



# **Graphic & Interactive Design**

## **Program Report For Greater South Bay and Peninsula Region (Santa Clara and San Mateo Counties)**

September 2016

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## Graphic Design

CIP 2010: A program that prepares individuals to apply artistic and computer techniques to the interpretation of technical and commercial concepts. Includes instruction in computer-assisted art and design, printmaking, concepts sketching, technical drawing, color theory, imaging, studio technique, still and life modeling, multimedia applications, communication skills and commercial art business operations.

## Target Occupations‡

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Art Directors (27-1011)

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Multimedia Artists and Animators (27-1014)

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Artists and Related Workers, All Other (27-1019)

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Graphic Designers (27-1024)

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Painting, Coating, and Decorating Workers (51-9123)

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‡Based on EMSI crosswalk of the Classification of Instructional Programs (CIP) codes with Standard Occupational Classification (SOC) codes as published by the U.S. Department of Education.

In 2016, the number of Graphic & Interactive Design jobs in the target occupations in Santa Clara and San Mateo Counties totaled 6,209. The Bureau of Labor Statistics (BLS) expects the total number of positions to increase by 4% over the next three years.

## Occupation Summary for Graphic & Interactive Design

<b>6,209</b> <b>Jobs (2016)<sup>1</sup></b> 51% above National average <sup>2</sup>	<b>4.1%</b> <b>% Change (2016-2019)<sup>3</sup></b> Nation: 1.5%	<b>\$33.44/hr</b> <b>Median Hourly Earnings</b> Nation: \$23.91/hr
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<sup>1</sup>Based on total number of jobs for target occupations in Santa Clara and San Mateo Counties.

<sup>2</sup>Represents occupation density as compared to national average (national average=1).

<sup>3</sup>Based on turnover and new jobs.

Target occupations that are mapped to the Graphic & Interactive Design program are disaggregated to see which occupations are projected to see the highest number of annual openings (Graphic Designers), highest percentage rate of growth over the next three year (Multimedia Artists and Animators), and the highest median hourly earnings (Art Directors). While Multimedia Artists and Animators are expected to experience job growth (8%), these occupations are more represented and concentrated in our region (Santa Clara and San Mateo Counties) compared to the national average.

## Target Occupations

Occupation	2016 Jobs	Annual Openings	Median Hourly Earnings	Growth (2016 - 2019)	Location Quotient (2016)
Graphic Designers	3,964	133	\$30.99/hr	2.52%	1.36
Multimedia Artists and Animators	1,409	67	\$35.13/hr	8.37%	2.88
Art Directors	735	25	\$44.81/hr	4.22%	1.21
Artists and Related Workers, All Other	101	3	\$24.43/hr	3.96%	0.87

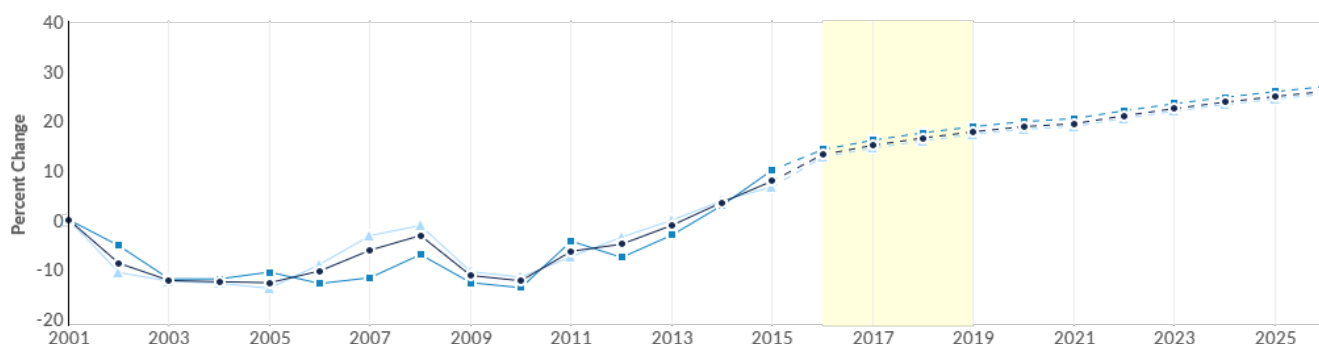
Growth in the Graphic & Interactive Design occupations show how each occupation is projected to increase in jobs over the next three years. A growth of about 4% is expected in the next three years for Graphic & Interactive Design.

