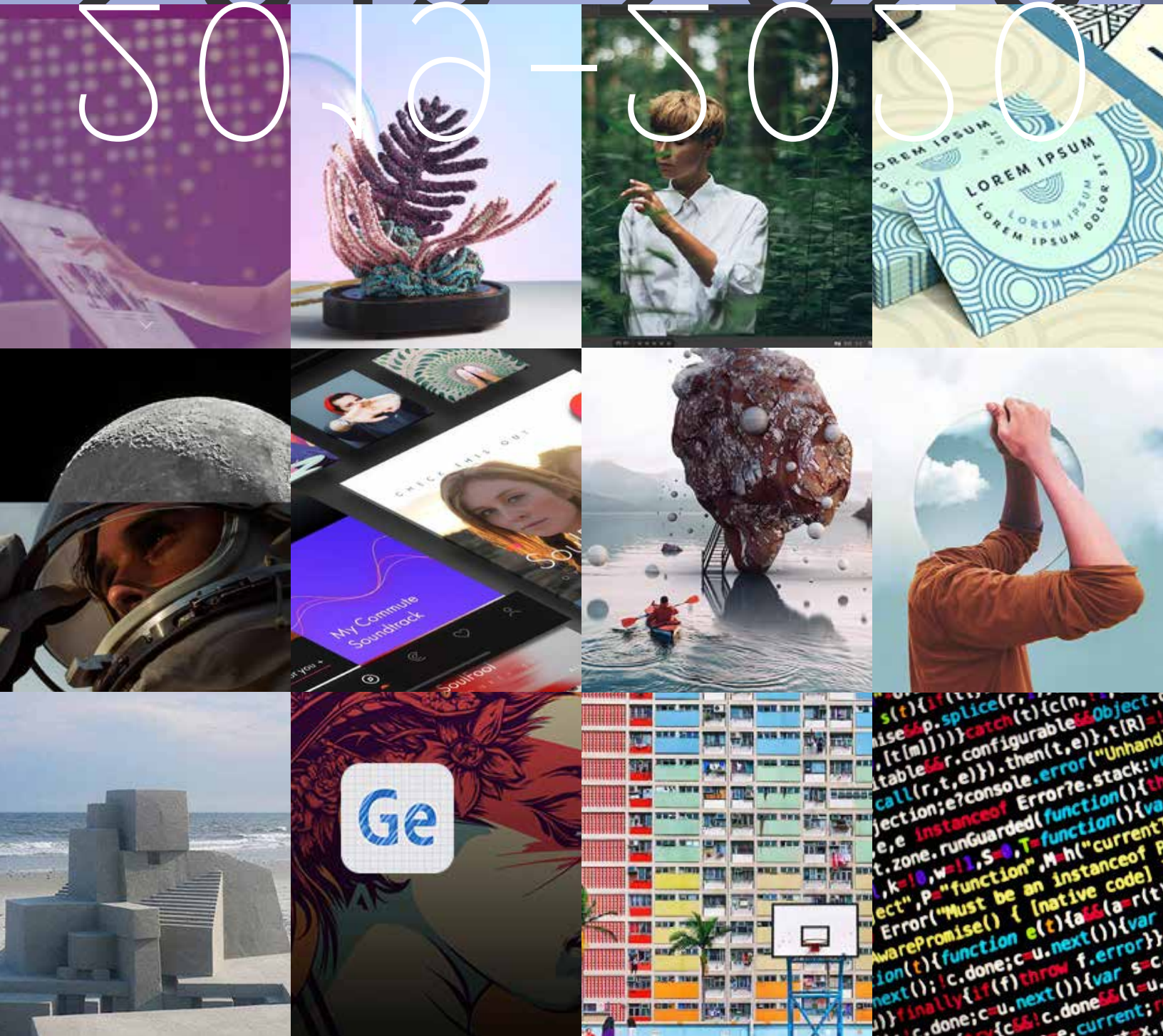# *Cuesta College Graphic Design*

CAREER TECHNICAL EDUCATION (CTE)

