



Occupation Report

Art Directors

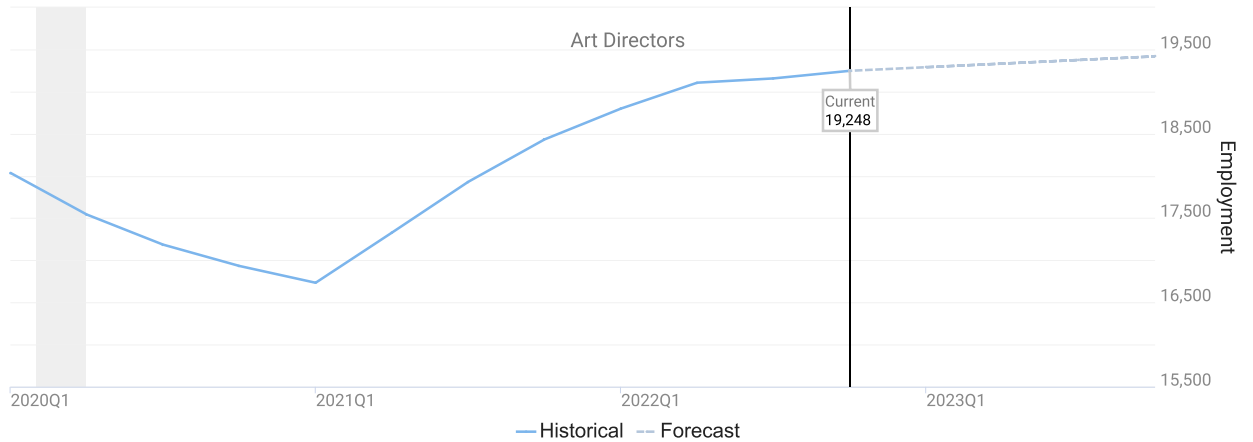
California



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Occupation Snapshot

6-Digit Occupation	Empl	Avg Mean Wages	LQ	3-Year Empl Change	Annual Demand	Forecast Ann Growth
Art Directors	19,248	\$149,900	1.48	1,317	2,238	0.9%



- “Annual Demand” is the projected need for new entrants into an occupation. New entrants are needed due to expected growth and to replace workers who left the occupation due to factors such as retirement or switching careers.
- “Forecast Ann Growth” is the expected change in jobs due to national, long-term trend projections (per the BLS) as well as local factors such as industry mix and population growth (as computed and modeled by Chmura).

