FOOTHILL COLLEGE

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

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)

‡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 2012, the number of graphic and interactive design jobs in the target occupations in Santa Clara and San Mateo Counties totaled 3,455. The Bureau of Labor Statistics (BLS) expects the total number of positions to increase by 3.5% over the next three years. Regional openings in 2012, which included created jobs and turnover, totaled 216. Completions in graphic and interactive design programs totaled 118 from seven institutions, with an additional 336 completions from other related programs. These other programs are linked to multiple occupations and not all those who complete will enter the target occupations indicated in this report.

Target Occupation Performance

3,455*	3.5%*	$35.78/hr
Jobs (2012)	**Growth (2013-2016)**	**Median Earnings**
National Location Quotient: 1.41†	National: 2.1%	National: $24.52/hr

*Based on total number of jobs for target occupations Santa Clara and San Mateo Counties.
†Represents occupation density as compared to national average (national average=1).

Regional Openings (2012)**	216
Regional Program Completions (2012)	118
All Regional Completions for Target Occupations†† (2012)	454

**Openings include created jobs and turnover.
†† Includes all regional programs applicable to target occupations.

Graphic and Interactive Design Occupations Performance

Target Occupations	Regional Openings (2012)	Average Hourly Earnings	Growth (2013-2016)
Graphic Designers (27-1024)	140	$34.29	1.0%
Multimedia Artists and Animators (27-1014)	44	$37.41	10.0%
Art Directors (27-1011)	30	$58.31	5.9%
Artists and Related Workers, All Other (27-1019)	2	$61.28	3.9%

## Regional Breakdown for Graphic and Interactive Design Occupations

County Name	2013 Jobs	2016 Jobs	2013 Annual Openings	Median Hourly Earnings	2013 National Location Quotient
Santa Clara	2,299	2,385	94	$33.48	1.27
San Mateo	1,270	1,308	49	$39.83	1.87
Total	3,569	3,692	143	$35.78	

Regional Graphic Design Training Providers

7	118*
Institutions	**Completions (2012)**

*Based on IPEDS data.
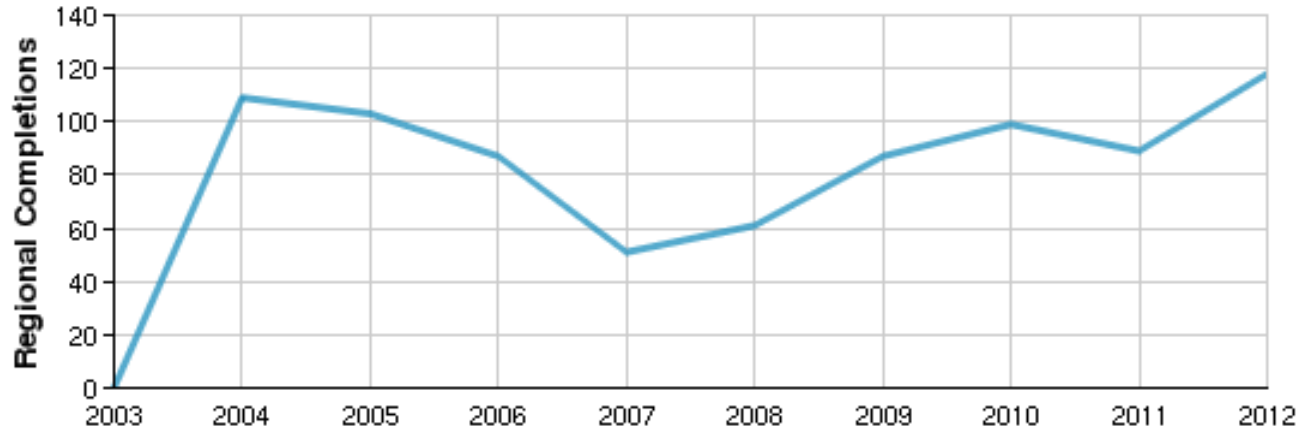
Institution	Degrees	Certificates	Total Completions
De Anza College	22	18	40
The Art Institute of California-Argosy University Sunnyvale	38	0	38
San Jose State University	15	0	15
Mission College	8	5	13
Notre Dame de Namur University	6	0	6
Foothill College	3	1	4
College of San Mateo	0	2	2

Other regional programs may train individuals eligible for the targeted graphic and interactive design occupations, which are based on an occupation-program crosswalk developed by the Department of Education. These additional programs are offered at 16 regional colleges*. As noted earlier, many postsecondary programs are linked to multiple occupations and not all those who complete the program will enter the target occupation.