TWO-YEAR PROGRAM REVIEW

2019–2020

Graphic Design Related Occupations & Code

Occupation	Occupational Guide	Industry Report	Occupational Profile
Art Directors			Profile
Camera Operators, Television, Video, and Motion Picture			Profile
Commercial and Industrial Designers			Profile
Fashion Designers	Guide		
Fine Artists, Including Painters, Sculptors, and Illustrators			Profile
Interior Designers	Guide		
Makeup Artists, Theatrical and Performance			Profile
Producers and Directors			Profile
Set and Exhibit Designers			Profile

System	Code
SOC - Standard Occupational Classification	27-1024
O*NET - Occupational Information Network	
Graphic Designers	27-1024.00
Interest Codes (RIASEC)	ARE
CIP - Classification of Instructional Programs	
Web Page, Digital/Multimedia & Information Resources Design	110801
Computer Graphics	110803
Design and Visual Communications, General	500401
Commercial and Advertising Art	500402
Graphic Design.	500409
TOP - Taxonomy of Programs (California Community Colleges)	
Website Design and Development	061430
Computer Graphics and Digital Imagery	061460
Applied Design	100900
Commercial Art	101300
Graphic Art and Design	103000

CUESTA COLLEGE GRAPHIC DESIGN CAREER TECHNICAL EDUCATION (CTE) TWO-YEAR PROGRAM REVIEW

Program: Graphics   Planning Year: 2019–2020   Unit: Fine Arts

Cluster: Arts, Humanities & Social Sciences   Last Year of CPPR/Voc. Ed Review: 2017–2018

👁

LABOR MARKET

I. MEETS A DOCUMENTED LABOR MARKET DEMAND
http://www.labormarketinfo.edd.ca.gov/

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.

The occupations included are "Art Directors (SOC Code : 27-1011)", "Designers, All Other (SOC Code : 27-1029)", "Desktop Publishers (SOC Code : 43-9031)"; "Film and Video Editors (SOC Code : 27-4032)"; "Graphic Designers (SOC Code : 27-1024)"; "Multi-Media Artists and Animators (SOC Code : 27-1014)"; "Web Developers (SOC Code : 15-1134)"

