



Labor Market Analysis: 1013.00 – Commercial Art Entrepreneurship in the Arts – Certificate requiring 16 to fewer than 30 semester units

Los Angeles Center of Excellence, December 2025

Program Endorsement:	Endorsed: All Criteria Met <input type="checkbox"/>	Endorsed: Some Criteria Met <input checked="" type="checkbox"/>	Not Endorsed <input type="checkbox"/>
Program Endorsement Criteria			
Supply Gap:	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
Living Wage: (Entry-Level, 25th)	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	
Education:	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	
Emerging Occupation(s)			
	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	

SUMMARY

This report analyzes whether local labor market demand is being met by community college programs aligned with the identified middle-skill occupations¹ or whether a shortage of workers exists. Labor market demand is measured by annual job openings while education supply is measured by the number of awards (degrees and certificates) conferred on average each year.

Based on the available data, there appears to be a supply gap for the two identified middle-skill occupations in the region. While the majority of annual openings have entry-level wages that are lower than the self-sufficiency standard wage in both Los Angeles and Orange counties, approximately one-third of current workers in the field have completed an associate degree or less educational attainment.

Recommendation: Due to two of three program endorsement criteria being met, the Los Angeles Center of Excellence for Labor Market Research (LA COE) endorses this proposed program.

Key Findings

Supply Gap

- 1,575 annual job openings are projected in the region through 2029. This number is greater than the three-year average of 904 awards conferred by educational institutions in the region.

¹ Middle-skill occupations typically require some postsecondary education, but less than a bachelor’s degree. The COE classifies middle-skill jobs as the following:

- All occupations that require an educational requirement of some college, associate degree or apprenticeship;
- All occupations that require a bachelor’s degree, but also have more than one-third of their existing labor force with an educational attainment of some college or associate degree; or
- All occupations that require a high school diploma or equivalent or no formal education, but also require short- to long-term on-the-job training where multiple community colleges have existing programs.

- 27% of *graphic designers* and 9% of *commercial designers* in Los Angeles/Orange County are self-employed.

Living Wage

- 93% of annual job openings for these commercial art occupations have entry-level wages **below** Los Angeles County’s self-sufficiency standard hourly wage (\$24.03/hour).²

Educational Attainment

- A bachelor’s degree is the typical entry-level education for both target occupations, according to the Bureau of Labor Statistics (BLS).
- 28%-32% of workers in the field have completed an associate degree or less educational attainment, according to national educational attainment data.

Community college supply

- 22 community colleges issued awards related to commercial art in the greater LA/OC region.
- 391 awards (degrees and certificates) were conferred on average each year between 2022 and 2024.

Other postsecondary supply

- 17 educational institutions in the LA/OC region have conferred awards in programs related to commercial art over the past three years.
- 513 awards were conferred on average each year by other postsecondary institutions throughout the greater LA/OC region between 2021 and 2023.

TARGET OCCUPATIONS

LA COE prepared this report to provide regional labor market and postsecondary supply data related to two middle-skill occupations. Although the occupations in this report typically require a bachelor’s degree, they are considered middle-skill because approximately one-third of workers in the field have completed some college or an associate degree and community colleges have historically trained for these occupations. [For full occupation descriptions, please see Appendix.](#)

- **Commercial and Industrial Designers (27-1021)**³
- **Graphic Designers (27-1024)**⁴

OCCUPATIONAL DEMAND

Exhibit 1 shows the five-year occupational demand projections for these commercial art occupations. In the greater Los Angeles/Orange County region, the number of jobs related to occupations is projected to decrease by 2% through 2029. However, there will be nearly 1,600 job openings per year through 2029 due to retirements and workers leaving the field. The

² Center for Women’s Welfare, University of Washington. (2024). *The self-sufficiency standard for California 2024.* <http://selfsufficiencystandard.org/California>.

³ [Industrial Designers \(bls.gov\)](https://www.bls.gov/occupations/27-1021)

⁴ [Graphic Designers \(bls.gov\)](https://www.bls.gov/occupations/27-1024)

majority of jobs in 2024 for these commercial art occupations (76%) were located in Los Angeles County.

Exhibit 1: Current employment and occupational demand, Los Angeles and Orange counties⁵

Geography	2024 Jobs	2029 Jobs	2024-2029 Change	2024-2029 % Change	Annual Openings
Los Angeles	15,960	15,702	(258)	(2%)	1,196
Orange	5,122	5,007	(115)	(2%)	380
Total	21,082	20,709	(372)	(2%)	1,575

Exhibit 2 displays the 2024 job counts for self-employed and all workers in these commercial art occupations as well as the percentage of self-employed workers. The rate of self-employment for *graphic designers* (27%) is higher than the average self-employment rate of 9% in Los Angeles/Orange County across all occupations.

