Graphic Designers
in San Diego-Chula Vista-Carlsbad, CA

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.

Sample of Reported Job Titles:

Visual Designer
Graphic Artist
Graphic Designer
Production Artist
Publications Designer
Online Producer
Designer
Design Director
Creative Manager
Creative Director

Related O*NET Occupation:

Graphic Designers (27-1024.00)

Contents

What is Emsi Data?

Emsi 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, resumés, and job postings to give you a complete view of the workforce.

Emsi 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

1 MSA

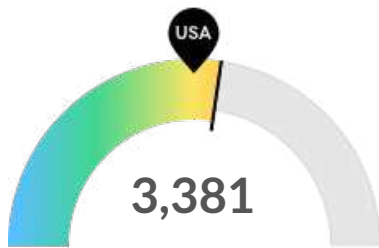41740   San Diego-Chula Vista-Carlsbad, CA

Class of Worker

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

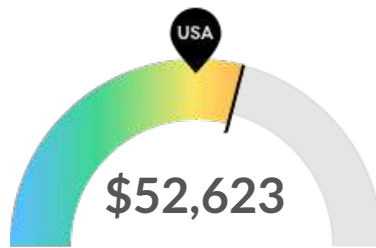The information in this report pertains to the chosen occupation and geographical area.

Executive Summary

## Aggressive Job Posting Demand Over a Deep Supply of Regional Jobs

3,381
Jobs (2018)

San Diego-Chula Vista-Carlsbad,
CA is a hotspot for this kind of job.
The national average for an area
this size is 2,962* employees,
while there are 3,381 here.

$52,623
Compensation

Earnings are about average in San
Diego-Chula Vista-Carlsbad, CA.
The national median salary for
Graphic Designers is $49,196,
compared to $52,623 here.
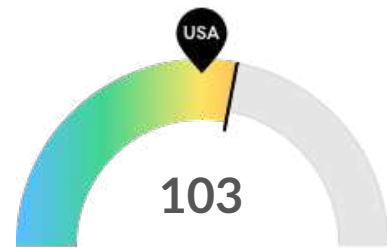
103
Job Posting Demand

Job posting activity is high in San
Diego-Chula Vista-Carlsbad, CA.
The national average for an area
this size is 87* job postings/mo,
while there are 103 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 San Diego-Chula Vista-Carlsbad, CA. In other words, the values represent the national average
adjusted for region size.

Jobs

Regional Employment Is Higher Than the National Average

An average area of this size typically has 2,962* jobs, while there are 3,381 here. This higher than average supply of jobs may make it easier for workers in this field to find employment in your area.
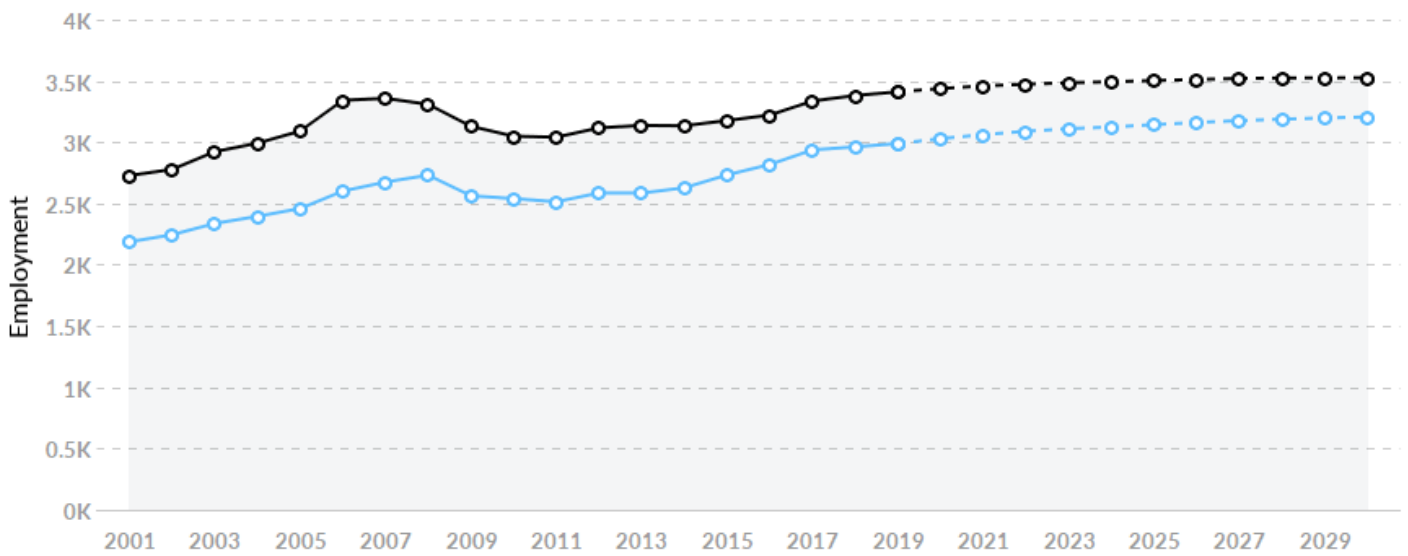
|	Region	2018 Jobs	2028 Jobs	Change	% Change
●	San Diego-Chula Vista-Carlsbad, CA	3,381	3,524	143	4.2%
●	National Average	2,962	3,188	225	7.6%