2014-2024 Occupations for Digital Graphic Design in California

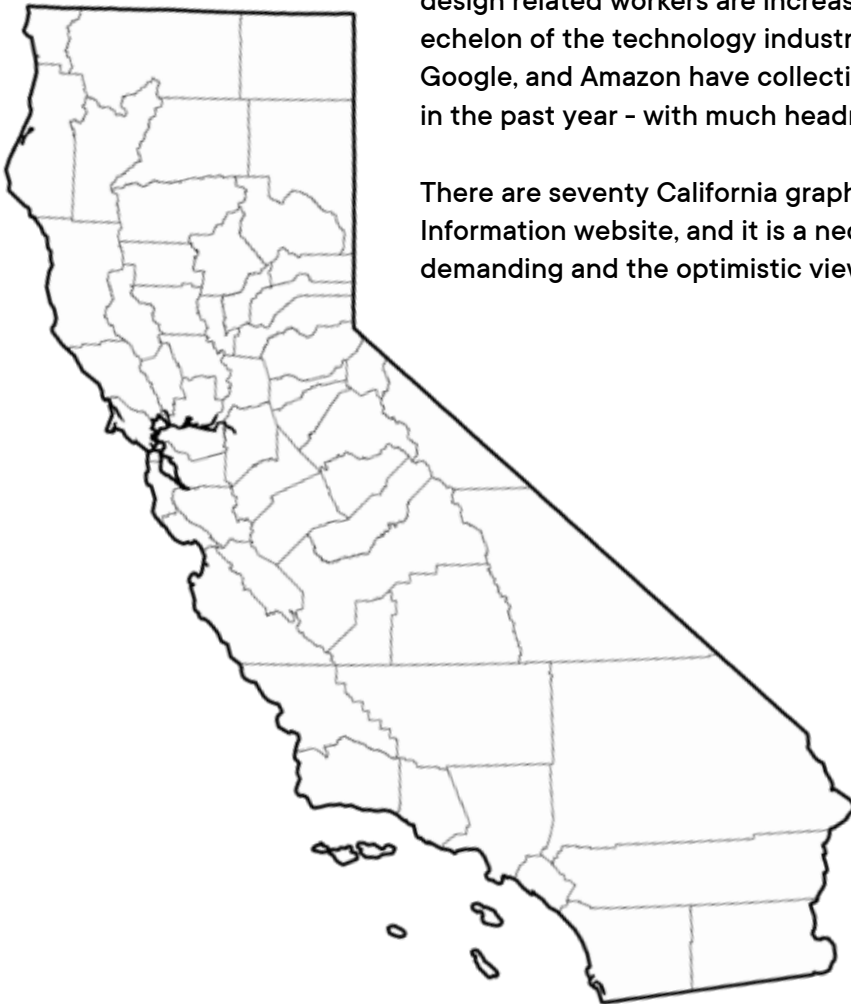| Occupation in California	Employment / Estimated	Employment / Projected	Employment Change / Number	Employment Change / Percent	Annual Avg Openings	2016 Median Wages Hourly	2016 Median Wages Annually
Art Directors (SOC Code : 27-1011)	13,700	15,000	1,300	9.5	380	$53.85	$112,010
Designers, All Other (SOC Code : 27-1029)	1,900	2,200	300	15.8	70	$32.91	$68,458
Desktop Publishers (SOC Code : 43-9031)	1,700	1,400	-300	-17.6	50	$22.43	$46,655
Film and Video Editors (SOC Code : 27-4032)	15,800	18,000	2,200	13.9	360	$43.00	$89,448
Graphic Designers (SOC Code : 27-1024)	37,000	41,500	4,500	12.2	1,340	$26.38	$54,854
Multi-Media Artists and Animators (SOC Code : 27-1014)	21,800	25,100	3,300	15.1	740	$39.21	$81,565
Web Developers (SOC Code : 15-1134)	24,200	35,900	11,700	48.3	1,480	$37.29	$77,568