## Growth for Graphic & Interactive Design

<b>6,209</b> 2016 Jobs	<b>6,462</b> 2019 Jobs	<b>253</b> Change (2016-2019)	<b>4.1%</b> % Change (2016-2019)
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Occupation	2016 Jobs	2019 Jobs	Change	% Change
Art Directors (27-1011)	735	766	31	4%
Multimedia Artists and Animators (27-1014)	1,409	1,527	118	8%
Artists and Related Workers, All Other (27-1019)	101	105	4	4%
Graphic Designers (27-1024)	3,964	4,064	100	3%

## Regional Trends

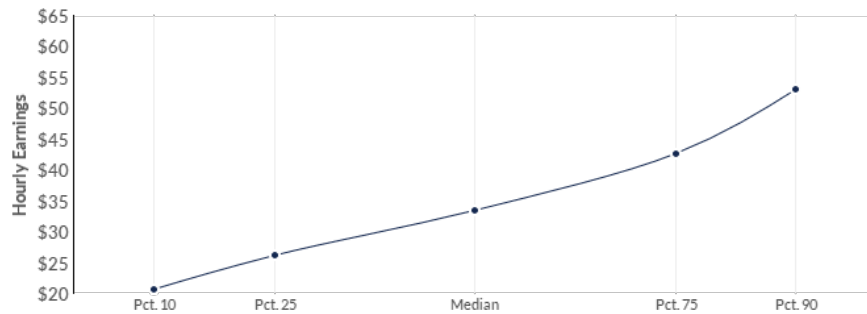


	Region	2016 Jobs	2019 Jobs	Change	% Change
●	Region	6,209	6,462	253	4.1%
●	San Mateo County, CA	2,162	2,250	88	4.1%
●	Santa Clara County, CA	4,047	4,212	165	4.1%

The percentile earnings table shows the range the Graphic & Interactive Design occupations earn in the region. While the median earnings are about \$33/hour, wages can range from below \$26/hour to above \$42/hour. Each of the target occupations' range in wages is also displayed.

## Percentile Earnings for Graphic & Interactive Design

<b>\$26.13/hr</b>	<b>\$33.44/hr</b>	<b>\$42.61/hr</b>
<b>25th Percentile Earnings</b>	<b>Median Earnings</b>	<b>75th Percentile Earnings</b>



Occupation	25th Percentile Earnings	Median Earnings	75th Percentile Earnings
Art Directors (27-1011)	\$34.30	\$44.81	\$57.27
Multimedia Artists and Animators (27-1014)	\$27.36	\$35.13	\$45.17
Artists and Related Workers, All Other (27-1019)	\$16.48	\$24.43	\$31.70
Graphic Designers (27-1024)	\$24.45	\$30.99	\$39.30

## Program Completion Data

Program data reviews completion information about awards by institution and types of awards conferred in the region (Santa Clara and San Mateo Counties). Foothill College is one of the eight regional institutions that is supporting and preparing for Graphic & Interactive Design occupations.





### Program Summary for Graphic Design

<b>8</b>	<b>97</b>	<b>428</b>
<b>Regional Institutions</b>	<b>Regional Program Completions (2015)</b>	<b>Annual Openings (2015)</b>
had Completions in the last 13 years	Foothill College Completions: 8	

### Regional Completions by Institution

Institution	Certificates (2015)	Degrees (2015)	Total Completions (2015)
San Jose State University	0	26	26
Argosy University-The Art Institute of California-Silicon Valley	0	18	18
De Anza College	14	11	25
Mission College	4	12	16
Foothill College	0	8	8
Notre Dame de Namur University	0	3	3
College of San Mateo	1	0	1
Carrington College-San Jose	0	0	0



### Regional Completions by Award Level

Award Level	Completions (2015)	Percent
Award of less than 1 academic year	13	13.4% 
Award of at least 1 but less than 2 academic years	6	6.2% 
Associates degree	43	44.3% 
Bachelors degree	35	36.1% 





## Target Occupations Demographics

The demographics among those employed in Graphic & Interactive Design occupations in Santa Clara and San Mateo Counties for 2016 show that a little more than half are males (55%) and almost a third are between the ages of 25-34 (31%) and a majority are White (61%).






### Occupation Gender Breakdown

Gender	2016 Jobs	2016 Percent	
Males	3,434	55.3%	
Females	2,776	44.7%	

### Occupation Age Breakdown

Age	2016 Jobs	2016 Percent	
14-18	25	0.4%	
19-24	374	6.0%	
25-34	1,905	30.7%	
35-44	1,669	26.9%	
45-54	1,264	20.4%	
55-64	718	11.6%	
65+	255	4.1%	

### Occupation Race/Ethnicity Breakdown

Race/Ethnicity	2016 Jobs	2016 Percent	
White	3,814	61.4%	
Asian	1,426	23.0%	
Hispanic or Latino	736	11.9%	
Two or More Races	116	1.9%	
Black or African American	93	1.5%	
Native Hawaiian or Other Pacific Islander	12	0.2%	
American Indian or Alaska Native	12	0.2%	

## Industries Employing Graphic & Interactive Design Occupations

A number of industries in Santa Clara and San Mateo Counties employ those trained in Graphic Design and its related occupations. The following table represents a regional industry breakdown of the number of Graphic Design positions employed, the percentage of Graphic Design employed by industry and the Graphic Design jobs represent within all jobs by each industry. While Internet Publishing and Broadcasting and Web Search Portals employed only 16% of all regional Graphic Design positions in 2016, Graphic Design occupations composed a minority of jobs in that industry (2%).