*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 San Diego-Chula Vista-Carlsbad, CA. In other words, the values represent the national average adjusted for region size.

Regional Breakdown

County	2018 Jobs
San Diego County, CA	3,381

Most Jobs are Found in the Specialized Design Services Industry Sector
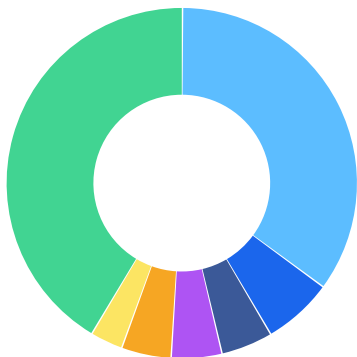
Industry	% of Occupation in Industry (2018)
● Specialized Design Services	35.0%
● Advertising, Public Relations, and Related Services	6.5%
● Management, Scientific, and Technical Consulting Services	4.8%
● Other Miscellaneous Manufacturing	4.7%
● Printing and Related Support Activities	4.6%
● Computer Systems Design and Related Services	3.0%
● Other	41.5%

Compensation

Regional Compensation Is 7% Higher Than National Compensation

For Graphic Designers, the 2018 median wage in San Diego-Chula Vista-Carlsbad, CA is $52,623, while the national median wage is $49,196.
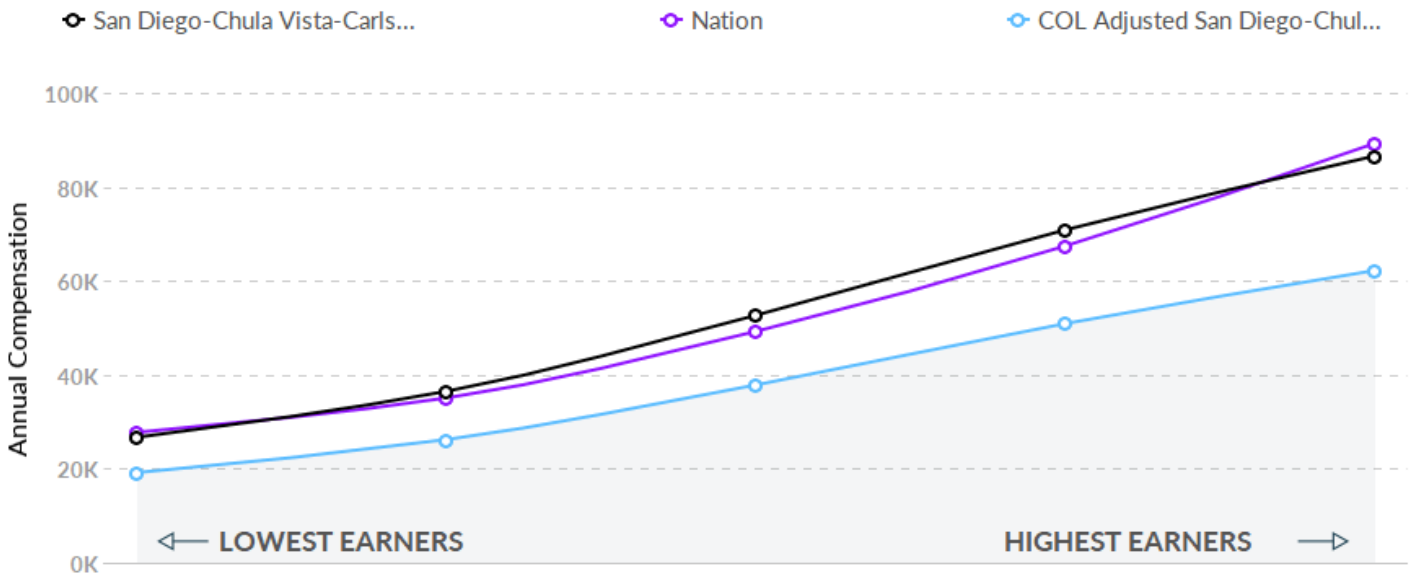
Job Posting Activity

