FOOTHILL COLLEGE

Graphic & Interactive Design

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

November 2015

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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

Art Directors (27-1011)

Multimedia Artists and Animators (27-1014)

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

Graphic Designers (27-1024)

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

‡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.

Sample of Reported Job Titles
- Graphic Artist
- Publications Designer
- Production Artist
- Online Producer
- Macintosh Artist (Mac Artist)
- Graphic Designer/Production
- Graphic Designer
- Desktop Publisher
- Designer
- Design Director

In 2015, the number of Graphic & Interactive Design jobs in the target occupations in Santa Clara and San Mateo Counties totaled 4,015. The Bureau of Labor Statistics (BLS) expects the total number of positions in the region to increase by 1.5% over the next three years. Annual regional openings, which includes created jobs and turnover, is estimated to be 132. Completions in 2014 from Graphic & Interactive Design programs totaled 217 from eight institutions.

Occupation Summary for Graphic Designers

4,015	1.5%	$30.90/hr
Jobs (2015)[1]	**% Change (2015-2018)** [3]	**Median Hourly Earnings**
44% above National average[2]	Nation: 0.3%	Nation: $20.96/hr

[1]Based on total number of jobs for target occupations in Santa Clara and San Mateo Counties; includes full and part time jobs.
[2]Represents occupation density as compared to national average (national average=1).
[3]Based on turnover and new jobs.

Growth for Graphic Designers

4,015	4,075	60	1.5%
2015 Jobs	**2018 Jobs**	**Change (2015-2018)**	**% Change (2015-2018)**

Occupational Earnings and Growth

Median Hourly Earnings*	$30.90
2015 Jobs*	4,015
2015-2018 Change*	60
2015-2018 Estimated Annual Openings*	132
Related Completions (2014)	217

These figures are taken from: Graphic Designers (SOC 27-1024)

Regional Growth: Breakdown by County

County	2018 Jobs
Santa Clara County, CA	2,936
San Mateo County, CA	1,139

Regional Trends
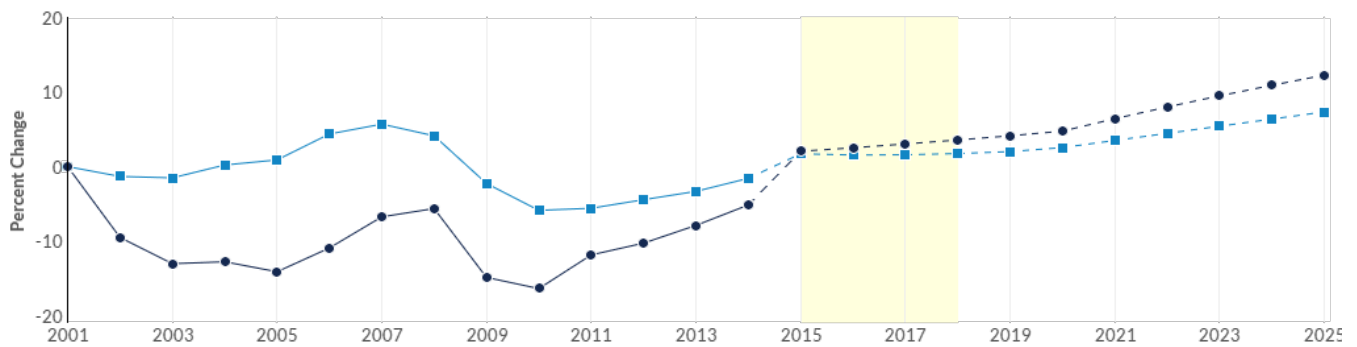
Region	2015 Jobs	2018 Jobs	Change	% Change
● Region	4,015	4,075	60	1.5%
● State	44,907	44,922	15	0.0%

Target occupations that are mapped to the Graphic & Interactive Design (Graphic Design) program also expect to experience a job growth that is higher than the national projection.

Target Occupations

6,092	**2.6%**	**$33.32/hr**
Jobs (2015)	**% Change (2015-2018)**	**Median Hourly Earnings**
47% above National average	Nation: 0.4%	Nation: $22.39/hr

Occupation	2015 Jobs	Annual Openings	Median Hourly Earnings	Growth (2015 - 2018)	Location Quotient (2015)
Graphic Designers	4,015	132	$30.90/hr	1.49%	1.44
Multimedia Artists and Animators	1,145	59	$36.30/hr	7.60%	2.32
Art Directors	705	23	$47.31/hr	1.70%	1.27
Painting, Coating, and Decorating Workers	153	3	$16.23/hr	-1.96%	0.85
Artists and Related Workers, All Other	73	3	$22.80/hr	4.11%	0.63

Program Summary for Graphic Design

8	103
Regional Institutions	**Regional Program Completions (2014)**
	Foothill College Completions: 13

Regional Completions by Institution

Institution	Certificates (2014)	Degrees (2014)	Total Completions (2014)
The Art Institute of California-Argosy University-Silicon Valley	0	29	29
San Jose State University	0	18	18
De Anza College	12	13	25
Foothill College	2	11	13
Mission College	7	1	8
Notre Dame de Namur University	0	7	7
College of San Mateo	1	2	3
Carrington College-San Jose	0	0	0

