

# Graphic Designers in 2 California Counties

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## What is Lightcast Data?

Lightcast data is a hybrid dataset derived from official government sources such as the US Census Bureau, Bureau of Economic Analysis, and Bureau of Labor Statistics. Leveraging the unique strengths of each source, our data modeling team creates an authoritative dataset that captures more than 99% of all workers in the United States. This core offering is then enriched with data from online social profiles, resumé, and job postings to give you a complete view of the workforce.

Lightcast data is frequently cited in major publications such as *The Atlantic*, *Forbes*, *Harvard Business Review*, *The New York Times*, *The Wall Street Journal*, and *USA Today*.



## Report Parameters

### 1 Occupation

27-1024 Graphic Designers

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### 2 Counties

6079 San Luis Obispo County, CA

6083 Santa Barbara County, CA

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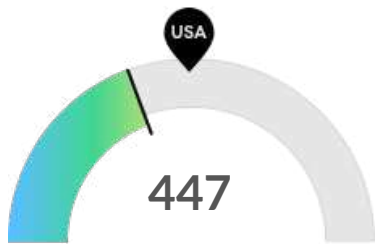
### Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen occupation and geographical areas.

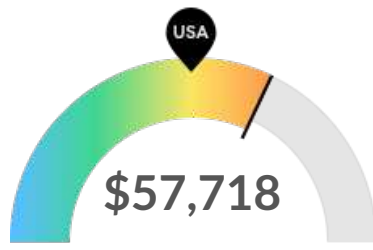
## Executive Summary

### Light Job Posting Demand Over a Thin Supply of Regional Jobs



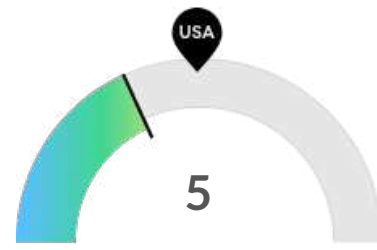
**Jobs (2023)**

Your area is not a hotspot for this kind of job. The national average for an area this size is 633\* employees, while there are 447 here.



**Compensation**

Earnings are high in your area. The national median salary for Graphic Designers is \$49,596, compared to \$57,718 here.



**Job Posting Demand**

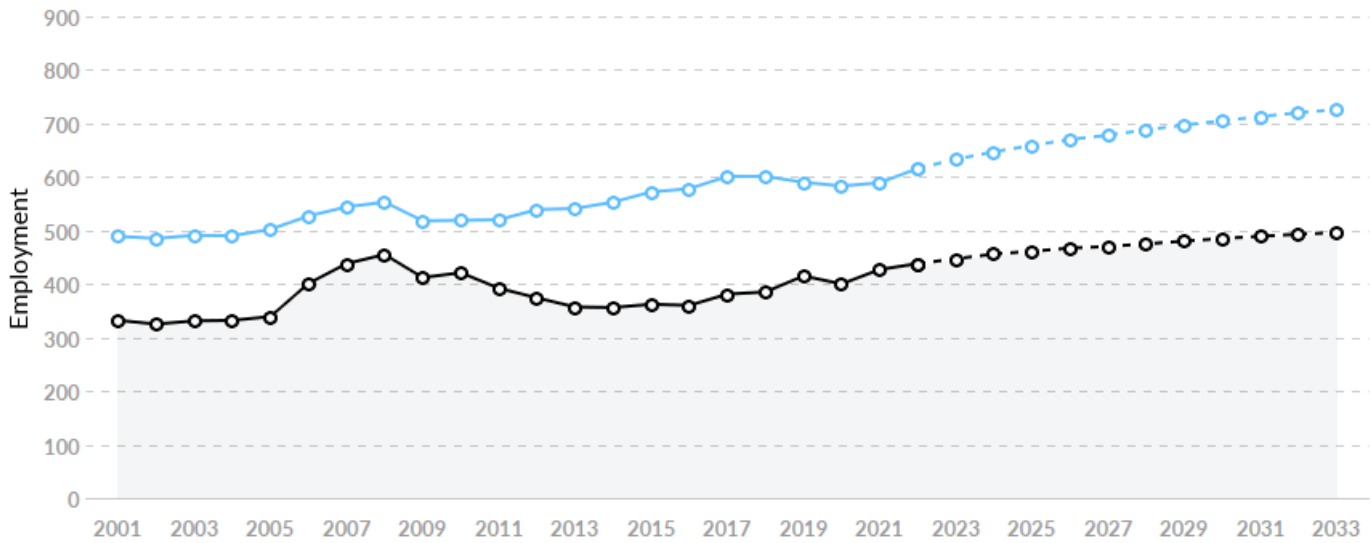
Job posting activity is low in your area. The national average for an area this size is 7\* job postings/mo, while there are 5 here.