2,998 Unique Job Postings

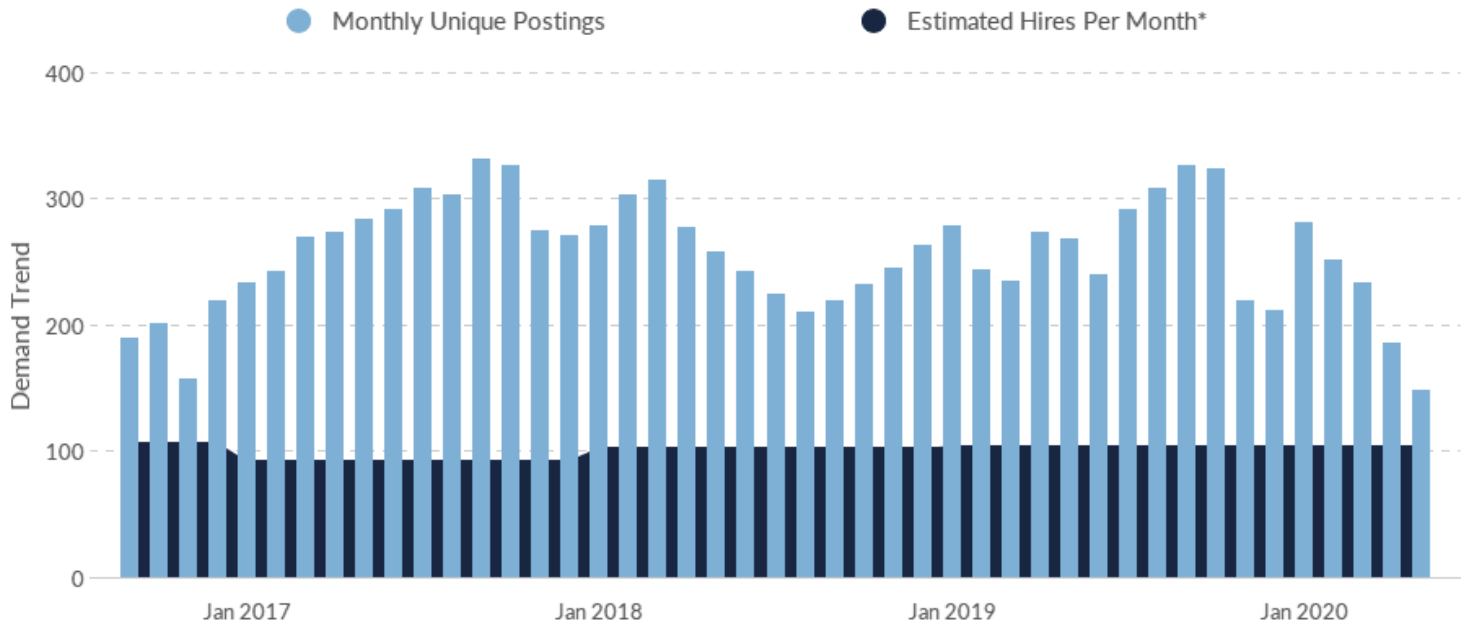The number of unique postings for this job from Jan 2018 to May 2020.

1,003 Employers Competing

All employers in the region who posted for this job from Jan 2018 to May 2020.

28 Day Median Duration

Posting duration is 5 days shorter than what's typical in the region.

