



# Labor Market Analysis for Program Recommendation

## Photography Occupations

### Silicon Valley Subregion

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

Certificate Program

February 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- \$18<br>Mid-Career Hourly Wage- \$29<br><br>Mid-Career Hourly Wage at or above the<br>Bay Living Wage (\$27)?<br><input checked="" type="checkbox"/> Yes<br><input type="checkbox"/> No       | Demand: 430<br>Supply: 92 (21% of Demand is Met)<br>Gap: 338<br><br>In-Demand?<br><input checked="" type="checkbox"/> Yes<br><input type="checkbox"/> No |
| Silicon Valley Subregion  | Entry Level Hourly Wage- \$19<br>Mid-Career Hourly Wage- \$25<br><br>Mid-Career Hourly Wage at or above the<br>Subregion Living Wage (\$30)?<br><input type="checkbox"/> Yes<br><input checked="" type="checkbox"/> No | Demand: 78<br>Supply: 12 (15% of Demand is Met)<br>Gap: 66<br><br>In-Demand?<br><input checked="" type="checkbox"/> Yes<br><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 the Bay Region but not the Silicon Valley subregion's living wage at the mid-career levels. An additional 338 students are needed in the Bay Region and 66 students in the Silicon Valley subregion to complete their program. Lastly, only 21% of labor market demand is being met in the Bay Region, and 15% of demand is being met in the Silicon Valley subregion overall.

## Introduction

This report provides student outcomes data on employment and earnings for TOP 1012.00 - Applied Photography 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 Photography Occupations in the 12 county Bay Region and in the Silicon Valley subregion. This report includes middle-skill occupations that 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.

- 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 Educational: 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: 33%

## Occupational Demand

**Table 1. Employment Outlook for Photography Occupations in the Bay Region**

| Occupation    | 2023 Jobs    | 2028 Jobs    | 5-yr Change | 5-yr % Change | 5-yr Total Openings | Annual Openings | Entry Level Hourly | Mid-Career Hourly Wage |
|---------------|--------------|--------------|-------------|---------------|---------------------|-----------------|--------------------|------------------------|
| Photographers | 5,144        | 4,841        | -303        | -6%           | 2,152               | 430             | \$18               | \$29                   |
| <b>Total</b>  | <b>5,144</b> | <b>4,841</b> | <b>-303</b> | <b>-6%</b>    | <b>2,152</b>        | <b>430</b>      | <b>\$18</b>        | <b>\$29</b>            |

Source: Lightcast 2025.3

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 Photography Occupations in the Silicon Valley Subregion**

| Occupation    | 2023 Jobs  | 2028 Jobs  | 5-yr Change | 5-yr % Change | 5-yr Total Openings | Annual Openings | Entry Level Hourly | Mid-Career Hourly Wage |
|---------------|------------|------------|-------------|---------------|---------------------|-----------------|--------------------|------------------------|
| Photographers | 914        | 877        | -37         | -4%           | 389                 | 78              | \$19               | \$25                   |
| <b>Total</b>  | <b>914</b> | <b>877</b> | <b>-37</b>  | <b>-4%</b>    | <b>389</b>          | <b>78</b>       | <b>\$19</b>        | <b>\$25</b>            |

Source: Lightcast 2025.3

Silicon Valley Subregion includes: Santa Clara County

## 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 |
|---------------|------------|----------------|
| Photographers | 1,115      | 270            |

Source: Lightcast 2025.3; "Job Posting Analytics." Feb. 2025 - Jan. 2026

| Occupation | Bay Region | Silicon Valley |
|------------|------------|----------------|
|------------|------------|----------------|

**Table 4a. Top Job Titles in Job Postings for Photography Occupations in the Bay Region**

| Title                       | Bay | Title                                 | Bay |
|-----------------------------|-----|---------------------------------------|-----|
| Photographers               | 203 | Real Estate Photographers             | 21  |
| Automotive Photographers    | 91  | Photonics Engineers                   | 20  |
| Vehicle Photographers       | 84  | Ophthalmic Photographers              | 20  |
| Videographers/Photographers | 59  | Newborn Photographers                 | 14  |
| Event Photographers         | 28  | Product Photographers                 | 13  |
| Graduation Photographers    | 28  | Retail Sales Associates/Photographers | 11  |
| Reporters/Photographers     | 26  | Sports Photographers                  | 11  |
| Portrait Photographers      | 25  | Photographers/Sales Associates        | 10  |
| Photography Instructors     | 23  | Directors/Photographers               | 9   |

