**Advisory board minutes**

**Graphic Communications – Palomar College**

**April 16, 2018, Palomar College, Room MD-135**

**MEMBERS PRESENT:**

**NAME TITLE PROFESSIONAL AFFILIATION**

Bealo, Mark Faculty, GC Dept. Palomar College

Bierle, Peter Owner Churchill Graphics

Delauder, David Videographer David Delauder

Dodson, Ken Faculty/Chair, GC Dept. Palomar College

Edwards, John Research Analyst The Center of Excellence

Fisher, Gary Owner Wahoo International, Inc.

Fontanella Judith Owner Artbytes

Fowler, Gracie Faculty, GC Dept. Palomar College

Graham, Seven Student / Lab Assistant Palomar College

Helming, Kelly Web Coordinator Palomar College

Kelley, Gregg Part-time Faculty Palomar College

Kudla, Charles Creative Director Dampt Productions & Real Drone Media

Martelli, Matt Creative Director Mad Media Design

Marty, Kevin Student / Freelance Palomar College

Newhan, Maximillian Cinematographer Mad Media Design

Ngo Bartel, Tina Director, Bus. Program & Research The Center of Excellence

Payn, Lillian Board Chair/Faculty, GC Dept. Palomar College

Perry, Steve Faculty, CSIT Dept. Palomar College

Rollins, Wade Faculty, GC Dept. Palomar College

Sepesi, Pam Web/IS Manager Modern Postcard

Smith, Wendy Purchasing Mission Imprintables

The meeting of Advisory Board for Graphic Communications at Palomar College was called to order at 8:13 a.m. by the Advisory Board Chair, Lillian Payn.

**WELCOME AND INTRODUCTIONS**

The members introduced themselves and their specializations.

**STATEMENT OF PURPOSE**

Lillian outlined the purpose of this meeting and the Advisory Board:

* Making recommendation on equipment and software for our program.
* Providing information about entry level skills and changing technology.
* Providing labor market status to keep our program connected to industries.
* Making suggestions about our current curriculum to prepare students for jobs.

**APPROVAL OF 2017 MEETING MINUTES**

Lillian asked those present to review and approve 2017 minutes. Pam Sepesi moved to approve. Judy Fontanella seconded the motion. Action: Motion carried unanimously.

**PROGRAM UPDATES**

* **Labor Market Update**

Tina Ngo Bartel introduced what The Center of Excellence (COE) does and shared the labor market information (Attachment). She explained how the data was collected. Members asked for re-classification for social media positions. Several members also asked for the date for drone and 3D printing fields. Lillian added that the term “desktop” should be updated to maybe “digital”.

Tina asked members what other top skills should be listed. Members suggested the following:

* Cinematography
* Levels of skill sets
* Video editing
* Videography

Tina encouraged members to visit their website (CEOCCC.net) for more information. The presentation slides are attached to these minutes.

* **Enrollment: Statistics**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Graphic Communications Enrollment Report** | | | | | | | |
|  |  |  |  |  |  |  |  |
| **Semester** | **Enrollment at Census** | **Census Load %** | **Class Offer Count** | **Semester** | **Enrollment at Census** | **Census Load %** | **Class Offer Count** |
| **Fall 2015** | 1,006 | 85.30% | 23 | **Spring 2016** | 801 | 67.80% | 22 |
| **Fall 2016** | 1,052 | 77.00% | 26 | **Spring 2017** | 828 | 77.10% | 21 |
| **Fall 2017** | 1,174 | 82.20% | 27 | **Spring 2018** | 943 | 82.70% | 22 |
| Note: The enrollment data is based on Schedule Planning Tool dated 2/12/18 created by Palomar College Research and Planning. | | | | | | | |

Lillian explained that the new administrative is data driven and asking for enrollment efficiency. Several members expressed their concerns that CTE programs don’t usually have high completion rate. The data of skills-builder students is important for scheduling CTE classes.