● Monthly Unique Postings   ● Estimated Hires Per Month*

Occupation	Avg Monthly Postings (Jan 2018 - May 2020)	Avg Monthly Hires (Jan 2018 - May 2020)
Graphic Designers	255	104

*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. Emsi hires are calculated using a combination of Emsi 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		Top Job Titles	Unique Postings	
Creative Circle LLC	167	▬▬	Graphic Designers (Arts, Design...	1,256	▬▬
Aquent LLC	97	▬	Designers	155	▪
The Creative Group	39	▪	Visual Designers	149	▪
Kalo Ltd	36	▪	Digital Designers	130	▪
Mitchell International, Inc.	31	▪	Production Artists	126	▪
American Specialty Health Incor...	29	▪	Artists	118	▪
Robert Half International Inc.	29	▪	Production Designers	74	▪
Sony Corporation	29	▪	Graphic Artists	57	▪
Malakye Com	28	▪	User Interface (UI) Designers	57	▪
Freelancer	27	▪	Junior Designers	44	▮

Top Hard Skills

● Frequency in Job Postings   ● Frequency in Profiles
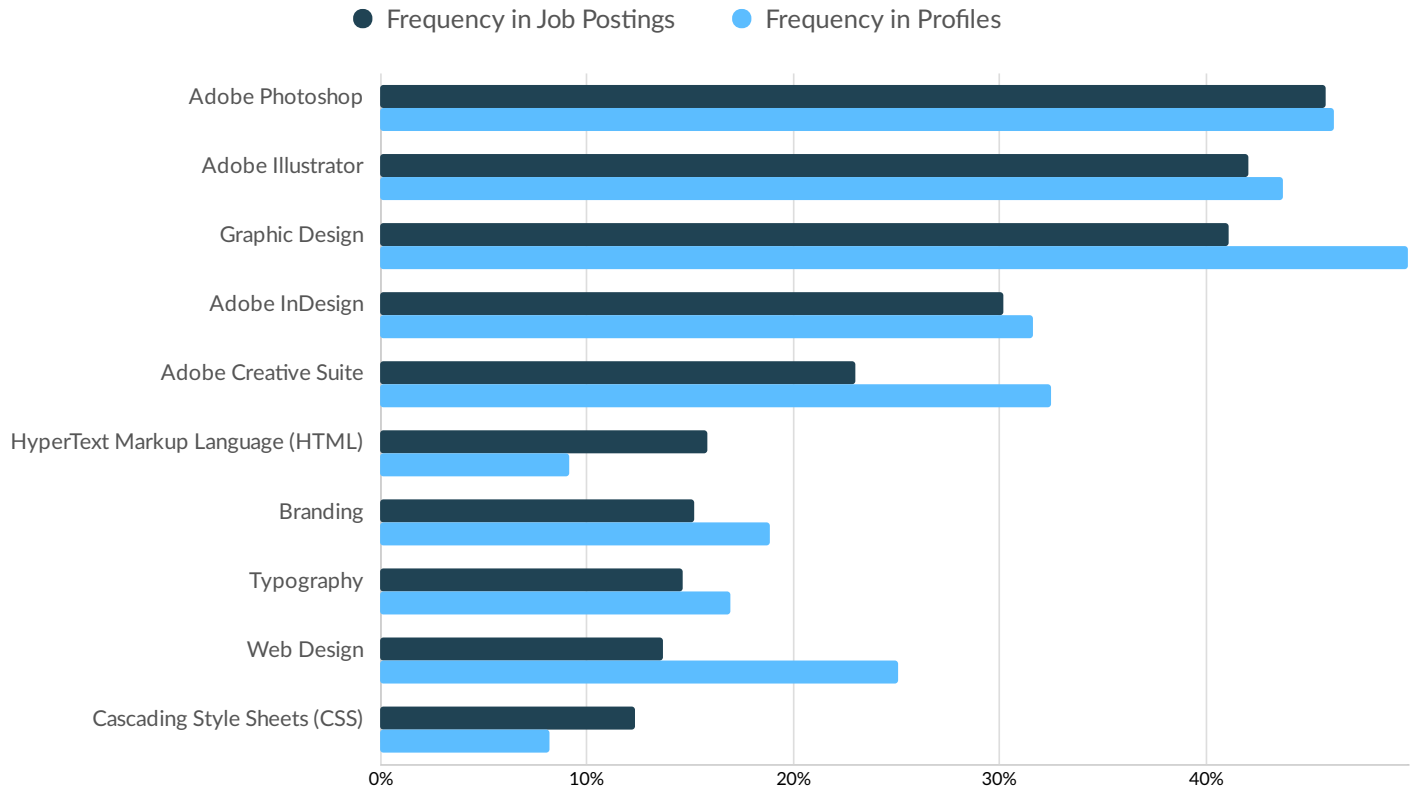
Skills	Postings	% of Total Postings	Profiles	% of Total Profiles
Adobe Photoshop	1,994	46%	4,183	46%
Adobe Illustrator	1,831	42%	3,964	44%
Graphic Design	1,787	41%	4,511	50%
Adobe InDesign	1,315	30%	2,868	32%
Adobe Creative Suite	1,002	23%	2,946	33%
HyperText Markup Language (HTML)	691	16%	833	9%
Branding	663	15%	1,714	19%
Typography	639	15%	1,534	17%
Web Design	595	14%	2,276	25%
Cascading Style Sheets (CSS)	536	12%	742	8%