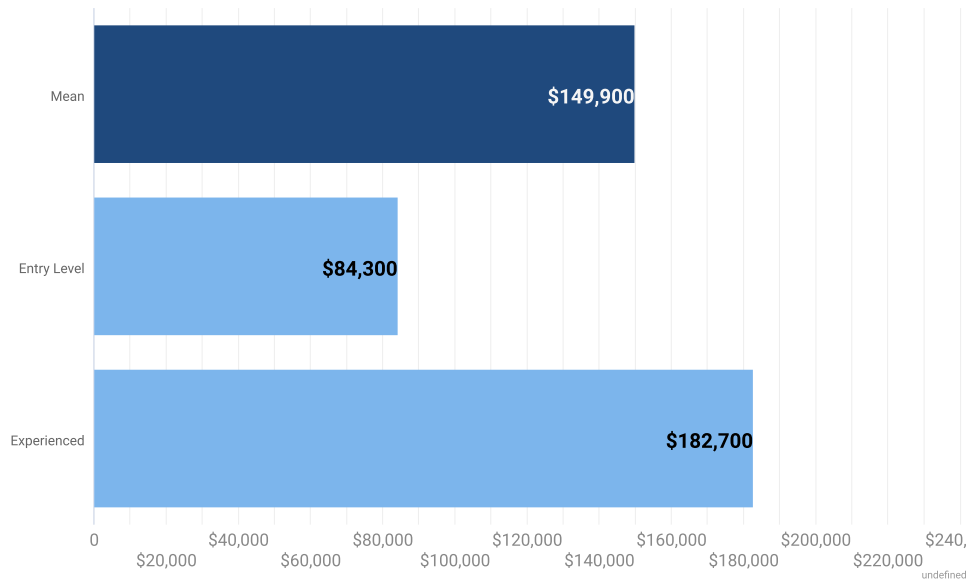
Employment by Industry

Industry Title	% of Occ Empl	Empl	10-Year Separations	10-Year Empl Growth	10-Year Total Demand
Advertising, Public Relations, and Related Services	38.1%	7,341	7,935	623	8,558
Specialized Design Services	17.3%	3,331	3,586	253	3,839
Motion Picture and Video Industries	13.4%	2,586	2,879	391	3,270
Independent Artists, Writers, and Performers	8.7%	1,683	1,826	158	1,984
Management, Scientific, and Technical Consulting Services	2.2%	427	473	59	532
Performing Arts Companies	2.1%	396	456	90	546
Management of Companies and Enterprises	1.8%	345	363	9	372
Newspaper, Periodical, Book, and Directory Publishers	1.6%	302	296	-35	261
Web Search Portals, Libraries, Archives, and Other Information Services	1.5%	295	342	74	416
Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	1.4%	271	291	18	309
Sound Recording Industries	1.0%	183	198	15	213
Promoters of Performing Arts, Sports, and Similar Events	0.8%	160	190	50	240
Computer Systems Design and Related Services	0.8%	157	176	26	202
Software Publishers	0.8%	155	164	6	171
Cut and Sew Apparel Manufacturing	0.6%	111	92	-43	50
Colleges, Universities, and Professional Schools	0.5%	97	104	8	112
All Others	7.3%	1,407	1,498	79	1,577

 The industry distribution indicates the industries in which workers in the occupation(s) are primarily found.

 “10-Year Empl Growth” may show industries with positive as well as negative growth; this would indicate that the occupation(s) being examined are expected to expand within some industries while contracting in others.

Wages

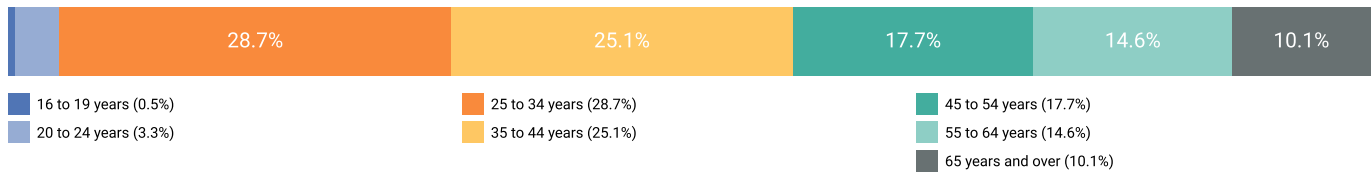


Occupation	Mean	Median	Entry Level	Experienced
Art Directors	\$149,900	\$133,300	\$84,300	\$182,700

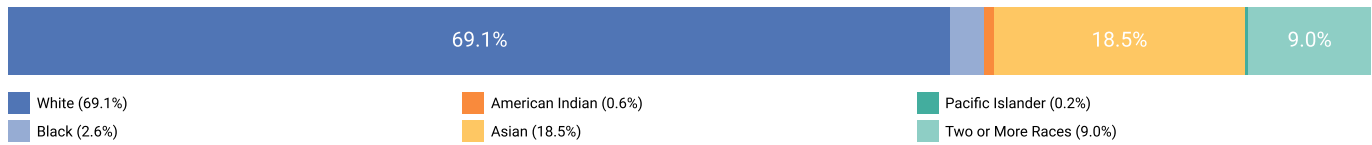
- 💡 Occupation wages here utilize BLS OEWS data, imputed and brought forward by Chmura.
- 💡 When this report is run for an occupation group, the table above displays up to the top ten detailed occupations which have the highest average wages within the occupation group.