Wade Rollins added that we have set up dually enrollment classes with local high schools. Matt Martelli suggested short-term classes for vocational training to improve the enrollment.

* **Curriculum Updates and Recommendations**

Lillian reported that the department is going through massive changes to the curriculum. Many classes and programs will be deactivated or changed. She asked members to review the lists and make recommendations (Attachment 1 Deactivation List and Attachment 2 Program Proposals).

She also reported that Graphic Communications Foundation program is in process. The program includes all Graphics GE classes.

Matt asked for skill sets for social media. He emphasized the importance of knowing graphic design skills as videographers.

Several members commented that the school schedule is too rigid to meet the needs of the community. Courses for older adults and non-credit classes were recommended. Matt suggested one day or short-term fee-based classes. There was general consensus by all of our advisors that local industry requests greater flexibility for day, weekend, and short courses so both employed and unemployed staff can retool and brush up on skill sets. One advisor pointed out that employers cannot spare an employee who would need to take a 16-week course, but would give release time for a short course.

Lillian pointed out that the college has lunched a new category of non-credit of curriculum designations which include courses for the community, “stranded workers”, older adults, etc. The numbering is above our 200-level college courses to differentiate them. Graphic Communications should seriously consider offering courses in these categories.

We also noted that Social Media showed a tremendous growth in the Labor Market Presentation, as a publishing platform. Our department has GCMW 120 Designing for the Social Web course, which we have not been offering recently. Rather than drop it, we should polish it and begin offering it again, especially since it is a part of two other joint certificates with Business and CSIS. Prof. Perry, who was participating in order to continue our conversations about our joint certificates and address any concerns about overlap, pointed out that it is important to maintain our collaboration through joint certificates with this course.

Mark reported that the Drone class was not allowed to offer in Fall semester, because the enrollment was not efficient last Fall. Several members commended that Drone technology is new and it is the trend in the industry. Matt moved to make recommendation of offering drone classes in Fall 2018 semester. Kevin Marty seconded the motion. Motion carried unanimously.

**OTHER BUSINESS / GROUP DISCUSSIONS**

Lillian asked members to break into three small groups: Print, Web, and Multimedia to discuss eight listed topics at 9:09 A.M.

**Group Discussion – Print Recommendations**(Group leader: Ken Dodson. Group Members: Peter Bierle, Gary Fisher, Gracie Fowler, and Wendy Smith.)

1. Trends In The Industry

* 3D printing
* Digital output
* DTG – Direct to Garment Printing
* Printing on triblends
* Poly performance
* Relabeling
* Drones

1. Your Favorite App, Software, Hardware (you can’t live without)
   * Adobe InDesign
   * Apple OS Filemaker
2. Software, Hardware, Equipment (need to purchase for our program)  
   None suggested.
3. New Concepts / Topics (should be offering)
   * Data base skills
4. Entry Level Skills Needed
   * Database
   * Filemaker
   * Google sheets
   * Excel
   * Adobe Photoshop
   * Adobe InDesign
   * Business – POs, counting in packing slip, bids, fiancé, etc…
   * Getting CA resale number
   * Fill out app
   * Social media
   * Internet search
   * Invoicing
5. How To Make Connections With Industry
   * Long Beach ISS trade Show (Imprinted Sportswear)
   * 3D printing
6. Name change suggestions (department level and subdisciplines (GC, GCIP, GCMW)
   * Visual communications
   * Keep graphic communications
7. Recommendations? Ideas?

None suggested.

**Group Discussion – Web Recommendations**(Group Leader: Lillian Payn. Group Members: Judy Fontanella, Kelly Helming, Gregg Kelley, Steve Perry, and Pam Sepesi.)

