Cuesta College Graphic Design

CAREER TECHNICAL EDUCATION (CTE) TWO-YEAR PROGRAM REVIEW 2017-2018
As shown in the charts below from the labor marketing info website and other job market researched, the need for Digital Graphic Design related workers remains in high demand. There is a massive growth potential of graphic design positions in the future, both part-time for freelancers and full-time positions for those who are interested in working for graphic design firms long-term.

In 2016, the largest US-based national designer association AIGA issued a study in collaboration with Google to reveal a sentiment shift for its future towards digital and interactive forms of design.

**Top 10 words to describe the Future of Design**

Size is proportional to **popularity**

![Diagram showing popularity of words]

**Digital**

- Innovative
- Interactive
- Design
- Simple
- Exciting
- Human
- Inclusive
- Clean

**2014-2024 Industries Employing This Occupation Graphic Design in California**

<table>
<thead>
<tr>
<th>Industry Title</th>
<th>Number of Employers in the State of California</th>
<th>Percent of Total Employment for Occupation in State of California</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specialized Design Services</td>
<td>9,033</td>
<td>10.7%</td>
</tr>
<tr>
<td>Advertising and Related Services</td>
<td>11,285</td>
<td>6.4%</td>
</tr>
<tr>
<td>Newspaper, Book, &amp; Directory Publishers</td>
<td>4,293</td>
<td>4.4%</td>
</tr>
<tr>
<td>Printing and Related Support Activities</td>
<td>5,861</td>
<td>3.9%</td>
</tr>
<tr>
<td>Management &amp; Technical Consulting Svc</td>
<td>25,882</td>
<td>3.1%</td>
</tr>
<tr>
<td>Computer Systems Design and Rel Services</td>
<td>9,175</td>
<td>3.0%</td>
</tr>
<tr>
<td>Other Miscellaneous Manufacturing</td>
<td>6,730</td>
<td>2.8%</td>
</tr>
<tr>
<td>Management of Companies and Enterprises</td>
<td>1,050</td>
<td>2.7%</td>
</tr>
<tr>
<td>Motion Picture and Video Industries</td>
<td>5,204</td>
<td>2.2%</td>
</tr>
<tr>
<td>Apparel/Piece Goods Merchant Wholesalers</td>
<td>2,465</td>
<td>2.1%</td>
</tr>
<tr>
<td>Other Information Services</td>
<td>3,478</td>
<td>1.8%</td>
</tr>
<tr>
<td>Architectural and Engineering Services</td>
<td>20,123</td>
<td>1.5%</td>
</tr>
<tr>
<td>Cut and Sew Apparel Manufacturing</td>
<td>530</td>
<td>1.4%</td>
</tr>
<tr>
<td>Other Professional &amp; Technical Services</td>
<td>21,105</td>
<td>1.2%</td>
</tr>
<tr>
<td>Electronic Shopping &amp; Mail-Order Houses</td>
<td>1,917</td>
<td>1.1%</td>
</tr>
<tr>
<td>Employment Services</td>
<td>5,572</td>
<td>1.0%</td>
</tr>
<tr>
<td>Misc Nondurable Goods Merchant Whsle</td>
<td>3,179</td>
<td>1.0%</td>
</tr>
</tbody>
</table>
II. DOES NOT REPRESENT UNNECESSARY DUPLICATION OF OTHER MANPOWER TRAINING PROGRAMS IN THE AREA.

California is one of the largest design job market and the demand for graphic design related workers are increasing. According to LinkedIn the highest echelon of the technology industry is vying for more design talent - Facebook, Google, and Amazon have collectively grown art and design headcount by 65% in the past year - with much headroom to hire more.

There are seventy California graphic design programs listed on the Labor Market Information website, and it is a necessary to have even more as the current high demanding and the optimistic view of the future design job needs.

Trend: Designers Remain in High Demand

+65% Y/Y

According to LinkedIn the highest echelon of the technology industry is vying for more design talent - Facebook, Google, and Amazon have collectively grown art and design headcount by 65% in the past year - with much headroom to hire more.

SOURCE
NEA Future of Design Survey 2016

GRAPHIC DESIGN
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.