Occupation Demographics

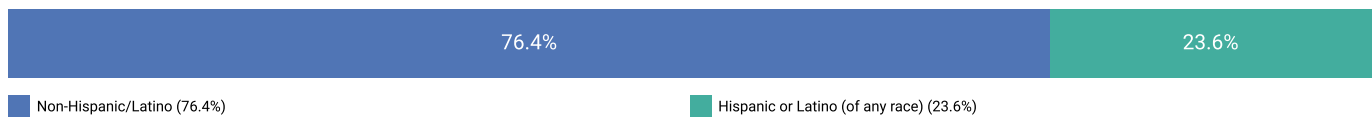
Age



Race



Ethnicity



Gender

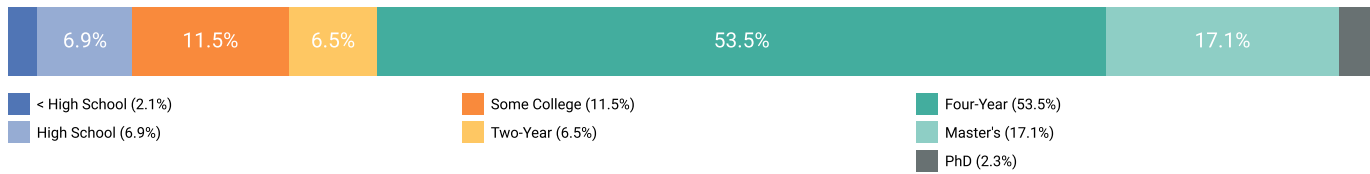


Education and Training Requirements



Education Profile

Educational Attainment



Occupation	Typical Entry-Level Education	Previous Work Experience	Typical On-the-Job Training
Art Directors	Bachelor's degree	5 years or more	None

 The stacked bar chart here illustrates the estimated mix of educational attainment of the workers in this occupation(s) in aggregate.

 The table indicates typical education and training requirements rather than the mix of attainment of workers in such positions.

Postsecondary Programs Linked to Art Directors

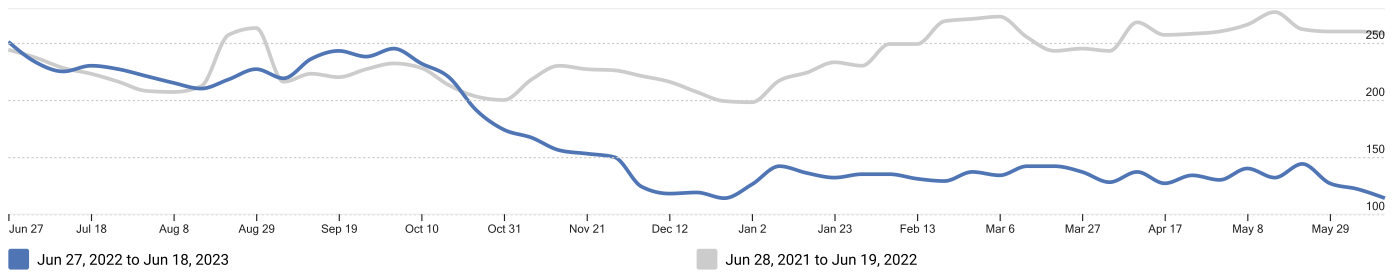
Program	Awards
Academy of Art University	
Digital Arts	63
Art Center College of Design	
Graphic Design	99
California Baptist University	
Graphic Design	52
California State Polytechnic University-Pomona	
Graphic Design	113
Los Angeles Film School	
Graphic Design	47
Otis College of Art and Design	
Digital Arts	52
Platt College-San Diego	
Intermedia/Multimedia	48
Riverside City College	
Graphic Design	50
Sierra College	
Graphic Design	99
University of Southern California	
Digital Arts	49


 The number of graduates from postsecondary programs in the region identifies the pipeline of future workers as well as the training capacity to support industry demand.

 Among postsecondary programs at schools located in California, the sampling above identifies those most linked to Art Directors. For a complete list see JobsEQ®, <http://www.chmuraecon.com/jobseq>

RTI (Job Postings)

Active Job Ads by Date



 Online job ads are a timely indicator of local demand. Occupation assignments shown below are made by Chmura based upon analysis of job titles and job descriptions. Top employers and listed job requirements are shown on the following pages.