1. Trends In The Industry
   * Offer shorter-term targeted classes (1 day, 4-6 weeks classes) for employees to send people to gain skills as needed
   * Workshop / CTE-based offerings
   * Generalized skill sets
2. Your Favorite App, Software, Hardware (you can’t live without)
   * Adobe XD
   * UX
   * Adobe Dreamweaver
   * Adobe Photoshop
   * Wordpress
3. Software, Hardware, Equipment (need to purchase for our program)
   * Command line interface\*
   * Don’t use Dreamweaver\*
   * Bootstrap

\*Both Judy and Gregg pointed out that we cannot teach programming, per agreements with CSIS due to overlapping, as well as that our GC students tend to be visual learners, and DW is an excellent graphical user interface and object-oriented visual layout to teach our students Web Development tools and techniques. DW continues to be a valuable teaching tool.

1. New Concepts / Topics (should be offering)
   * User Experience (UX) Design
   * Online quick-start (Lynda.com model)
   * Social Media
2. Entry Level Skills Needed
   * Adobe Photoshop
   * Adobe Dreamweaver
   * Wordpress
   * Computer basics
   * Email proficiency
   * Social Media
   * Facebook
   * Google AdWords
   * Short courses to be responsive to consumer needs
3. How To Make Connections With Industry
   * Internships
   * Career Fair
   * Conferences
   * Networking
   * Professional organization
4. Name change suggestions (department level and subdisciplines (GC, GCIP, GCMW)
   * Media Technologies
5. Recommendations? Ideas?
   * Guided pathways
   * SEO classes are important. Try to get shorter versions of classes.
   * Our department site should be (clear lists of courses /updated faculty directory).
   * We spent most of our discussion time discussing two Certificates; “it is smart to clean up the Web certificate;” “we need to keep up-to-date with the software;” we need to be flexible with content” (recommendations included below):
     + - 1. **Foundations of Graphic Communications (19 units**)

GC 100 (3 u)

GC 101 (3 u)

GC 102 (3 u)

GC 115 (3 u)

GCMW 100 (3 u)

GCIP/GCMW 190 (1 u)

ONE of the following software courses to specialize (3 u):

GCMW 102 or GCIP 140 or GCIP 149 or GCIP 152

* + - * 1. **Web Design and Development (26 units)**

GC 115 (3 u)

GCMW 102 (3 u)

GCMW 112 (2 u)

GCMW 115 (2 u)

GCMW 120 (3 u)

GCMW 150 (3 u)

GCMW 154 (2 u)

GCMW 177 (3 u)

GCIP/GCMW 190 (1 u)

GCMW 220 (3 u)

GCMW 232 (1 u)

(Their recommendation was to keep GCMW 120 as a hot topic and combine GCMW 154 and 164.)

**Group Discussion – Multimedia Recommendations**(Group leader: Mark Bealo. Group Members: David DeLauder, Seven Graham, Charles Kudla, Matt Martelli, Kevin Marty, Maximillian Newhan, and Wade Rollins.)

1. Trends In The Industry
   * Live or close to live (ex. same day edit, maybe even same hour edit).
   * Social Media content.
   * Audio and Video podcasting.
   * Within a year, commercial drone operations will ramp up with the release of LAANC. LAANC will allow licensed drone pilots to have near real-time processing of airspace authorizations. This is a huge step forward in streamlining commercial drone operations throughout the country because pilots no longer have to wait up to 90 days for an FAA request to fly in controlled airspace.
   * Live video -streaming i.e. Facebook live
2. Your Favorite App, Software, Hardware (you can’t live without)
   * Motion
   * Adobe Creative Suite (mainly Premiere Pro, Photoshop, AfterEffects, Illustrator, InDesign)
   * I prefer Mac computers over PC computers, however, I work with both regularly.

* Final Cut Pro X
* RX6 Advanced
* Filmic Pro (iPhone)

1. Software, Hardware, Equipment (need to purchase for our program)
   * Cameras somewhere between an iPhone and a Red that can wirelessly stream, or has wireless networking capability. (Ex. Red Scarlet, Red Raven, Sony PXW-Z150 4K XDCAM Camcorder or similar, else Mirrorless camera with HDMI or SDI output. Preferably 4k/UHD.)
   * GoPro Fusion
   * Color correction using DaVinci Resolve.
   * Equipment for Live Audio & Video streaming, podcasting, social media streaming
   * OBS Studio
   * El Gato Game Capture

* SlingStudio - multi-camera live switching
* High end camera such as a Red

1. New Concepts / Topics (should be offering)
   * Short term courses/workshops - producing
   * Setting up template based projects to speed workflows
   * Understanding cinematography, good editing and scoring audio.
   * Drone skills are needed for cinematography.