Exhibit 2: Entrepreneurship Self-Employment Rates in Los Angeles and Orange Counties

Occupation	Self-Employed 2024 Jobs	Employed and Self-Employed 2024 Jobs	% Self-Employed 2024
Commercial and Industrial Designers	171	1,880	9%
Graphic Designers	5,192	19,201	27%
Total	5,363	21,082	25%

Detailed Occupation Data

Exhibit 3 displays the current employment and projected occupational demand for each of the target occupations in Los Angeles County. The average percentage of workers aged 55+ across all occupations in the Los Angeles/Orange County region is 26%; occupations with a larger share of workers aged 55 and older typically have greater replacement needs to offset the amount of impending retirements. On average, 81% of workers across all occupations in California are employed full-time. Occupations with a lower-than-average percentage of full-time workers may have less employment security but may see increased activity in the gig economy.

Exhibit 3: Detailed employment and occupational demand, Los Angeles County⁶

Occupation	2024 Jobs	2029 Jobs	5-Yr % Change	Annual Openings	% Aged 55 and older	% Full Time Workers
Commercial and Industrial Designers	1,288	1,229	(5%)	81	25%	100%
Graphic Designers	14,672	14,473	(1%)	1,115	21%	73%
Total	15,960	15,702	(2%)	1,196	-	-

⁵ Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

⁶ Ibid.

WAGES

The labor market endorsement in this report considers the entry-level hourly wages for these commercial art occupations in Los Angeles County as they relate to the county's self-sufficiency standard wage. Orange County wages are included below in order to provide a complete analysis of the greater Los Angeles/Orange County region.

Los Angeles County

The majority, 93%, of annual openings for these commercial art occupations have entry-level wages below the self-sufficiency standard wage for one adult (\$24.03 in Los Angeles County). Typical entry-level hourly wages are in a range between \$23.45 and \$33.54. (Exhibit 4).

One occupation has entry-level wages above the self-sufficiency standard wage:

- *Commercial and industrial designers*, \$33.54

Experienced workers can expect to earn wages between \$47.45 and \$60.68, which are higher than the self-sufficiency standard.

Exhibit 4: Earnings for occupations in Los Angeles County

Occupation	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)	Median Annual Earnings*
Commercial and Industrial Designers	\$33.54	\$44.06	\$60.68	\$91,700
Graphic Designers	\$23.45	\$34.53	\$47.45	\$71,800

*Rounded to the nearest \$100

Orange County

The majority, 90%, of annual openings for these commercial art occupations have entry-level wages below the self-sufficiency standard wage for one adult (\$27.13 in Orange County). Typical entry-level hourly wages are in a range between \$22.79 and \$34.82 (Exhibit 5).

One occupation has entry-level wages above the self-sufficiency standard wage:

- *Commercial and industrial designers*, \$34.82

Experienced workers can expect to earn wages between \$45.63 and \$61.50, which are higher than the self-sufficiency standard.

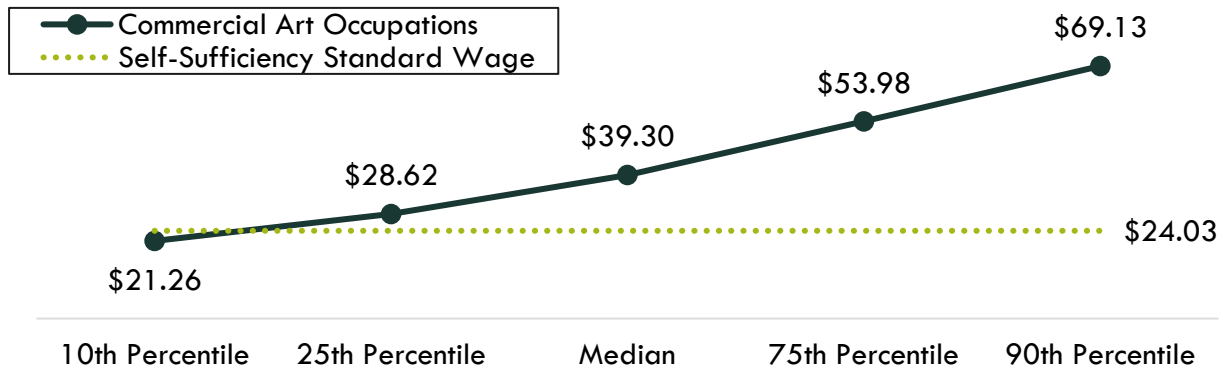
Exhibit 5: Earnings for occupations in Orange County

Occupation	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)	Median Annual Earnings*
Commercial and Industrial Designers	\$34.82	\$44.99	\$61.50	\$93,600
Graphic Designers	\$22.79	\$33.35	\$45.63	\$69,400

*Rounded to the nearest \$100

Across the greater Los Angeles and Orange County region, the average entry-level hourly earnings for the occupations in this report are \$28.62; this is above the living wage for one single adult in Los Angeles County (\$24.03). Exhibit 6 shows the average hourly wage for the occupations in this report, for entry-level to experienced workers.