Occupations

SOC	Occupation	Active Job Ads
27-1011.00	Art Directors	1,031

Locations

Location	Active Job Ads	
Los Angeles, California	177	
San Francisco, California	113	
Culver City, California	59	
Santa Clara Valley (Cupertino), California, United States	36	
Santa Monica, California	31	
Irvine, California	23	
San Diego, California	23	
Burbank, California	15	
Sacramento, California	15	
Redwood City, California	14	

Employers

Employer Name	Active Job Ads	
Apple	66	
24 Seven Talent	38	
Aquent	25	
Meta	22	
Electronic Arts	21	
Disney	19	
Onward Search	19	
Deloitte	18	
Robert Half	18	
Amazon.com Services LLC	14	

Hard Skills

Skill Name	Active Job Ads	
Art Direction	358	
Adobe Photoshop	355	
Adobe Creative Suite	313	
Adobe Illustrator	303	
Adobe InDesign	238	
Graphic Design	222	
Marketing	202	
Advertising	179	
Presentation	157	
Figma	120	

Job Titles

Job Title	Active Job Ads	
Art Director	116	
Creative Director	107	
Associate Creative Director	42	
Senior Art Director	41	
Associate Art Director	10	
Senior Visual Designer/Art Director [REMOTE]	10	
Art Director Intern	9	
Associate Creative Director, Art	8	
Creative Director, Experience Design-'s Green Dot Agency	8	
Senior Creative Director	8	

Education Levels

Minimum Education Level	Active Job Ads	
Bachelor's degree	382	
High school diploma or equivalent	7	
Associate's degree	3	
Master's degree	2	
Unspecified/other	637	

Programs

Program Name	Active Job Ads	
Graphic Design	109	
Design	55	
Advertising	46	
Art	37	
Marketing	33	
Communications	22	
Fine Arts	20	
Journalism	11	
Visual Arts	9	
Creative Writing	5	

Top Skill and Certification Gaps

Top 10 Skill Gaps in California

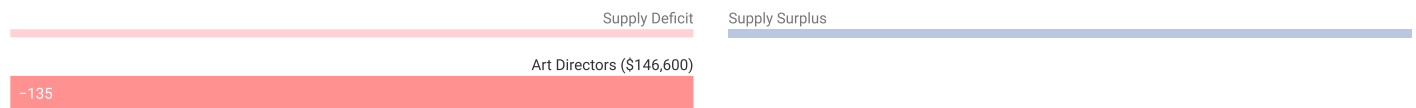
Name	Candidates	Openings	Gap
Autodesk Maya	99	163	-63
Marketing	402	458	-56
Team Leadership	47	88	-40
ZBrush	19	58	-39
Asset Management	30	66	-36
Apple	25	55	-30
Unity	26	52	-26
MAXON CINEMA 4D	38	62	-24
Painting	7	30	-23
Personal Computers (PC)	34	54	-19



Top 10 Certification Gaps in California

Name	Candidates	Openings	Gap
First Aid Certification	1	0	1
Certification in Cardiopulmonary Resuscitation (CPR)	1	0	1