* Live streaming for Facebook, Twitch, Instagram, Youtube, etc
* Live podcasting
* Creating Social Media Photo and Video Ads (Facebook, Instagram, and Youtube)
* Email Marketing - Writing & strategizing (clickfunnels, mailchimp)
* Mobile Video Editing (editing on the fly with your smartphone or tablet)
* Publishing to social media
* Concepts of cinematography
* Concepts of audio/music in film/video

1. Entry Level Skills Needed
   * Cinematography students also need to know graphics software i.e. Adobe Photoshop and Illustrator.
2. How To Make Connections With Industry

* Internship programs
* Field trips
* Presentations at local middle and high schools
* Workshops
* Contests
* Film Festivals
* Run Social Media Campaign Ads

1. Name change suggestions (department level and subdisciplines (GC, GCIP, GCMW)

* Multimedia Arts
* Digital Marketing
* Digital Content Creation
* Digital Advertising Arts
* Digital Media Arts
* Photo, Video, & Graphic Arts

1. Recommendations? Ideas?
   * Market to local High Schools. Have Mad Media pay for student project to market courses to High Schools while providing students who are interns with relevant skills for the workplace.
   * Classes in streaming, podcasting.

* More collaborations with the theater and DBA departments to make a more streamlined learning environment. I feel there is a lot of crossover in technical aspects and creative senses.
* From the discussion it sounded as if some in the industry needs/wants just in time training for various skills or knowledge for new software or hardware. Having a something like [lynda.com](http://lynda.com/) probably would be too difficult, but maybe developing weekend power workshops for various skills/concepts etc. would meet some needs in the industry.

The meeting was adjourned at 10:09 A.M.

**ATTACHMENT 1: GRAPHICS DEACTIVATION LIST**

**Graphics Courses Deactivation List**

**Deactivate Remain Active**

|  |  |  |
| --- | --- | --- |
| **Course** | **#** | **Title** |
| GCIP | 103 | Acrobat for Print |
| GCIP | 122 | Painter I |
| GCIP | 180 | Image Production Technologies |
| GCIP | 182 | Digital Prepress and Press II |
| GCIP | 191 | Contracts for Graphic Designers |
| GCIP | 192 | Legal Issues for Graphic Designers |
| GCIP | 222 | Painter II |
| GCIP | 255 | Electronic Package Design |
| GCIP | 260 | Portfolio Development and Presentation |
| GCIP | 296 | Special Projects |
|  | | |
| GCMW | 105 | Web Page Layout with CMS |
| GCMW | 123 | Audio for the Internet |
| GCMW | 140 | Web Graphics |
| GCMW | 191 | Contracts for Graphic Designers |
| GCMW | 192 | Legal Issues for Graphic Designers |
| GCMW | 203 | Web Multimedia |
| GCMW | 216 | Web Database Design I |
| GCMW | 217 | Online Store Design |
| GCMW | 220 | Designing for Web Standards |
| GCMW | 221 | Best Practices for Web Design |
| GCMW | 226 | Web Database Design II |
| GCMW | 229 | Content Publishing for Mobile, Web & Apps |
| GCMW | 296 | Special Projects |