## Industries Employing Graphic & Interactive Design Occupations

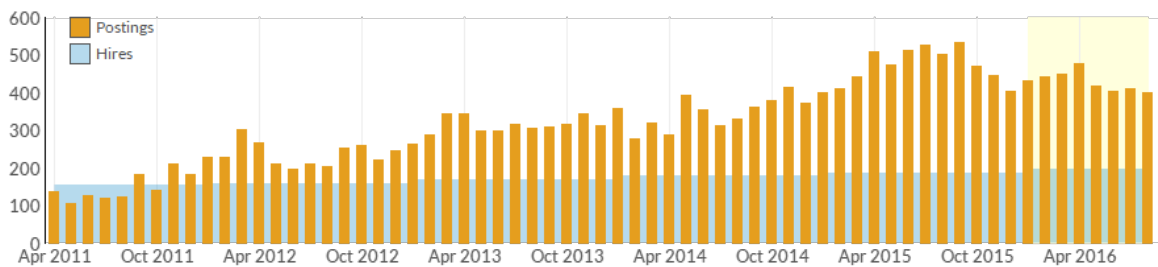
Industry	Occupation Group Jobs in Industry (2016)	% of Occupation Group in Industry (2016)	% of Total Jobs in Industry (2016)
Internet Publishing and Broadcasting and Web Search Portals	1,003	16.1%	1.8%
Graphic Design Services	668	10.8%	35.5%
Interior Design Services	444	7.1%	38.2%
Software Publishers	402	6.5%	1.3%
Custom Computer Programming Services	382	6.2%	0.7%



In an average month, there were 429 unique job postings for Graphic & Interactive Design jobs, and 196 actually hired from January 2016 to August 2016. This means there was approximately 1 hire for every 2 unique job postings for occupations in Graphic Design.

## Job Postings vs. Hires

<b>429</b>	<b>196</b>
<b>Avg. Monthly Postings (Jan 2016 - Aug 2016)</b>	<b>Avg. Monthly Hires (Jan 2016 - Aug 2016)</b>



Occupation	Avg Monthly Postings (Jan 2016 - Aug 2016)	Avg Monthly Hires (Jan 2016 - Aug 2016)
Graphic Designers	320	123
Multimedia Artists and Animators	70	50
Art Directors	30	20
Artists and Related Workers, All Other	9	3

The top five concentrated hard and soft skills employers list in Graphic Design job posting descriptions are listed below. Postings with skill is the total amount of (internet) job postings that mention the skill listed below. These numbers may be higher than the average monthly postings from above, because this number includes duplicated (internet) job postings. Concentration scores gauge relevance of the skill by representing the frequency in which this skill is being mentioned in (internet) job postings for Graphic Design compared to all other (internet) job postings.

## Concentrated Hard Skills

Skill	Concentration Score	Postings with Skill
Texture Artist	80.11	29
Graphic Design	68.28	2,102
Maya	62.07	484
Adobe Illustrator	56.79	1,799
Adobe Photoshop	49.15	1,893

## Concentrated Soft Skills

Skill	Concentration Score	Postings with Skill
Creativity	0.89	663
Brainstorming	0.66	81
Lateral Thinking	0.55	7
Creative Thinking	0.26	92
Imagination	0.14	71

# Appendix A - Data Sources and Calculations

## Location Quotient

Location quotient (LQ) is a way of quantifying how concentrated a particular industry, cluster, occupation, or demographic group is in a region as compared to the nation. It can reveal what makes a particular region unique in comparison to the national average.

## Occupation Data

Emsi occupation employment data are based on final Emsi industry data and final Emsi staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates also affected by county-level Emsi earnings by industry.

## Completers Data

The completers data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

## Institution Data

The institution data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

## CareerBuilder/Emsi Job Postings

Job postings are collected from various sources and processed/enriched by Careerbuilder to provide information such as standardized company name, occupation, skills, and geography. Emsi performs additional filtering and processing to improve compatibility with Emsi data.

## State Data Sources

This report uses state data from the following agencies: California Labor Market Information Department