Related Regional Programs Allowing Entry to Graphic and Interactive Design

13	454
Programs (2012)	**Completions (2012)**

Program	2008	2009	2010	2011	2012
Fine/Studio Arts, General (50.0702)	92	113	125	128	131
Animation, Interactive Technology, Video Graphics and Special Effects (10.0304)	39	38	41	47	59
Web Page, Digital/Multimedia and Information Resources Design (11.0801)	20	14	14	12	49
Computer Graphics (11.0803)	18	1	25	21	33
Industrial and Product Design (50.0404)	11	16	26	23	28
Visual and Performing Arts, General (50.0101)	24	24	31	26	28
Drawing (50.0705)	8	1	5	4	4
Game and Interactive Media Design (50.0411)	0	0	0	0	2
Commercial and Advertising Art (50.0402)	1	2	0	1	2
Visual and Performing Arts, Other (50.9999)	0	0	0	0	0
Intermedia/Multimedia (50.0706)	0	0	0	0	0

Program	2008	2009	2010	2011	2012
Design and Visual Communications, General (50.0401)	0	0	0	0	0
Digital Communication and Media/Multimedia (09.0702)	14	0	0	0	0

*Additional colleges: De Anza College, Canada College, West Valley College, San Jose City College, Cogswell College, Mission College, Skyline College, The Art Institute of California- Argosy University Sunnyvale, College of San Mateo, Santa Clara University, Gavilan College, Carrington College California- San Jose, San Jose State University, Stanford University, Notre Dame de Namur University, and Evergreen Valley College.

Target Occupations Demographics

The demographics among those employed in graphic and interactive design occupations in Santa Clara and San Mateo Counties for 2013 show that more men than women (61.1% and 38.9%) are employed in these occupations and over half are between the ages of 25-44 (64.1%).

Gender Demographics (Regional)

Gender	Jobs (2013)	% of Total	
Male	2,180	61.1%	
Female	1,388	38.9%	

Age Demographics (Regional)

Age	Jobs (2013)	% of Total	
14-18 Years	16	0.4%	
19-21 Years	46	1.3%	
22-24 Years	168	4.7%	
25-34 Years	1,140	31.9%	
35-44 Years	1,149	32.2%	
45-54 Years	692	19.4%	
55-64 Years	292	8.2%	
65+ Years	66	1.9%	

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 5.5% of all regional graphic and interactive design positions in 2013, graphic and interactive design and its related occupations represent 26.2% of the total jobs in that industry.

Inverse Staffing Patterns (Regional)

Top Five Industries	Occupation Group Jobs in Industry (2013)	% of Occupation Group in Industry (2013)	% of Total Jobs in Industry (2013)
Software Publishers (511210)	429	12.0%	1.7%
Internet Publishing and Broadcasting and Web Search Portals (519130)	295	8.3%	1.2%
Custom Computer Programming Services (541511)	288	8.1%	0.7%
Graphic Design Services (541430)	196	5.5%	26.2%
Computer Systems Design Services (541512)	163	4.6%	0.6%

Data Sources and Calculations

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

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.

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.

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.

Staffing Patterns Data
The staffing pattern data in this report are compiled from several sources using a specialized process. For QCEW and Non-QCEW Employees classes of worker, sources include Occupational Employment Statistics, the National Industry-Occupation Employment Matrix, and the American Community Survey. For the Self-Employed and Extended Proprietors classes of worker, the primary source is the American Community Survey, with a small amount of information from Occupational Employment Statistics.

Industry Data
EMSI industry data have various sources depending on the class of worker. (1) For QCEW Employees, EMSI primarily uses the QCEW (Quarterly Census of Employment and Wages), with supplemental estimates from County Business Patterns and Current Employment Statistics. (2) Non-QCEW employees data are based on a number of sources including QCEW, Current Employment Statistics, County Business Patterns, BEA State and Local Personal Income reports, the National Industry-Occupation Employment Matrix (NIOEM), the American Community Survey, and Railroad Retirement Board statistics. (3) Self-Employed and Extended Proprietor classes of worker data are primarily based on the American Community Survey, Nonemployer Statistics, and BEA State and Local Personal Income Reports. Projections for QCEW and Non-QCEW Employees are informed by NIOEM and long-term industry projections published by individual states.