|  |  |  |
| --- | --- | --- |
| Course | # | Title |
| GC | 100 | Graphic Communications |
| GC | 101 | History of Graphic Communications |
| GC | 102 | History of the Book and Publishing |
| GC | 115 | Graphics and Media: A Multicultural Perspective |
|  | | |
| GCIP | 105 | Design for Print Production |
| GCIP | 140 | Digital Imaging/Photoshop I |
| GCIP | 140A | Digital Imaging/Photoshop IA |
| GCIP | 140B | Digital Imaging/Photoshop IB |
| GCIP | 141 | Digital Imaging/Photoshop II |
| GCIP | 149 | Page Layout and Design I |
| GCIP | 150 | 3D Product Development and Marketing |
| GCIP | 152 | Digital Publishing/Illustrator I |
| GCIP | 158 | Small Unmanned Aircraft Systems Procedures |
| GCIP | 168 | Digital Imaging with Drones |
| GCIP | 170 | Screen Printing |
| GCIP | 172 | Textile Screen Printing |
| GCIP | 190 | Copyright for Graphic Designers |
| GCIP | 240 | Digital Imaging/Photoshop III |
| GCIP | 249 | Page Layout and Design II |
| GCIP | 250 | Advanced 3D Printing and Product |
| GCIP | 252 | Digital Publishing/Illustrator II |
| GCIP | 268 | Digital Imaging with Drones II |
| GCIP | 270 | Commercial Screen Printing |
|  | | |
| GCMW | 100 | History of Multimedia |
| GCMW | 101 | Multimedia I |
| GCMW | 102 | Web Page Layout I |
| GCMW | 104 | Color Correction and Sond for Multimedia |
| GCMW | 106 | Multimedia for Social Networking |
| GCMW | 112 | Mobile Devices/Web Page Layout |
| GCMW | 115 | Web Page Layout/WordPress |
| GCMW | 120 | Designing for the Social Web |
| GCMW | 150 | User Experience (UX) Design |
| GCMW | 154 | Preparing Web Graphics |
| GCMW | 164 | Interactive Web Graphics |
| GCMW | 165 | Digital Video Design |
| GCMW | 177 | Search Engine Optimization (SEO) |
| GCMW | 190 | Copyright for Graphic Designers |
| GCMW | 201 | Multimedia II |

**Graphics Program Deactivation List**

**Deactivate Remain Active**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Program ‐ GCIP**   |  | | --- | | **Program ‐ GCIP** | | Digital Imaging (AS, CA) | | Graphic Communications: Emphasis in Digital  Distribution (AS, CA) | | Screen Printer (CP) | | Screen Printing (AS, CA) | |
| Digital Prepress Operator (CP) |
| Electronic Publisher (CP) |
| Graphic Communications: Emphasis in Management  (AS, CA) |
| Graphic Communications: Emphasis in Production  (AS, CA) |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Program ‐ GCMW**   |  | | --- | | **Program ‐ GCMW** | | Digital Media (CP) | | Digital Video (AS, CA) | | Interactive Media Design Emphasis in 3D Modeling and Animation (AS, CA) | | Interactive Media Design Emphasis in Multimedia  Design (AS, CA) | | Internet Emphasis in Graphic Communication (AS, CA) | | New Media Compositing, Authoring and Distribution  (AS, CA) | |
| Digital Animation, Compositing, and Music (CP) |
| E ‐ Commerce Design (CP) |
| Interactive Web Multimedia and Audio (AS, CA) |
| Web Data Base Design (CP) |

**ATTACHMENT 2: PROGRAM PROPOSALS**

**Digital Imaging – *just make changes to existing program courses***

GC 101 History of Graphic Communications - 3

GCIP 140 Digital Imaging/Photoshop I – 3

GCIP 141 Digital Imaging/Photoshop II – 3

GCIP 240 Digital Imaging/Photoshop III – 3

GCMW 102 Web Page Layout I – 3

GCMW 115 Web Page Layout/Wordpress – 2

GCMW 204 Motion Graphics for Multimedia – 3

GCMW 201 Multimedia I I – 3

Or

GCMW 205 Digital Video for Multimedia – 3

Photo 130 Digital Darkroom – 3

***Choose 1 elective from the following courses***

GCIP 152 GCIP 152 Digital Publishing/Illustrator I – 3

GCIP 168 Digital Imaging with Drones – 3

GCIP 170 Screen Printing – 3

GCMW 165 Digital Video Design – 3

GCMW 201 Multimedia I – 3

GCMW 205 Digital Video for Multimedia – 3

29 units

**Graphic Communications –**

**NEW Program (no more emphasis) We will use the existing Graphic Communications Distribution program and make name and course changes.**