\*National average values are derived by taking the national value for Graphic Designers and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

# Jobs

## Regional Employment Is Lower Than the National Average

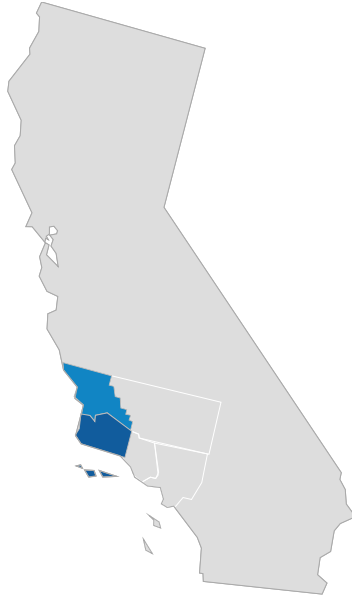
An average area of this size typically has 633\* jobs, while there are 447 here. This lower than average supply of jobs may make it more difficult for workers in this field to find employment in your area.



Region	2023 Jobs	2033 Jobs	Change	% Change
● 2 California Counties	447	496	49	11.0%
● National Average	633	726	93	14.7%

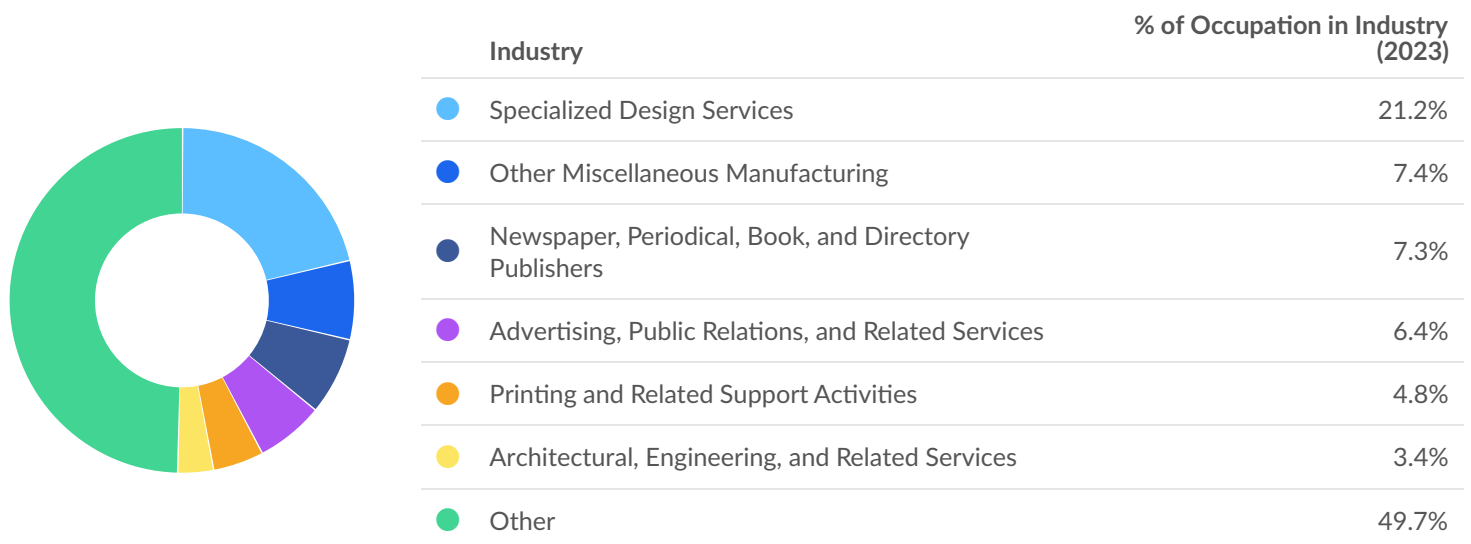
\*National average values are derived by taking the national value for Graphic Designers and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