Panamerican Learning Center
Colourgraphix Technical School
The Art Institute of California Los Angeles
California Institute of the Arts
Otis College of Art and Design
Truckee High School - 49er Rop
Sierra College - Nevada County Campus
Laguna College of Art & Design
Chapman University - Orange Campus
The Fashion Institute of Design and Merchandising
Platt College
Westwood College of Technology
Universal Career Institute - Santa Ana
California Baptist University
AGI Technology Institute
Art Institute of California - San Diego
Cuyamaca College
Platt College - San Diego
San Diego City College
Art Institute of California - San Francisco
The Fashion Institute of Design and Merchandising
Academy of Art University
Academy of Art University
Computer Graphic Workshops
College of San Mateo
American Business College International - Daly City
Mission College
Computer Training Consultants Santa Rosa Junior College
Fresno Institute of Technology
Modesto Junior College
Yosemite ROP
Moorpark College
Brooks Institute of Photography
Santa Barbara County Education Office ROP-South
El Monte-Rosemead Adult School
Riverside Adult School
Sierra Sands Unified School District Adult School Office
Southeast Regional Occupational Program
Santa Clara County Regional Occupational Program
49er Regional Occupational Program
California State Polytechnic University, Pomona
Brooks College - Silicon Valley
Universal Career Institute - Anaheim
San Diego County ROP Oceanside Unified School District
San Diego Unified School District
Digital Launch
California College of Arts
Laney College
Northwestern Polytechnic University
American Business College International - Fremont
The Spot! Computer Software Training Ins
California State University, Chico
The Fashion Institute of Design and Merchandising
Fresno Regional Occupational Program
Stockdale High School
Brooks College - Long Beach
COMMERCIAL AND ADVERTISING ART
Commercial and Advertising Art. A program in the applied visual arts that prepares individuals to use artistic techniques to effectively communicate ideas and information to business and consumer audiences via illustrations and other forms of digital or printed media. Includes instruction in concept design, layout, paste-up, and techniques such as engraving, etching, silkscreen, lithography, offset, drawing and cartooning, painting, collage, and computer graphics.

California College of Arts
Santiago Canyon College
Saddleback College
Sierra College - Rocklin Campus
Riverside Adult School
California State University, Sacramento
Platt College
Fashion Institute of Design and Merchandising - San Diego

Comprehensive Training Systems Inc. - Imperial Beach
Comprehensive Training Systems Inc. - San Diego
New Horizons Computer Learning Center
Art Institute of California - San Francisco
The Fashion Institute of Design and Merchandising
Academy of Art University
City College of San Francisco
Santa Clara County Regional Occupational Program
Contra Costa County ROP
Glenn County Regional Occupational Program
Sacramento County Regional Occupational Group
San Bernardino County Regional Occupational Program
Santa Cruz County Regional Occupational Program
Ventura County Regional Occupational Program
Tri-County Regional Occupational Program
Career Education / Kings Regional Occupational Program
Central Sierra Regional Occupational Program
Los Angeles County ROP
Ventura College East Campus
University of California Extension, Santa Barbara
Worldwide Educational Services
Trinh College
University of California Extension, Los Angeles
Porterville College
College of the Sequoias
Moorpark College
Simi Valley Adult School & Career Institute
Conojo Valley Adult Education
New Horizons Computer Learning Centers
Lynda.Com, Inc.
Eden Area Regional Occupational Program
Mission Valley ROP
Capistrano - Laguna Beach Regional Occupational Program
Valley Regional Occupational Program
New Horizons Computer Learning Center
San Diego County ROP SDCOE/JCCS
Santa Barbara City College
Computer Support Services
Allan Hancock College
Allan Hancock College
San Jose State University
West Valley College
Foothill College
American Business College International - San Jose
Silicon Valley College
Computer Training Institute
Fremont Union High School District Adult Occupational Training Institute
California State University, Dominguez Hills

Los Angeles ORT Technical Institute
American Inter-Continental University
Computer Institute of Technology
EdNet Career Institute
Imperial Valley College
Los Angeles Pierce College
West Los Angeles College
The Art Institute of California Los Angeles
Gnomon Inc., School of Visual Effects fo
Otis College of Art and Design
Santa Monica City College
ABC Adult School/Cabrillo Lane Campus
American Animation Institute
SGI Worldwide
University of California, Davis - University Extension
Rebecca’s Vocational School
College of the Redwoods - Mendocino
North Orange County ROP - Acacia Facility
North Orange County ROP - East Ball Facility
National University
Pacific Union College
Golden West College
Orange Coast College
Platt College
Irvine Valley College
Walden Multimedia Institute
Linographics, Inc.
Tulare Co Office of Education/SEE
California State University, East Bay
Chabot College
Laney College
Morongo Unified School District
Westwood College of Technology
Butte College
California State University, Chico
Western Career College
Reedley College
Business Productivity Group Institute
Cabrillo College
Taft College
Cerro Coso Community College
East Los Angeles Education and Career Center
Antelope Valley College
California State University, Northridge
West Valley Occupational Center
Pasadena City College
Art Center College of Design
Abram Friedman Occupational Center
California State University, Los Angeles
California State University, Long Beach
Zoom Graphics
Inyo County Regional Occupational Program
Citrus College
Fashion Institute of Design and Merchandising - Los Angeles
Marymount College
COMPUTER GRAPHICS
A program that focuses on the software, hardware, and mathematical tools used to represent, display, and manipulate topological, two-, and three-dimensional objects on a computer screen and that prepares individuals to function as computer graphics specialists. Includes instruction in graphics software and systems; digital multimedia; graphic design; graphics devices, processors, and standards; attributes and transformations; projections; surface identification and rendering; color theory and application; and applicable geometry and algorithms.