Exhibit 6: Average hourly earnings for target occupations, Los Angeles and Orange counties



JOB POSTINGS

There were 3,222 online job postings related to commercial art listed in the past 12 months in Los Angeles and Orange counties. Exhibit 7 displays the number of job postings by occupation. The majority of job postings (55%) were for *graphic designers*, followed by *commercial and industrial designers* (45%).

Exhibit 7: Job postings by occupation (last 12 months), Los Angeles and Orange counties



Job postings were analyzed for the most common job titles, skills, and employers associated with the target occupations in this report (Exhibit 8).

Exhibit 8: Most commonly requested job titles, skills and employers in job postings, Los Angeles and Orange counties

Top Job Titles	Top Skills	Top Employers
<ul style="list-style-type: none"> Graphic designers Product designers Apparel graphic designers Packaging designers Supplier development engineers 	<ul style="list-style-type: none"> Adobe Photoshop Adobe Illustrator Graphic design Marketing Adobe Creative Suite Adobe InDesign 	<ul style="list-style-type: none"> Nike Robert Half* 24 Seven* Anduril Industries Disney Snap Inc.

*Staffing company

In the greater Los Angeles/Orange County region, 55% of the commercial art job postings listed a minimum educational requirement. Exhibit 9 details the number and percentage of job postings by educational level.

Exhibit 9: Education levels requested in job postings for target occupations, Los Angeles and Orange counties

Education Level	Job Postings	% of Job Postings
Bachelor's degree	1,603	90%
Associate degree	100	6%
High school diploma or vocational training	71	4%

EDUCATIONAL ATTAINMENT

The Bureau of Labor Statistics (BLS) lists a bachelor's degree as the typical entry-level education for both target occupations (Exhibit 10). However, the national-level data indicates between 28% and 32% of workers in the field have completed an associate degree or less education as their highest level of educational attainment. The Bureau of Labor Statistics (BLS) lists the following typical entry-level education levels for the occupations in this report:

Exhibit 10: Entry-level education preferred by employers nationally, Bureau of Labor Statistics

Occupation	Education Level
Commercial and industrial designers	Bachelor's degree
Graphic designers	Bachelor's degree

EDUCATIONAL SUPPLY

Community College Supply

Exhibit 11 shows the annual and three-year average number of awards conferred by community colleges in the related TOP codes: Commercial Art (1013.00) and Graphic Art and Design (1030.00). The colleges with the most completions in the region are Santa Monica, Pasadena, and Rio Hondo.

Exhibit 11: Regional community college awards (certificates and degrees), 2022-2024

TOP Code	Program	College	2021-22 Awards	2022-23 Awards	2023-24 Awards	3-Year Average
1013.00	Commercial Art	El Camino	1	-	-	0
		LA Trade-Tech	33	21	23	26
		LA Valley	8	7	10	8
		Pasadena	6	-	7	4
		LA Subtotal	48	28	40	39

TOP Code	Program	College	2021-22 Awards	2022-23 Awards	2023-24 Awards	3-Year Average
		Fullerton	5	-	8	4
		Orange Coast	9	8	12	10
		Santa Ana	1	1	-	1
		OC Subtotal	15	9	20	15
		Supply Subtotal/Average	63	37	60	53
1030.00	Graphic Art and Design	Cerritos	13	18	13	15
		East LA	6	9	4	6
		El Camino	-	1	1	1
		Glendale	10	8	10	9
		LA City	19	14	10	14
		LA Harbor	-	1	1	1
		LA Pierce	22	12	22	19
		LA Valley	5	1	5	4
		Long Beach	7	5	12	8
		Mt San Antonio	21	25	17	21
		Pasadena	12	11	82	35
		Rio Hondo	23	54	35	37
		Santa Monica	51	68	106	75
		LA Subtotal	189	227	318	245
		Cypress	6	18	16	13
		Fullerton	15	18	17	17
		Golden West	16	13	8	12
		Irvine	27	17	27	24
		Saddleback	22	22	11	18
		Santiago Canyon	5	5	17	9
OC Subtotal	91	93	96	93		
		Supply Subtotal/Average	280	320	414	338
		Supply Total/Average	343	357	474	391

Exhibit 12 displays the community college awards broken down by award type. In this case, the majority of awards issued by community colleges are certificates (54%).