## Regional Breakdown



County	2023 Jobs
Santa Barbara County, CA	285
San Luis Obispo County, CA	162

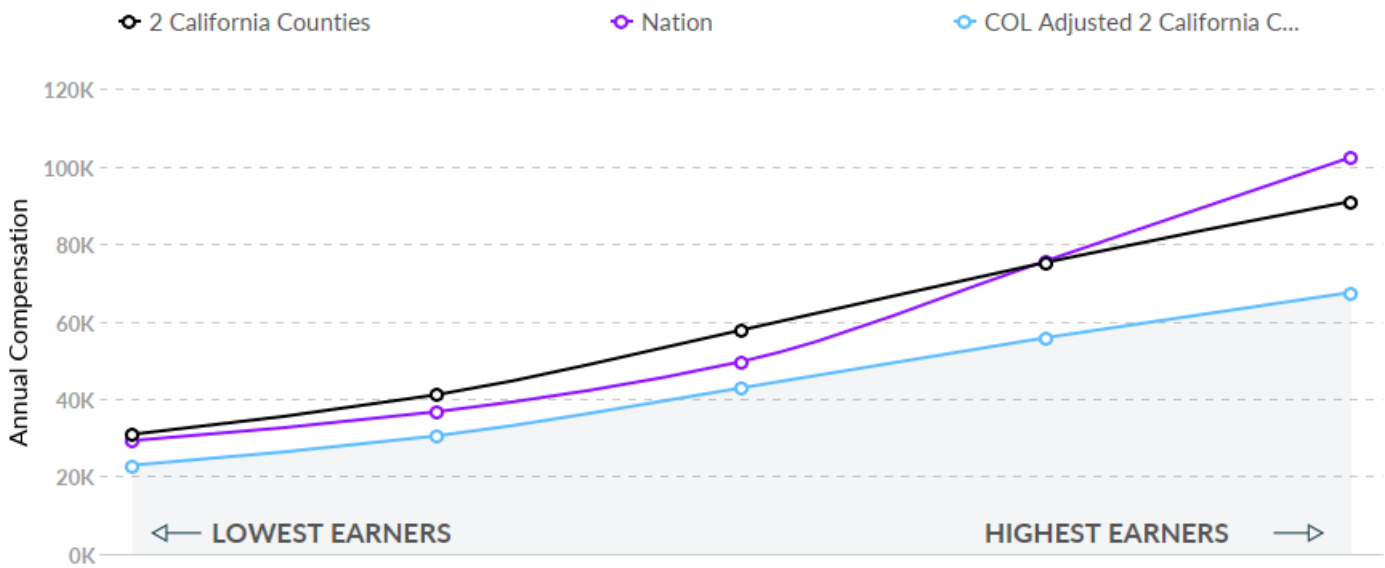
## Most Jobs are Found in the Specialized Design Services Industry Sector



# Compensation

## Regional Compensation Is 16% Higher Than National Compensation

For Graphic Designers, the 2021 median wage in your area is \$57,718, while the national median wage is \$49,596.





# Job Posting Activity



**28 Unique Job Postings**

The number of unique postings for this job from Jan 2023 to Jun 2023.