Lodi Career Center
Abram Friedman Occupational Center
ABC Adult School
Westside Adult School
Los Angeles Chapter National Tooling & Machinist Training National Computer Training
United Education and Computer College
ICDC (International Career Development Center) - Los Angeles Video Symphony Entertainment Inc.
Computer Career Connection, Inc
Bakersfield College
Inyo County Regional Occupational Program
AR Computer and Software Institute
California Technical Education College
Gotrain DBA Eneke, Inc.
ICDC (International Career Development Center) - Van Nuys Right-Track Learning Center
Caledonian, Inc.
ICDC (International Career Development College) - Lawndale Career College Consultants
Business Training Schools, Inc
ICDC (International Career Development Center) - Huntington Park Gnomen Inc., School of Visual Effects fo
Bay Area Computer Training
College of the Siskiyous
College of the Desert
American River College
California State University, San Bernardino
Crafton Hills College
Victor Valley Community College
Coleman College
Coleman University
Blue Star Learning
Art Institute of California - San Francisco
Academy of Art University
MacTeacher/PC Teacher
San Diego County ROP SDCOE/JCCS
Institute of Computer Technology (ICT) - Sunnyvale Modesto Junior College
Computer Gym
Technology Development Center
Lynda.Com, Inc.
Oxnard Adult School
Baldy View Regional Occupational Program
Contra Costa County ROP
Sacramento County Regional Occupational Group
San Mateo County Regional Occupational Program
Santa Cruz County Regional Occupational Program
Heald College
Los Angeles County Regional Occupational Program - Bellflower Gavilan Community College
Gavilan Community College
Fallbrook Union High School District
Escondido Union High School District
Coronado Unified School District
Carlsbad Unified School District
Borrego Springs Unified School District
Grossmont College - Regional Occupational Program
Mountain Empire Unified School District
Palomar Community College
Asians for Job Opportunities in the Bay Area. Inc. (AJOB)
Los Medanos College
Ramona Unified School District
San Diego County ROP Southwestern Community College
San Diego County ROP Sweetwater Union High School District
San Diego County ROP Valley Center-Pauma Unified
San Diego County ROP Vista Unified School District
San Diego Unified School District
San Dieguito Union High School District - ROP Palladium Technical Academy
Coleman College - San Marcos Campus
AcademyX Inc. - San Francisco
AcademyX Inc. - Sacramento
Lodi Career Center
Abram Friedman Occupational Center
ABC Adult School
Westside Adult School
Los Angeles Chapter National Tooling & Machinist Training National Computer Training
United Education and Computer College
ICDC (International Career Development Center) - Los Angeles Video Symphony Entertainment Inc.
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Coleman University
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MacTeacher/PC Teacher
San Diego County ROP SDCOE/JCCS
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Computer Gym
Technology Development Center
Lynda.Com, Inc.
Oxnard Adult School
Baldy View Regional Occupational Program
Contra Costa County ROP
DESIGN AND VISUAL COMMUNICATIONS, GENERAL

Design and Visual Communications, General. A program in the applied visual arts that focuses on the general principles and techniques for effectively communicating ideas and information, and packaging products, in digital and other formats to business and consumer audiences, and that may prepare individuals in any of the applied art media.

The Fashion Institute of Design and Merchandising
College of the Redwoods
Fashion Institute of Design and Merchandising - Los Angeles
Bethesda Christian University
Gotrain DBA Eneke, Inc.
Otis College of Art and Design
College of the Redwoods - Mendocino
The Fashion Institute of Design and Merchandising
New Horizons Computer Learning Center
Platt College
Wolden Multimedia Institute
Westwood College of Technology
Grossmont College
Palomar College
Point Loma Nazarene University
Platt College - San Diego
Art Institute of California - San Francisco
The Fashion Institute of Design and Merchandising
Computer Graphic Workshops
Silicon Drafting Institute
New School of Architecture & Design
University of California, Davis
Santa Clara Adult Education
Valley Regional Occupational Program
Hart District Regional Occupational Program

DIGITAL ARTS

A general, undifferentiated program that focuses on the use of computer-ized digital images as the primary medium of expression in the visual and performing arts, and that may prepare individuals for a wide variety of careers using new media, including graphic design, digital animation, motion graphics, 3D visualization, game and interactive media design, music and sound design, video production, web design, photography, and other fields.

American River College
Sacramento City College
Sacramento City College
San Jose City College
San Jose City College
III. IS OF DEMONSTRATED EFFECTIVENESS AS MEASURED BY THE EMPLOYMENT AND COMPLETION SUCCESS OF ITS STUDENTS

This year is the first time of the Cuesta College Graphic Design program to provide CTE program review. So the data was not accumulated in the Core Indicator Reports database.

In 2016-2017, We revised our Graphics certificate from a Certificate of Specialization to a Certificate of Achievement to better serve students and qualify us for CTE funding. At part of this process, we created an advisory board with 7 of community members representing graphics firms, publishing, Cal Poly and tech companies. Dean John Cascamo helped us with consortium approval and labor market data, and we are more focus on career preparation and jobs market.

Students who have completed Graphic Design courses demonstrate the professional skills necessary for successful employment. Our new Certificate of Achievement which is more robust and focused on contemporary skills needed for entry into the workforce.
If you can design one thing you can design everything.

Massimo Vignelli

Cuesta College Graphic Design