Source: Lightcast 2025.3; "Job Posting Analytics." Feb. 2025 - Jan. 2026

**Table 4b. Top Job Titles in Job Posting for Photography Occupations in the Silicon Valley Subregion**

| Title                       | Silicon Valley | Title                           | Silicon Valley |
|-----------------------------|----------------|---------------------------------|----------------|
| Photographers               | 58             | Graduation Photographers        | 4              |
| Vehicle Photographers       | 22             | Reporters/Photographers         | 4              |
| Automotive Photographers    | 18             | Photo Technicians               | 4              |
| Photography Instructors     | 17             | Circuit Engineers               | 3              |
| Photonics Engineers         | 13             | School Photographers            | 3              |
| Videographers/Photographers | 12             | Ophthalmic Photographers        | 3              |
| Real Estate Photographers   | 6              | Portrait Photographers          | 3              |
| Photographers/Editors       | 5              | Photographers Manager           | 2              |
| Event Photographers         | 5              | Digital Photography Instructors | 2              |

Source: Lightcast 2025.3; "Job Posting Analytics." Feb. 2025 - Jan. 2026

## Industry Concentration

**Table 5. Industries Hiring for Photography Occupations in the Bay Region**

| Industry - 6 Digit NAICS (No. American Industry Classification) Codes | Jobs in Industry (2023) | Jobs in Industry (2028) | % Change (2023-28) | % Occupation Group in Industry (2023) |
|---|-------------------------|-------------------------|--------------------|---------------------------------------|
| All Other Professional, Scientific, and Technical Services            | 2,357                   | 2,130                   | -10%               | 46%                                   |

| Industry - 6 Digit NAICS (No. American Industry Classification) Codes                                  | Jobs in Industry (2023) | Jobs in Industry (2028) | % Change (2023-28) | % Occupation Group in Industry (2023) |
|--|-------------------------|-------------------------|--------------------|---------------------------------------|
| Photography Studios, Portrait  | 647                     | 629                     | -3%                | 13%                                   |
| Independent Artists, Writers, and Performers   | 540                     | 605                     | 12%                | 11%                                   |
| Commercial Photography   | 405                     | 399                     | -2%                | 8%                                    |
| Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers | 261                     | 189                     | -28%               | 4%                                    |
| Translation and Interpretation Services  | 139                     | 120                     | -13%               | 3%                                    |
| Marketing Research and Public Opinion Polling  | 82                      | 69                      | -16%               | 2%                                    |
| Motion Picture and Video Production  | 56                      | 62                      | 10%                | 1%                                    |
| Web Search Portals and All Other Information Services  | 29                      | 50                      | 75%                | 1%                                    |
| Newspaper Publishers   | 29                      | 21                      | -27%               | 1%                                    |

Source: Lightcast 2025.3

**Table 6. Top Employers Posting Photography Occupations in the Bay Region and the Silicon Valley Subregion**

| Employer              | Bay | Employer        | Silicon Valley |
|-----------------------|-----|-----------------|----------------|
| Pro Motion Pix        | 249 | Pro Motion Pix  | 57             |
| Shutterfly            | 28  | Nvidia          | 4              |
| Gradimages            | 27  | Shutterfly      | 4              |
| EyeteX London Limited | 15  | Gradimages      | 4              |
| PayPal                | 12  | Acceler8 Talent | 3              |
| Emerson Electric      | 10  | Psiquantum      | 3              |

Source: Lightcast 2025.3; "Job Posting Analytics." Feb. 2025 - Jan. 2026

## Educational Supply

There are ten community colleges in the Bay Region issuing 92 awards on average annually (last 3 years ending 2023-24) on TOP 1012.00 - Applied Photography. In the Silicon Valley subregion, there are two community colleges that issued 13 awards on average annually (last 3 years) on this TOP code.

There are no other CTE educational institutions in the Bay Region issuing awards on average annually (last 3 years ending 2022-23) on CIP 50.0406- Commercial Photography.

