	7
Napa	North Bay	14	0	0	14
Ohlone	East Bay	3	0	0	3

College	Subregion	Associate Degree	High unit Certificate	Low unit Certificate	Total
San Francisco	Mid-Peninsula	10	7	27	44
Santa Rosa	North Bay	8	2	4	14
Skyline	Mid-Peninsula	0	0	3	3
West Valley	Silicon Valley	0	1	1	2
Total	-	138	35	87	260

Source: Data Mart

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

Table 7b. Other CTE Institutions Awards on CIP 50.0409- Graphic Design. in the Bay Region

College	Subregion	Bachelor's degree	Total
Dominican University of California	North Bay	6	6
Northeastern University	Oakland East Bay	1	1
Notre Dame de Namur University	Mid-Peninsula	1	1
Pacific Union College	North Bay	2	2
Total	-	10	10

Source: Data Mart

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

Table 7c. Bachelor's Degree Awards on CIP 50.0409- Graphic Design. in the Bay Region

College	Subregion	Bachelor's degree	Total
San Jose State University	Silicon Valley	19	19
Total	-	19	19

Source: Data Mart

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 1,722 annual openings for the Graphic Design occupational cluster and 289 annual (3-year average) awards for an annual undersupply of 1,433 students. In the Silicon Valley subregion, there is also a gap with 499 annual openings and 100 annual (3-year average) awards for an annual undersupply of 399 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1030.00 - Graphic Art and Design

Metric Outcomes	Bay All CTE Program	State 1030.00	Bay 1030.00	Silicon Valley 1030.00
Students with a Job Closely Related to Their Field of Study	75%	66%	67%	68%
Median Annual Earnings for SWP Exiting Students	\$58,379	\$34,384	\$42,278	\$50,570
Median Change in Earnings for SWP Exiting Students	31%	32%	23%	28%
Exiting Students Who Attained the Living Wage	50%	30%	34%	37%

Metric Outcomes	Bay All CTE Program	State 1030.00	Bay 1030.00	Silicon Valley 1030.00
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Source: DataVista Program Median of 2020 to 2022.

Skills, Certifications and Education

Table 9. Top Skills in Job Postings for Graphic Design Occupations in the Bay Region

Skill	Posting	Skill	Posting
User Experience (UX)	4,018	Interaction Design	1,356
Prototyping	2,514	Computer Science	1,271
Product Design	2,479	Marketing	1,255
User Experience (UX) Design	2,316	Visual Design	1,246
Figma (Design Software)	2,265	Usability	1,174
Artificial Intelligence	2,099	Usability Testing	1,163
User Interface (UI)	2,031	User-Centered Design	1,140
User Research	1,934	Scalability	1,097
Workflow Management	1,663	New Product Development	1,082
Wireframing	1,486	UI/UX Research	1,079

Source: Lightcast 2026.1; "Job Posting Analytics." Apr. 2025 - Mar. 2026

Table 10. Certifications in Job Postings for Graphic Design Occupations in the Bay Region

Certification	Posting	Certification	Posting
Project Management Professional Certification	8	Automotive Service Excellence (ASE) Certification	3
IAT Level I Certification	5	Agile Certification	3
Internet And Computing Core Certification	4		

Source: Lightcast 2026.1; "Job Posting Analytics." Apr. 2025 - Mar. 2026

Table 11. Education Requirements for Graphic Design Occupations in the Bay Region

Education Level	Job Postings	% of Total
High school or GED	47	1%
Associate degree	57	1%
Bachelor's degree & higher	5,511	98%

Source: Lightcast 2026.1; "Job Posting Analytics." Apr. 2025 - Mar. 2026

Note: 50% 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.

Definitions

Demand refers to average annual openings which includes a combination of both [new jobs and replacement jobs](#) between 2024 to 2029. 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 (2024 to 2029) 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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