GC 100 Graphic Communications – 3

GCIP 105 Design for Print Production – 3

GCIP 140 Digital Imaging/Photoshop I – 3

GCIP 149 Page Layout/InDesign – 3

GCIP 152 Digital Publishing/Illustrator I – 3

GCIP 170 Screen Printing – 3

GCMW 106 Multimedia for Social Networking – 3

Or

GCMW 165 Digital Video Design – 3

***Must take three courses from the following***

GCIP 141 Digital Imaging/Photoshop II – 3

GCIP 172 Textile Screen Printing – 3

GCIP 252 Digital Publishing/Illustrator II – 3

GCMW 101 Multimedia I – 3

GCMW 102 Web Page Layout I – 3

GCMW 106 Multimedia for Social Networking – 3

GCMW 115 Web Page Layout/Wordpress – 2

GCMW 165 Digital Video Design – 3

GCMW 204 Motion Graphic for Multimedia – 3

GCMW 205 Digital Video for Multimedia – 3

29 – 30 units

**Multimedia – New Name - Digital Media??? How does this name affect the CP with the same name?**

GCIP 140 Digital Imaging/Photoshop I – 3

GCIP 152 Digital Publishing/Illustrator I – 3

GCMW 101 Multimedia I – 3

GCMW 102 Web Page Layout i– 3

Or

GCMW 115 Web Page Layout/Wordpress – 2

GCMW 165 Digital Video Design – 3

GCMW 201 Multimedia II – 3

GCMW 204 Motion Graphics for Multimedia – 3

GCMW 205 Digital Video for Multimedia – 3

***Choose 2 elective from the following courses***

GCIP 141 Digital Imaging/Photoshop II – 3

GCIP 168 Digital Imaging with Drones I – 3

GCIP 268 Digital Imaging with Drones II – 3

GCMW 102 Web Page Layout/Dreamweaver – 3

GCMW 115 Web Page Layout/Wordpress – 2

GCMW 106 Multimedia for Social Networking – 3

GCMW 206 Motion Graphics Production and Compositing – 3

29 – 30 units

**Web – Use the Internet program and change the name and courses**

GC 115 Graphics and Media: A Multicultural Perspective - 3

GCMW 102 Web Page Layout I - 3

GCMW 112 Mobile Devices / Web Page Layout – 3

GCMW 115 Web Page Layout/Wordpress – 2

GCMW 120 Designing for the Social Web – 3

GCMW 150 User Experience – 3

GCMW 154 Preparing Web Graphics – 1

GCMW 164 Interactive Web Graphics – 1

GCMW 177 Search Engine Optimization – 3

GCIP / GCMW 190 Copyright for Graphic Designers – 1

GCMW 202 Web Page Layout II – 3

GCMW 232 Web Accessibility Design – 1

27 Units

**Digital Video**

**Existing no changes –**

**3D Modeling Animation *– make changes to existing program***

ART I 100 Intro to Illustration – 3

ART I 246 Digital 3D Design and Modeling – 3

ART I 247 Digital 3D Design and Animation – 3

DT 180 3D Studio Max – Intro – 3

DT 182 3D Studio Max – Advanced – 3

GCIP 141 Digital Imaging/Photoshop II – 3

GCIP 150 3D Product Development and Marketing – 3

GCMW 204 Motion Graphics for Multimedia – 3

GCMW 206 Motion Graphics Production and Compositing – 3

***Choose 1 elective from the following courses***

ARTI 248 Digital 3D Design and Sculpture – 3

DT 184 Real Time 3D Technical / Game Animation – 3