LABOR MARKET

2014-2024 Industries Employing This Occupation Graphic Design in California

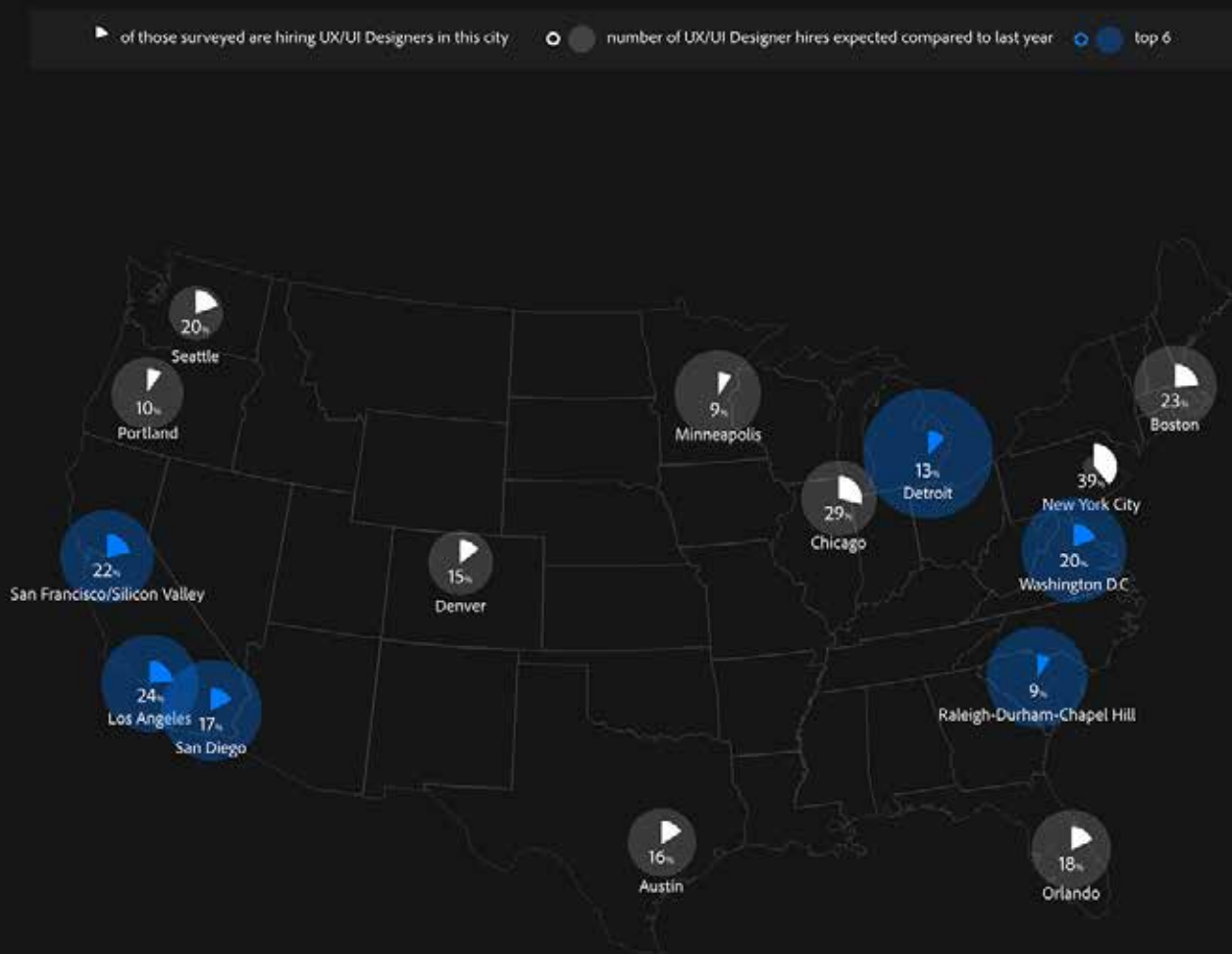| Industry Title	Number of Employers in the State of California	Percent of Total Employment for Occupation in State of California
Specialized Design Services	9,033	10.7%
Advertising and Related Services	11,285	6.4%
Newspaper, Book, & Directory Publishers	4,293	4.4%
Printing and Related Support Activities	5,861	3.9%
Management & Technical Consulting Svc	25,882	3.1%
Computer Systems Design and Rel Services	9,175	3.0%
Other Miscellaneous Manufacturing	6,730	2.8%
Management of Companies and Enterprises	1,050	2.7%
Motion Picture and Video Industries	5,204	2.2%
Apparel/Piece Goods Merchant Wholesalers	2,465	2.1%
Other Information Services	3,478	1.8%
Architectural and Engineering Services	20,123	1.5%
Cut and Sew Apparel Manufacturing	530	1.4%
Other Professional & Technical Services	21,105	1.2%
Electronic Shopping & Mail-Order Houses	1,917	1.1%
Employment Services	5,572	1.0%
Misc Nondurable Goods Merchant Whsle	3,179	1.0%

GRAPHIC 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.

OUR RECENT UPDATED UX/UI DESIGN AND MOTION DESIGN CLASSES HELPED TO BUILD A STONGER SKILL SETS FOR OUR STUDENT.

of those surveyed are hiring UX/UI Designers in this city   number of UX/UI Designer hires expected compared to last year   top 6