**Table 7. Community College Awards on TOP 1012.00 - Applied Photography in the Bay Region**

| College  | Subregion      | Associate Degree | Low unit Certificate | Noncredit award | Total |
|----------|----------------|------------------|----------------------|-----------------|-------|
| Cabrillo | SC-Monterey    | 0                | 1                    | 2               | 3     |
| Chabot   | East Bay       | 1                | 4                    | 0               | 5     |
| Deanza   | Silicon Valley | 3                | 5                    | 3               | 11    |

| College       | Subregion      | Associate Degree | Low unit Certificate | Noncredit award | Total     |
|---------------|----------------|------------------|----------------------|-----------------|-----------|
| Foothill      | Silicon Valley | 0                | 2                    | 0               | 2         |
| Laney         | East Bay       | 2                | 3                    | 0               | 5         |
| Las Positas   | East Bay       | 2                | 1                    | 3               | 6         |
| Ohlone        | East Bay       | 0                | 3                    | 0               | 3         |
| San Francisco | Mid-Peninsula  | 5                | 41                   | 0               | 46        |
| Santa Rosa    | North Bay      | 0                | 6                    | 0               | 6         |
| Solano        | North Bay      | 3                | 2                    | 0               | 5         |
| <b>Total</b>  | <b>-</b>       | <b>16</b>        | <b>68</b>            | <b>8</b>        | <b>92</b> |

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 430 annual openings for the Photography occupational cluster and 92 annual (3-year average) awards for an annual undersupply of 338 students. In the Silicon Valley subregion, there is also a gap with 78 annual openings and 12 annual (3-year average) awards for an annual undersupply of 66 students.

## Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1012.00 - Applied Photography**

| Metric Outcomes   | Bay All CTE Program | State 1012.00 | Bay 1012.00 | Silicon Valley 1012.00 |
|---|---------------------|---------------|-------------|------------------------|
| Students with a Job Closely Related to Their Field of Study | 75%                 | 67%           | 66%         | 71%                    |
| Median Annual Earnings for SWP Exiting Students             | \$58,379            | \$34,427      | \$45,191    | \$47,237               |
| Median Change in Earnings for SWP Exiting Students          | 31%                 | 31%           | 21%         | 21%                    |
| Exiting Students Who Attained the Living Wage               | 50%                 | 32%           | 38%         | 33%                    |

Source: DataVista Program Median of 2020 to 2022.

## Skills, Certifications and Education

**Table 9. Top Skills in Job Postings for Photography Occupations in the Bay Region**

| Skill           | Posting | Skill                     | Posting |
|-----------------|---------|---------------------------|---------|
| Photography     | 530     | Inventory Staging         | 52      |
| Staging Area    | 158     | Adobe Photoshop Lightroom | 51      |
| Marketing       | 96      | Visual Composition        | 50      |
| Lifting Ability | 70      | Social Media              | 44      |
| Adobe Photoshop | 66      | Good Driving Record       | 38      |
| Post-Production | 65      | Adobe Premiere Pro        | 33      |

| Skill               | Posting | Skill              | Posting |
|---------------------|---------|--------------------|---------|
| Videography         | 63      | Photonics          | 32      |
| Photo Editing       | 60      | Photo Shooting     | 31      |
| Workflow Management | 58      | TikTok             | 31      |
| Real Estate         | 54      | Selling Techniques | 30      |

Source: Lightcast 2025.3; "Job Posting Analytics." Feb. 2025 - Jan. 2026

**Table 10. Certifications in Job Postings for Photography Occupations in the Bay Region**

| Certification           | Posting | Certification                        | Posting |
|-------------------------|---------|--------------------------------------|---------|
| Valid Driver's License  | 334     | American Red Cross AED Certification | 1       |
| Drone Pilot Certificate | 22      | Pilot Licensing and Certification    | 1       |
| Product Certification   | 2       | EPA 608 Technician Certification     | 1       |

Source: Lightcast 2025.3; "Job Posting Analytics." Feb. 2025 - Jan. 2026

**Table 11. Education Requirements for Photography Occupations in the Bay Region**

| Education Level            | Job Postings | % of Total |
|----------------------------|--------------|------------|
| High school or GED         | 91           | 49%        |
| Associate degree           | 9            | 5%         |
| Bachelor's degree & higher | 86           | 46%        |

Source: Lightcast 2025.3; "Job Posting Analytics." Feb. 2025 - Jan. 2026

Note: 86% 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 2023 to 2028. 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 (2023 to 2028) 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](http://www.calpassplus.org)

Statewide CTE Outcomes Survey

Employment Development Department Unemployment Insurance Dataset

CCCCO Data Mart

## Contacts

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