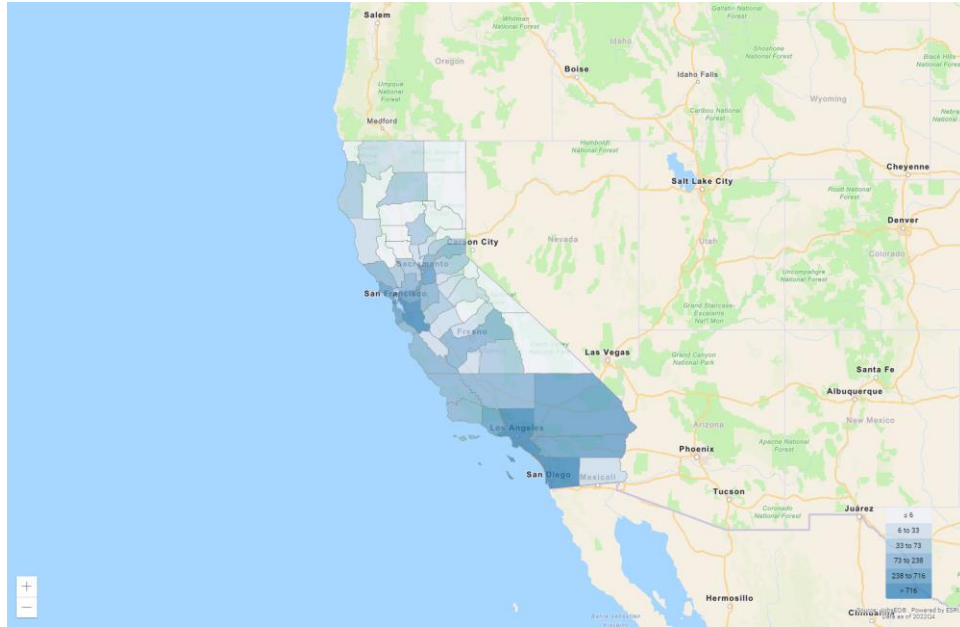
 Skill and certifications gaps can help inform employee development programs, as well as provide a comparison of the needs of regional employers to the supply.

Occupation Gaps



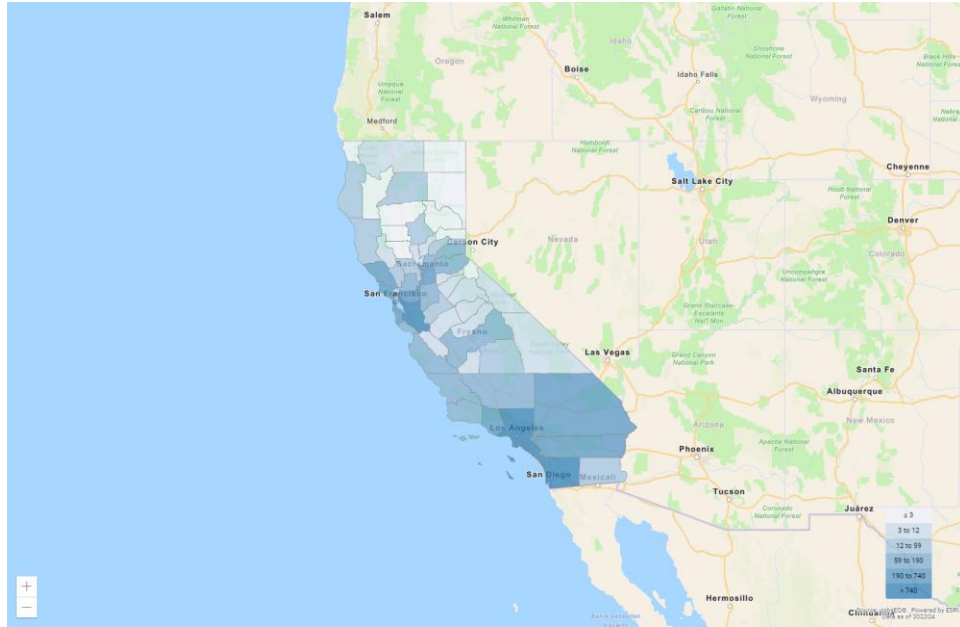
-  The above are the potential average annual gaps over 10 years. Many variables go into this analysis, but at its core it is based on a forecast comparing occupation demand growth to the local population growth and the projected educational attainment of those residents. When an area, for example, has an occupation expected to grow quickly but the educational requirement for the occupation does not match well with the educational attainment of its residents, there is a high potential for an occupation shortfall in the region. Alternatively, slow-growing or contracting occupations often represent potential supply surpluses.
-  The potential supply shortfall is an underlying force that the market needs to resolve one way or another, such as by employers recruiting from further distances for these occupations, wages going up to attract more candidates, and/or increased demand and wages enticing more local residents to get training for these occupations. While this an important analysis for determining local occupation needs, the occupation gap should be considered along with other regional data including growth and separation forecasts, unemployment rates, wage trends, and award and skill gap analyses.