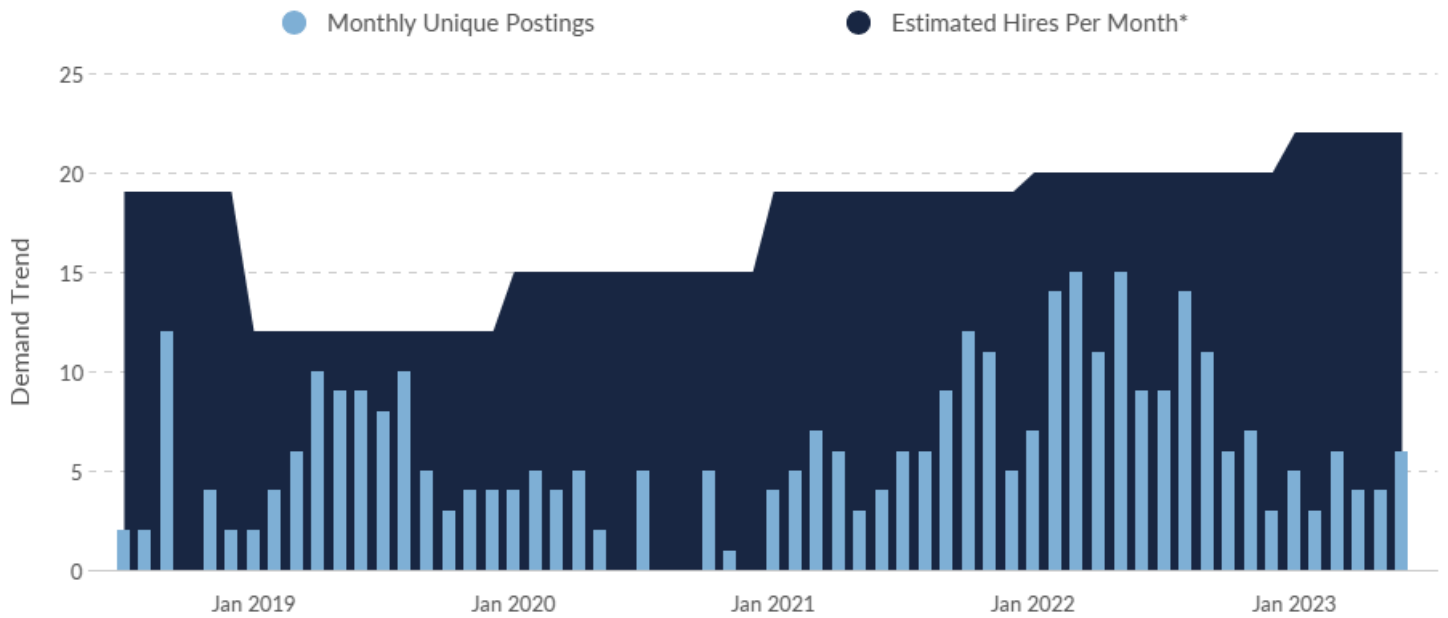
**20 Employers Competing**

All employers in the region who posted for this job from Jan 2023 to Jun 2023.













**27 Day Median Duration**











Posting duration is 6 days shorter than what's typical in the region.



Occupation	Avg Monthly Postings (Jan 2023 - Jun 2023)	Avg Monthly Hires (Jan 2023 - Jun 2023)
Graphic Designers	5	22

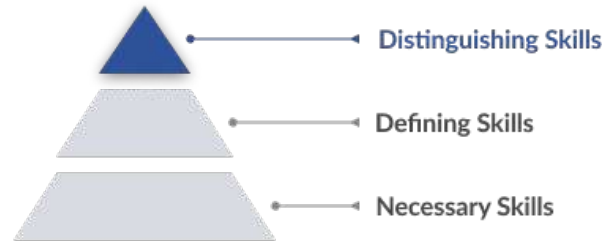
\*A hire is reported by the Quarterly Workforce Indicators when an individual's Social Security Number appears on a company's payroll and was not there the quarter before. Lightcast hires are calculated using a combination of Lightcast jobs data, information on separation rates from the Bureau of Labor Statistics (BLS), and industry-based hires data from the Census Bureau.

Top Companies	Unique Postings
Associated Students	3 
Allan Hancock College	2 
Altra Industrial Motion	2 
Cuesta College	2 
Forms+Surfaces	2 
Signs Of Success	2 
Berkshire Hathaway	1 
Boone Graphics	1 
California Polytechnic State Uni...	1 
Central City Labor	1 

Top Job Titles	Unique Postings
Graphic Designers	13 
Digital Design Engineers	3 
Graphic Design Faculties	2 
Print Graphic Designers	2 
Assistant Professors of Graphic ...	1 
Digital Visual Designers	1 
Graphic Designers/Production A...	1 
Lead Graphic Designers	1 
Social Media Graphic Designers	1 
Unigraphics Designers	1 

## Top Distinguishing Skills by Demand

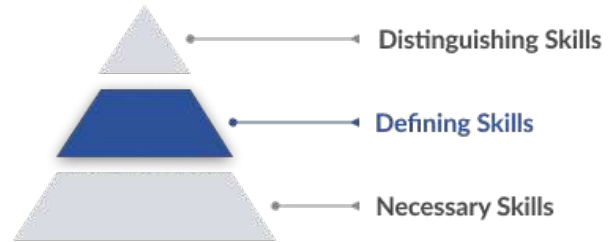
An occupation's Distinguishing Skills are the advanced skills that are called for occasionally. An employee with these skills is likely more specialized and able to differentiate themselves from others in the same role.



Skill	Salary Boosting	Job Postings Requesting
Prepress	✘	3
Artwork	✘	3
Color Theory	✘	3
Print Design	✘	2
Brand Identity	✘	2
Visual Communications	✘	2
Art Direction	✘	1
Visual Composition	✘	1
Adobe Creative Cloud	✘	0
Adobe Dreamweaver	✘	0

## Top Defining Skills by Demand

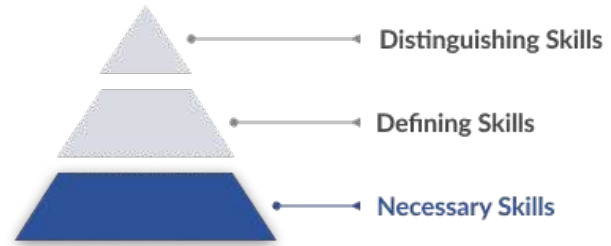
An occupation's Defining Skills represent the day-to-day tasks and responsibilities of the job. An employee needs these skills to qualify for and perform successfully in this occupation.