Exhibit 12: Community college awards by award type, 2022-2024

Award Type	# of Awards	% of Awards
A.A./A.S. degrees	154	39%
Certificates	213	54%

Award Type	# of Awards	% of Awards
Noncredit awards	24	6%
Total	391	100%

Other Postsecondary Supply

For a comprehensive regional supply analysis, it is important to consider the supply from other institutions in the region that provide training programs for commercial art occupations. Exhibit 13 shows the number of awards conferred by these institutions in relevant programs. Due to different data collection periods, the most recent data is from 2021 to 2023. Between 2021 and 2023, other postsecondary college institutions in the region conferred an average of 513 bachelor's and sub-baccalaureate awards. Sub-baccalaureate awards include associate degrees, postsecondary awards, and other academic awards that typically take fewer than four years to complete.

Exhibit 13: Other regional postsecondary awards, 2021-2023

CIP Code	Program	Postsecondary Institution	2020-21 Awards	2021-22 Awards	2022-23 Awards	3-Year Average
50.0401	Design and Visual Communications, General	Azusa Pacific Univ.	-	12	10	7
		Biola University	9	9	8	9
		CA College of ASU	7	1	-	3
		Fashion Institute of Design & Merch.	69	57	40	55
		Gnomon	42	31	-	24
		LA Pacific College	1	1	1	1
		Otis College of Art and Design	30	39	42	37
		UCLA	-	1	-	0
		USC	22	29	47	33
50.0402	Commercial and Advertising Art	Art Center College of Design	7	9	2	6
		Woodbury University	13	10	9	11
50.0409	Graphic Design	Art Center College of Design	75	70	56	67
		CA College of ASU	9	4	7	7
		CA Institute of the Arts	12	15	12	13
		CPSU-Pomona	113	105	116	111
		Chapman University	24	29	25	26
		Concordia Univ.-Irvine	7	9	7	8
		Fashion Institute of Design & Merch.	25	12	11	16
		Laguna College of Art and Design	26	24	24	25

CIP Code	Program	Postsecondary Institution	2020-21 Awards	2021-22 Awards	2022-23 Awards	3-Year Average
		LA Film School	47	52	46	48
		LA Pacific College	2	7	5	5
Supply Total/Average			540	526	473	513

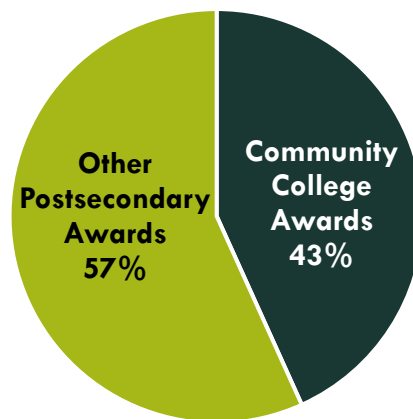
Exhibit 14 shows the breakdown of other postsecondary awards by award type. The majority of awards issued by other postsecondary schools are bachelor’s degrees (81%).

Exhibit 14: Other postsecondary awards by award type, 2021-2023

Award Type	# of Awards	% of Awards
Bachelor’s degrees	415	81%
Sub-baccalaureate awards	98	19%
Total	513	100%

Exhibit 15 shows the proportion of community college awards conferred in the greater Los Angeles/Orange County region compared to the number of other postsecondary awards for the programs in this report. The majority of awards conferred in these programs are awarded by other institutions in the greater Los Angeles/Orange County region.

Exhibit 15: Percentage of community college awards compared to other postsecondary institution awards in the Los Angeles/Orange County region



APPENDIX: OCCUPATION DESCRIPTIONS

LA COE prepared this report to provide regional labor market supply and demand data related to these target occupations:

- **Commercial and Industrial Designers (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.⁷

- **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.⁸

Contact information:

Luke Meyer, Director

Los Angeles Center of Excellence

Lmeyer7@mtsac.edu

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DATA SOURCES



POWERED BY



- O*NET Online
- Lightcast (formerly Emsi)
- Bureau of Labor Statistics (BLS)
- California Employment Development Department, Labor Market Information Division, OES
- California Community Colleges Chancellor's Office Management Information Systems (MIS)
- Self-Sufficiency Standard at the Center for Women's Welfare, University of Washington
- Chancellor's Office Curriculum Inventory (COCI 2.0)

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⁷ [Industrial Designers \(bls.gov\)](https://www.bls.gov)

⁸ [Graphic Designers \(bls.gov\)](https://www.bls.gov)