Geographic Distribution



Top Counties by Place of Work for Art Directors, 2022Q4

Region	Employment
Los Angeles County, California	8,525
Orange County, California	1,718
San Diego County, California	1,447
San Francisco County, California	1,057
Santa Clara County, California	878
Alameda County, California	717
Riverside County, California	548
San Mateo County, California	439
Sacramento County, California	417
San Bernardino County, California	394



Top Counties by Place of Residence for Art Directors, 2022Q4

Region	Employment
Los Angeles County, California	8,415
Orange County, California	1,900
San Diego County, California	1,427
San Francisco County, California	1,020
Alameda County, California	797
Santa Clara County, California	741
Riverside County, California	492
San Mateo County, California	463
Contra Costa County, California	438
Sacramento County, California	411

💡 “Place of work” employment is based upon the location of employers for these workers. “Place of residence” data refers to the home locations of the workforce, which is typically the preferred data set to use when calculating labor availability within a drive-time or radius of a potential worksite.

California Regional Map



Data Notes

- Occupation employment by default indicates employment by place of work. Occupation employment is as of 2022Q4 and is based on industry employment and local staffing patterns calculated by Chmura and utilizing BLS OEWS data. Employment forecasts are modeled by Chmura and are consistent with BLS national-level 10-year forecasts. Wages by occupation are as of 2022Q4, utilizing BLS OEWS data, imputed and brought forward by Chmura. Entry-level and experienced wages are derived from these source data, computed by Chmura.
- Industry employment is as of 2022Q4 and is based upon BLS QCEW data, imputed by Chmura where necessary, and supplemented by additional sources including Census ZBP data.
- Education and training requirements are from the BLS. Educational attainment mix and other occupation demographics data are modeled by Chmura for 2022Q4 using regional occupation employment from JobsEQ, ZCTA-level demographics data from the Census Bureau, and national occupation-demographics patterns from the BLS.
- Postsecondary awards are per the NCES and are for the 2020-2021 academic year. Any programs shown are linked with the occupation(s) being analyzed via the program-occupation crosswalk, which may not be comprehensive. Any programs shown reflect only data reported to the NCES; reporting is required of all Title IV schools. Training providers that do not report data to the NCES are not reflected.
- Job ads data are online job posts from the Real-Time Intelligence (RTI) data set, produced wholly by Chmura and gleaned from over 40,000 websites. Data reflect ads active during the last twelve month period ending 06/28/2023 and advertised for any Zip Code Tabulation Area in or intersecting with the region for which this report was produced. Historical ad volume is revised as additional data are made available and processed. Since many extraneous factors can affect short-term volume of online job postings, time-series data can be volatile and should be used with caution. All ad counts represent deduplicated figures.
- For skill and certification gaps, openings and candidates are based upon regional occupation demand (growth plus separations) and the percent of skill demand and supply. Skill demand mix data are per a one-year sample of RTI data; skill supply data are estimated using a five-year sample of resumes data; both data sets compiled as of August 2021. Data may be based, at least in part, on data from broader geographies; see the Skill Gaps analytic export for more details.
- Occupation gaps are modeled by Chmura, indicating long-term potential supply and demand mismatches in a region due, in part, to job demand and labor pool dynamics, including educational attainment and projected growth.
- Occupation employment by place of residence is as of 2022Q4 and modeled by Chmura based upon occupation employment by place of work and commuting patterns. Commuting patterns are derived from source data from the Census Bureau, occupation-specific commuting tendencies, and updated to reflect more recent population and employment estimates.
- Figures may not sum due to rounding.

FAQ

What is (LQ) location quotient?

Location quotient is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

What is annual demand?

Annual demand is a of the sum of the annual projected growth demand and separation demand. Separation demand is the number of jobs required due to separations—labor force exits (including retirements) and turnover resulting from workers moving from one occupation into another. Note that separation demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. Growth demand is the increase or decrease of jobs expected due to expansion or contraction of the overall number of jobs.