Top Common Skills

● Frequency in Job Postings ● Frequency in Profiles
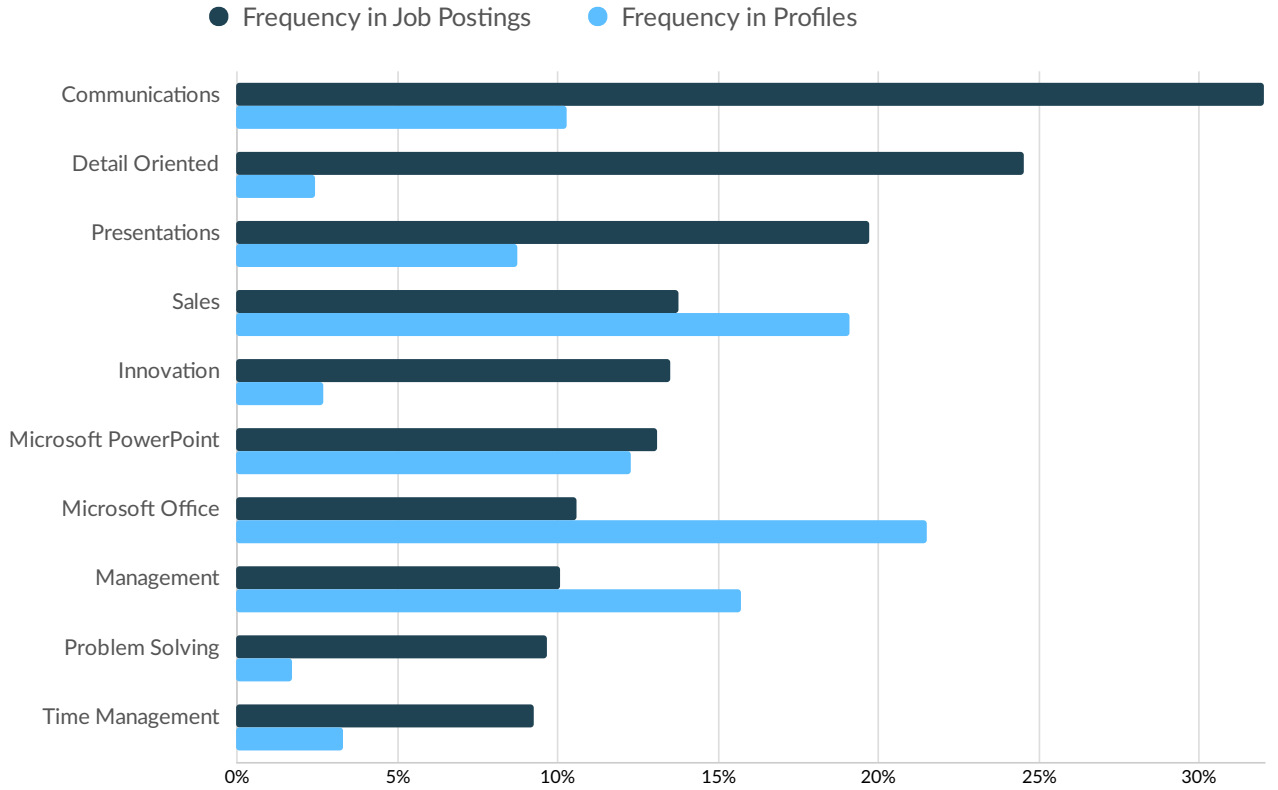
Skills	Postings	% of Total Postings	Profiles	% of Total Profiles
Communications	1,392	32%	930	10%
Detail Oriented	1,066	25%	223	2%
Presentations	857	20%	793	9%
Sales	599	14%	1,729	19%
Innovation	589	14%	246	3%
Microsoft PowerPoint	570	13%	1,111	12%
Microsoft Office	462	11%	1,947	22%
Management	439	10%	1,423	16%
Problem Solving	420	10%	160	2%
Time Management	404	9%	303	3%