20% Seattle

10% Portland

22% San Francisco/Silicon Valley

24% Los Angeles

17% San Diego

15% Denver

16% Austin

9% Minneapolis

29% Chicago

13% Detroit

39% New York City

23% Boston

20% Washington D.C

9% Raleigh-Durham-Chapel Hill

18% Orlando

Hiring UX/UI Designers is a Top Priority
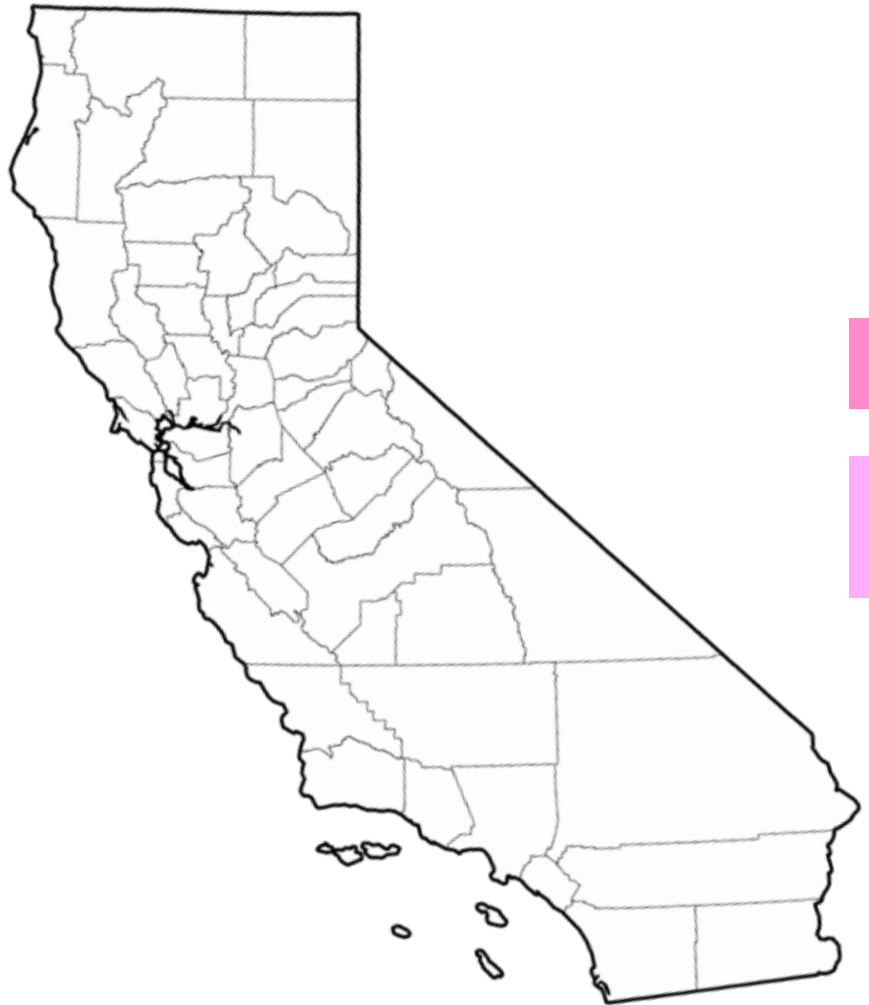On Par With Software Engineers

TRAINING PROVIDERS IN CALIFORNIA

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

Harbor Occupational Center
Mount St. Mary`s College
College of the Canyons
California State University, Los Angeles
ABC Adult School
Venice Skills Center
Institute of Computer Technology
Platt College - Los Angeles
California Design College
Compumatics Computer Training
Computer Institute of Technology
Power Skills Center
Gotrain DBA Eneke, Inc.

TRAINING PROVIDERS IN CALIFORNIA

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
Conejo 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-Contenental 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
Wolden 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 Occupatenal 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

TRAINING PROVIDERS IN CALIFORNIA

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 computerized 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 second year of the Cuesta College Graphic Design program to provide CTE program review. So the data was not accumulated in the Core Indicator Reports database.

Cuesta Graphic Design (CTE) has grown dramatically with support from Dean John Cascamo and Dean Madeline Medeiros Taylor. After got support for an upgraded Printer, We can print higher quality student works for them to create a solid portfolio work in large scale. During this academic year, with new fundings directly from the CTE program, we can now focus to build a professional grade studio exerieces for a student to learn VR and AR content making software and grain experience that the industry demand.