Skill	Salary Boosting	Job Postings Requesting
Graphic Design	✓	18
Marketing	✗	15
Adobe Creative Suite	✗	12
Adobe Illustrator	✓	11
Adobe Photoshop	✗	11
Typography	✗	8
Motion Graphics	✗	6
Adobe InDesign	✗	5
Web Design	✗	5
Digital Design	✗	4

## Top Necessary Skills by Demand

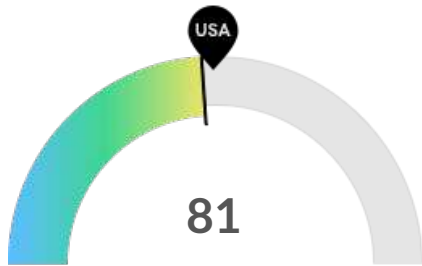
An occupation's Necessary Skills are the specialized skills required for that job and relevant across other similar jobs. An employee needs these skills as building blocks to perform the more complex Defining Skills.



Skill	Salary Boosting	Job Postings Requesting
Social Media	✘	9
Marketing Materials	✘	7
Branding	✘	7
Brand Management	✘	6
Photography	✘	5
Brochures	✘	5
HyperText Markup Language (HTML)	✘	4
Figma (Design Software)	✘	3
Workflow Management	✘	3
Project Management	✘	3

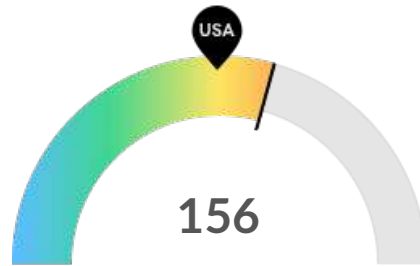
## Demographics

### Retirement Risk Is About Average, While Overall Diversity Is High



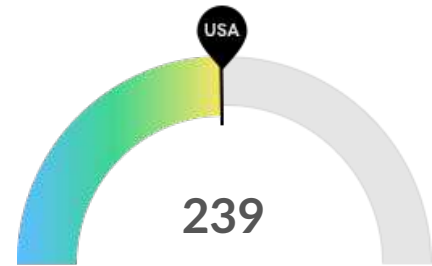
**Retiring Soon**

Retirement risk is about average in your area. The national average for an area this size is 87\* employees 55 or older, while there are 81 here.



**Racial Diversity**

Racial diversity is high in your area. The national average for an area this size is 123\* racially diverse employees, while there are 156 here.