GCMW 100 History of Multimedia – 3

GCIP 140 Digital Imaging / Photoshop I – 3

GCIP 240 Digital Imaging / Photoshop III – 3

30 units

**Screen Printing – *make changes to existing program***

GCIP 102 History of the Book – 3

GCIP 105 Design for Print Production – 3

GCIP 140 Digital Imaging Photoshop I – 3

GCIP 141 Digital Imaging Photoshop II – 3

GCIP 152 Digital Publishing / Illustrator I – 3

GCIP 170 Screen Printing – 3

GCIP 172 Textile Screen Printing – 3

GCIP 252 Digital Publishing / Illustrator II – 3

GCIP 270 Commercial Screen Printing – 3

BMGT 152 Social Media for Business - 3

30 Units

**ATTACHMENT 3:** Labor Market Analysis: Graphic Communications (Provided by Tina Ngo Bartel)

Labor Market Analysis: Graphic Communications

**Tina Ngo Bartel, Director**

**John Edwards, Research Analyst**



About the Centers of Excellence (COE)

The COE provide quality labor market data and information for the California Community Colleges, which

are used for:

Investing in new and relevant programs

Revising or retiring programs

Pursuing grants

Providing career planning and counseling services

COE Team



coeccc.net/contact

Aaron Wilcher

North Far North Region

Laura Coleman

Statewide Director

John Carrese

Bay Region

Nora Seronello

Central Region

Adele Hermann

South Central Coast Region

Michael Goss

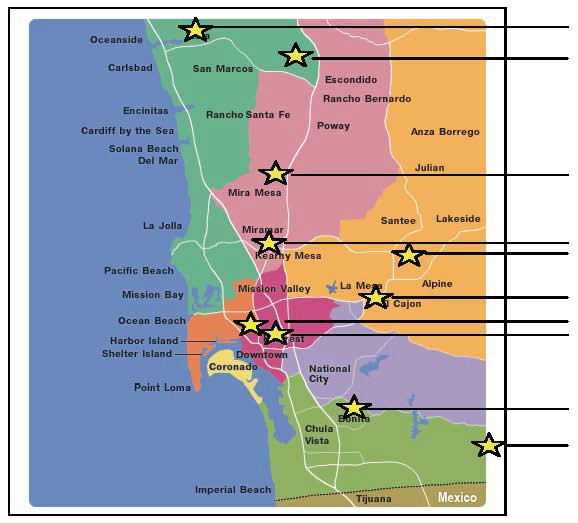
Inland Empire/Desert Region

Lori Sanchez

LA-Orange Region

Tina Ngo Bartel

San Diego-Imperial Region

San Diego-Imperial Region

MiraCosta College

Palomar College

San Diego Miramar College

San Diego Mesa College Grossmont College Cuyamaca College

San Diego Continuing Education

San Diego City College

Southwestern College

Imperial Valley College

Occupations Analyzed

→ Graphic Designers (27-1024\*)

→ Web Developers (15-1134\*)

→ Desktop Publishers (43-9031\*)

→ Multimedia Artists and Animators

(27-1014\*)

\*Standard Occupational Classification (SOC) codes

Traditional

Labor Market Information (LMI)

Number of Jobs for Graphic Designers

San Diego County, 2007-2022

4,271

Projected 1% decline (30 jobs)

3,853 3,823

2007

2008

2009

2010

2011

2012

2013

2014

2015

2016

2017

2018

2019

2020

2021

2022

Source: EMSI

Number of Jobs for Web Developers

San Diego County, 2007-2022

2,727

2,949

2,140

2007

2008

2009

2010

2011

2012

2013

2014

2015

2016

2017

2018

2019

2020

2021

2022

Projected 8% increase (222 jobs)

Number of Jobs for Desktop Publishers

San Diego County, 2007-2022

207

Projected 10% decline (14 jobs)

147

133

2007

2008

2009

2010

2011

2012

2013

2014

2015

2016

2017

2018

2019

2020

2021

2022

Source: EMSI

Number of Jobs for

Multimedia Artists and Animators

San Diego County, 2007-2022

780

790 787

Projected <1% decline (3 jobs)