Award Level Conferred	Completions (2014)	Percent	
Award of less than 1 academic year	12	11.7%	▃
Award of at least 1 but less than 2 academic years	10	9.7%	▃
Associates degree	43	41.7%	▅▅▅
Bachelors degree	38	36.9%	▅▅▅

Similar Programs

13	354
Programs (2014)	**Completions (2014)**

Program	Completions (2014)
Fine/Studio Arts, General	141
Web Page, Digital/Multimedia and Information Resources Design	46
Computer Graphics	39
Animation, Interactive Technology, Video Graphics and Special Effects	38
Visual and Performing Arts, General	31

Target Occupations Demographics

The demographics among those employed in Graphic & Interactive Design occupations in Santa Clara and San Mateo Counties for 2015 show that more males than females (52% vs. 48%) are employed in these occupations, over half are between the ages of 25-44 (56%) and predominately White or Asian (85%).

Occupation Gender Breakdown (Regional)

Gender	2015 Jobs	2015 Percent	
Males	2,100	52.3%	
Females	1,916	47.7%	

Occupation Age Breakdown (Regional)

Age	2015 Jobs	2015 Percent	
14-18	9	0.2%	
19-24	216	5.4%	
25-34	1,142	28.4%	
35-44	1,105	27.5%	
45-54	871	21.7%	
55-64	505	12.6%	
65+	167	4.2%	

Occupation Race/Ethnicity Breakdown (Regional)

Race/Ethnicity	2015 Jobs	2015 Percent	
White	2,437	60.7%	
Asian	984	24.5%	
Hispanic or Latino	418	10.4%	
Black or African American	93	2.3%	
Two or More Races	69	1.7%	
Native Hawaiian or Other Pacific Islander	9	0.2%	
American Indian or Alaska Native	6	0.1%	

National Educational Attainment

Education Level	2015 Percent	
Less than high school diploma	2.3%	▌
High school diploma or equivalent	10.8%	▆
Some college, no degree	17.9%	▇
Associate's degree	13.3%	▆
Bachelor's degree	46.4%	████
Master's degree	8.0%	▅
Doctoral or professional degree	1.2%	▏

Industries Employing Graphic and Interactive Design Occupations

A number of industries in Santa Clara and San Mateo Counties employ those trained in graphic and interactive design and its related occupations. The following table represents a regional industry breakdown of the number of graphic and interactive design positions employed, the percentage of graphic and interactive design jobs employed by industry and the percentage graphic and interactive design jobs represent within all jobs by each industry. While graphic design services employed 15% of all regional graphic and interactive design positions in 2015, graphic and interactive design and its related occupations represent 32% of the total jobs in the graphic design services industry.

Top Industries Employing Graphic Designers

Industry	Occupation Jobs in Industry (2015)	% of Occupation in Industry (2015)	% of Total Jobs in Industry (2015)
Graphic Design Services	599	14.9%	31.9%
Interior Design Services	396	9.9%	33.5%
Internet Publishing and Broadcasting and Web Search Portals	385	9.6%	0.8%
Custom Computer Programming Services	233	5.8%	0.4%
Industrial Design Services	153	3.8%	27.7%

Compatible Occupations for Graphic and Interactive Design

Individuals completing a graphic and interactive design program share many skills and abilities with other occupations. The Occupational Information Network (O*Net) identifies compatible occupations based on an analysis of overlapping knowledge, skills and ability. Additional education required for transition can range from short on-site training to advanced post-secondary degrees. The following tables show how much education might be needed to be employed in these compatible occupations.

Compatible Occupations

O*NET Occupation	Median Hourly Earnings*	2015 Jobs*	2018 Jobs*	2015-2018 Change*	2015-2018 Estimated Annual Openings*
Film and Video Editors (27-4032.00)	$32.86	412	460	48	20
Multimedia Artists and Animators (27-1014.00)	$36.30	1,145	1,232	87	59
Copy Writers (27-3043.04)	$24.71	1,560	1,593	33	52
Talent Directors (27-2012.04)	$39.91	882	977	95	64
Document Management Specialists (15-1199.12)	$53.91	5,488	5,745	257	182
Fashion Designers (27-1022.00)	$33.64	178	175	-3	5
Music Composers and Arrangers (27-2041.04)	$25.58	509	521	12	20
Agents and Business Managers of Artists, Performers, and Athletes (13-1011.00)	$25.93	169	180	11	8
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012.00)	$29.26	9,381	9,672	291	322
Art Directors (27-1011.00)	$47.31	705	717	12	23

Appendix A - Data Sources and Calculations

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.

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.

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.

Educational Attainment Data

EMSI's educational attainment numbers are based on EMSI's demographic data and the American Community Survey. By combining these sources, EMSI interpolates for missing years and projects data at the county level. Educational attainment data cover only the population aged 25 years or more and indicate the highest level achieved.

Competency Data

The competency data in this report is taken directly from the O*NET database.

State Data Sources

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