Demographics

Retirement Risk Is About Average, While Overall Diversity Is High

707
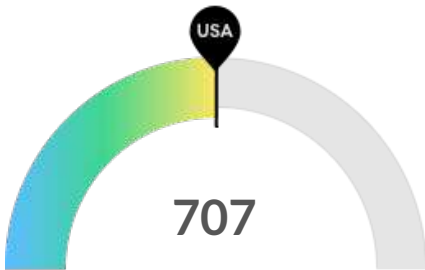
Retiring Soon

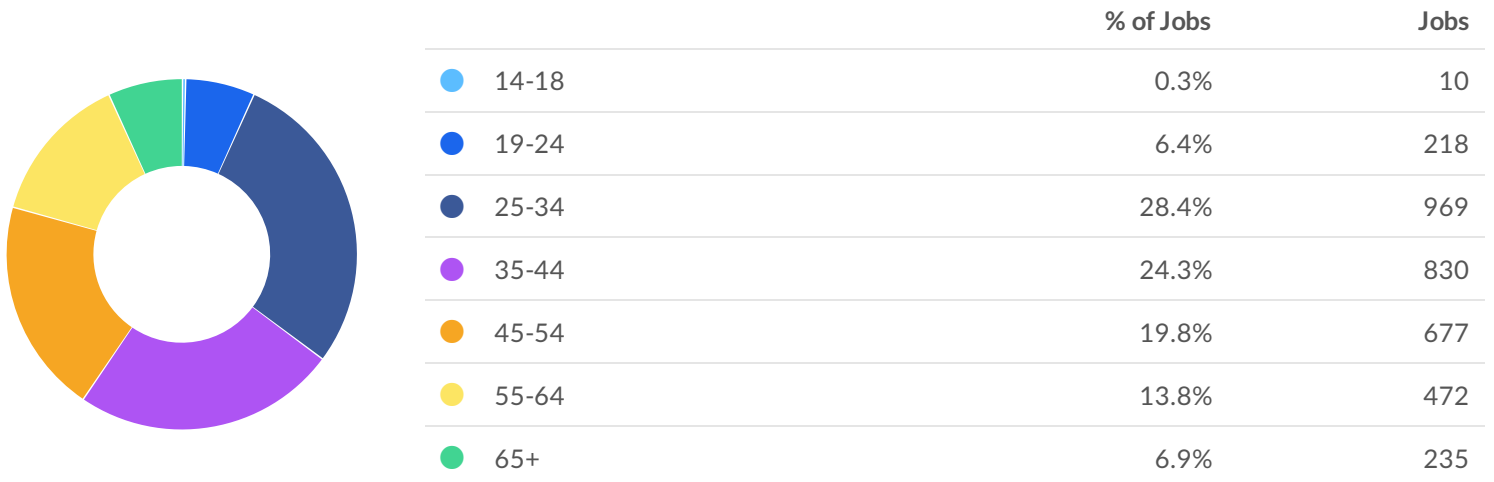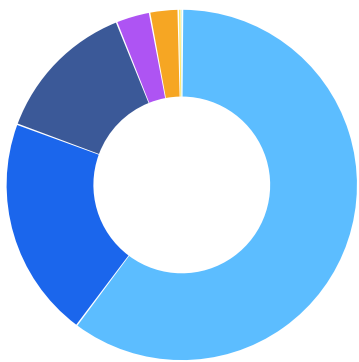Retirement risk is about average in San Diego-Chula Vista-Carlsbad, CA. The national average for an area this size is 705* employees 55 or older, while there are 707 here.
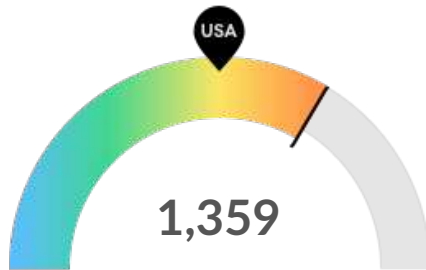
1,359