2007

2008

2009

2010

2011

2012

2013

2014

2015

2016

2017

2018

2019

2020

2021

2022

Annual Job Openings (Labor Market Demand)

San Diego County, 2017-2022

|  |  |
| --- | --- |
| Occupation | Project Annual  Job Openings |
| Graphic Designers | 359 |
| Web Developers | 222 |
| Desktop Publishers | 14 |
| Multimedia Artists and Animators | 3 |

Source: EMSI

Hourly Earnings for Graphic Designers

San Diego County, 2017

$33.14

$14.41

$17.42

$20.28

$25.86

San Diego County

Self-Sufficient

Wage

$13.09 $13.09

Hourly Earnings for Web Developers

San Diego County, 2017

$52.86



$40.82

San Diego County

$13.35

$16.24

$21.55

Self-Sufficient

Wage

$13.09 $13.09

10th

Percentile

25th

Percentile

Median 75th

Percentile

90th

Percentile

Source: EMSI

Hourly Earnings for Desktop Publishers

San Diego County, 2017

$31.85



$35.93

$14.43

$23.53

San Diego County

Self-Sufficient

Wage

$13.09 $13.09

$11.48

Hourly Earnings for Multimedia Artists and Animators San Diego County, 2017

$54.86



$41.52

San Diego County

$23.89

Self-Sufficient

Wage

$14.06

$13.09 $13.09

$11.41

10th

Percentile

Source: EMSI

25th

Percentile

Median 75th

Percentile

90th

Percentile

“Real-Time”

Labor Market Information (LMI)

Online Job Postings for Graphic Designers

San Diego County, 2010-2017

1,030

387 354 294

514

338

405

260

2010 2011 2012 2013 2014 2015 2016 2017

Source: Labor Insight Jobs. Burning Glass Technologies. San Diego, CA.

Full years 2010-2017.

Online Job Postings for Web Developers

San Diego County, 2010-2017

1,714

813

959 930 868 868

975

809

2010 2011 2012 2013 2014 2015 2016 2017

Online Job Postings for Web Designers

San Diego County, 2010-2017

345

237 182 250 185

524

288

167

2010 2011 2012 2013 2014 2015 2016 2017

Source: Labor Insight Jobs. Burning Glass Technologies. San Diego, CA.

Full years 2010-2017.

Online Job Postings for Visual Designers

San Diego County, 2010-2017

29 28

61 84 43 82 56 88

2010 2011 2012 2013 2014 2015 2016 2017

Online Job Postings for “Videographer” San Diego County, 2010-2017

36

16 17

19 16

39

22 17

2010 2011 2012 2013 2014

2015 2016 2017

Source: Labor Insight Jobs. Burning Glass Technologies. San Diego, CA.

Full years 2010-2017. Key word search, “videographer.”

Online Job Postings with the Key Word, “Social Media”

San Diego County, 2017-2022

1,018

1,511

2,052

3,311 3,061

3,953

3,460

3,605

2010 2011 2012 2013 2014 2015 2016 2017

Source: Labor Insight Jobs. Burning Glass Technologies. San Diego, CA. Full years 2010-

2017. Skill: Social Media. All occupations, not just the four analyzed in this brief.

Top Skills and Qualifications Listed in Palomar

Alumni Profiles (n = 575)

Adobe Photoshop Graphic Design Adobe Illustrator Web Design Logo\*

Adobe Creative Suite Adobe InDesign Management Photography

Illustration

196

189

179

176

163

152

151

324

286

272



\*Programming language

Thank you!

Notes and Sources

Economic Modeling Specialists, Int’l. (EMSI). San

Diego (6073). 2018.01 Class of Worker. QCEW

+ Non-QCEW+ Self-employed. 2007-2022.

Labor Insight Jobs. Burning Glass Technologies. San Diego, CA. Full years 2010-2017.