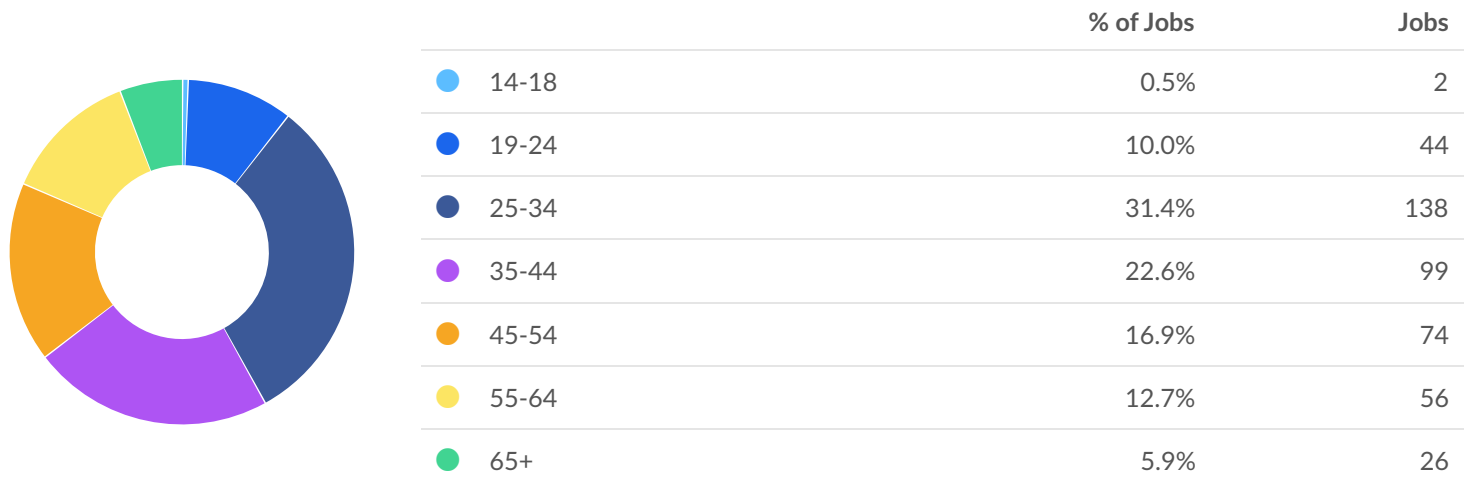


**Gender Diversity**

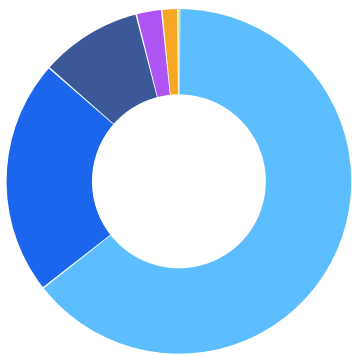
Gender diversity is about average in your area. The national average for an area this size is 242\* female employees, while there are 239 here.

\*National average values are derived by taking the national value for Graphic Designers and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

## Occupation Age Breakdown



## Occupation Race/Ethnicity Breakdown



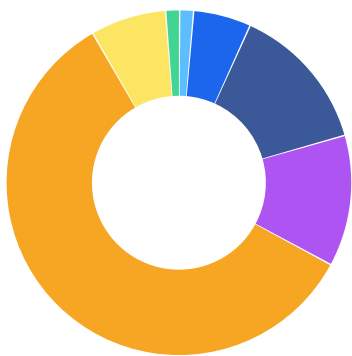
	% of Jobs	Jobs
White	64.3%	282
Hispanic or Latino	22.0%	97
Asian	9.6%	42
Two or More Races	2.4%	11
Black or African American	1.5%	7
Native Hawaiian or Other Pacific Islander	0.1%	0
American Indian or Alaska Native	0.1%	0

## Occupation Gender Breakdown



	% of Jobs	Jobs
Males	45.6%	200
Females	54.4%	239

## National Educational Attainment



	% of Jobs
<span style="color: #00AEEF;">●</span> Less than high school diploma	1.3%
<span style="color: #0070C0;">●</span> High school diploma or equivalent	5.4%
<span style="color: #2E405C;">●</span> Some college, no degree	13.8%
<span style="color: #800080;">●</span> Associate's degree	12.3%
<span style="color: #FFA500;">●</span> Bachelor's degree	58.8%
<span style="color: #FFD700;">●</span> Master's degree	7.1%
<span style="color: #008000;">●</span> Doctoral or professional degree	1.3%



## Occupational Programs



### 10 Programs

Of the programs that can train for this job, 10 have produced completions in the last 5 years.



### 387 Completions (2021)




The completions from all regional institutions for all degree types.



### 53 Openings (2021)

The average number of openings for an occupation in the region is 74.

CIP Code	Top Programs	Completions (2021)
50.0702	Fine/Studio Arts, General	110
10.0301	Graphic Communications, General	94
50.0701	Art/Art Studies, General	83
10.0304	Animation, Interactive Technology, Video Graphics, and Spe...	36
01.0802	Agricultural Communication/Journalism	24
50.0409	Graphic Design	19
11.0801	Web Page, Digital/Multimedia and Information Resources D...	12
09.0702	Digital Communication and Media/Multimedia	8
50.0101	Visual and Performing Arts, General	1

Top Schools	Completions (2021)
California Polytechnic State University-San Luis Obispo	167 
University of California-Santa Barbara	75 
Santa Barbara City College	58 
Cuesta College	31 
Allan Hancock College	29 
Laurus College	16 
Westmont College	11 

## Appendix A

**Graphic Designers (SOC 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. Excludes Web and Digital Interface Designers (15-1255).

**Sample of Reported Job Titles:**

Visual Designer

Graphic Artist

Graphic Designer

Production Artist

Publications Designer

Online Producer

Designer

Artist

Production Designer

Layout Artist

**Related O\*NET Occupation:**

Graphic Designers (27-1024.00)