Racial Diversity

Racial diversity is high in San Diego-Chula Vista-Carlsbad, CA. The national average for an area this size is 848* racially diverse employees, while there are 1,359 here.
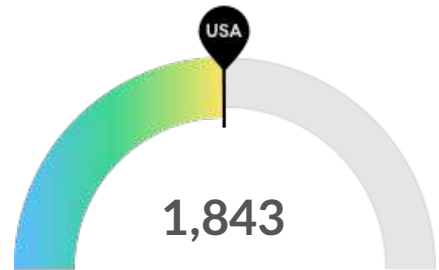
1,843

Gender Diversity

Gender diversity is about average in San Diego-Chula Vista-Carlsbad, CA. The national average for an area this size is 1,850* female employees, while there are 1,843 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 San Diego-Chula Vista-Carlsbad, CA. In other words, the values represent the national average adjusted for region size.

Occupation Age Breakdown

		% of Jobs	Jobs
●	14-18	0.3%	10
●	19-24	6.4%	218
●	25-34	28.4%	969
●	35-44	24.3%	830
●	45-54	19.8%	677
●	55-64	13.8%	472
●	65+	6.9%	235

Occupation Race/Ethnicity Breakdown

		% of Jobs	Jobs
●	White	60.2%	2,052
●	Hispanic or Latino	20.4%	696
●	Asian	13.3%	454
●	Two or More Races	3.1%	106
●	Black or African American	2.6%	89
●	Native Hawaiian or Other Pacific Islander	0.3%	9
●	American Indian or Alaska Native	0.1%	4

Occupation Gender Breakdown

		% of Jobs	Jobs
●	Males	46.0%	1,568
●	Females	54.0%	1,843

National Educational Attainment
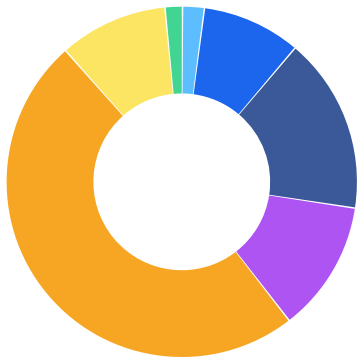
		% of Jobs
🔵	Less than high school diploma	2.0%
🔵	High school diploma or equivalent	9.1%
🔵	Some college, no degree	16.2%
🟣	Associate's degree	12.1%
🟠	Bachelor's degree	48.9%
🟡	Master's degree	10.0%
🟢	Doctoral or professional degree	1.6%

Occupational Programs

8 Programs

Of the programs that can train for this job, 8 have produced completions in the last 5 years.

325 Completions (2018)

The completions from all regional institutions for all degree types.

368 Openings (2018)

The average number of openings for an occupation in the region is 288.

CIP Code	Top Programs	Completions (2018)	
50.0409	Graphic Design	121	
11.0899	Computer Software and Media Applications, Other	92	
11.0801	Web Page, Digital/Multimedia and Information Resources D...	77	
50.0402	Commercial and Advertising Art	17	
50.0401	Design and Visual Communications, General	10	
11.0803	Computer Graphics	4	
50.0404	Industrial and Product Design	3	
50.0102	Digital Arts	1	

Top Schools	Completions (2018)	
Platt College-San Diego	47	
Argosy University-The Art Institute of California-San Diego	45	
Escondido Adult School	40	
Poway Adult School	35	
Southwestern College	28	
San Diego City College	25	
San Diego Mesa College	22	
Vista Adult School	17	
Palomar College	15	
Point Loma Nazarene University	14	

Appendix A - Data Sources and Calculations

Location Quotient

Location quotient (LQ) is a way of quantifying how concentrated a particular industry, cluster, occupation, or demographic group is in a region as compared to the nation. It can reveal what makes a particular region unique in comparison to the national average.

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.

Cost of Living Data

Emsi cost of living data is based on the Cost of Living Index published quarterly by the Council for Community and Economic Research (C2ER).

Emsi Job Postings

Job postings are collected from various sources and processed/enriched to provide information such as standardized company name, occupation, skills, and geography.

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.