

Program Endorsement Brief: 0614.00/Digital Media

Los Angeles/Orange County Center of Excellence, February 2019

Summary:

The Los Angeles/Orange County Center of Excellence for Labor Market Research (COE) prepared this report to provide regional labor market supply and demand data related to digital media occupations. This report is intended to help determine whether there is demand in the local labor market that is not being met by the supply from community college programs that align with relevant occupations.

The following summarizes key findings from this data brief:

- Digital media occupations are decreasing by 1% over the next five years; however, more than 4,400 job openings will be available annually due to replacement need.
- Over the past 12 months, there were 6,447 online job postings related to digital media in Los Angeles and Orange Counties.
- Fourteen other related program recommendation requests were received in 2018 from regional community colleges.
- Seventeen colleges in the region have existing programs closely related to digital media.
- Between 2014 and 2017, community colleges in the region conferred an average of 214 awards annually (associate degrees and certificates) in related training programs.

Occupational Demand—In Los Angeles/Orange County, the number of jobs for digital media occupations is projected to decrease by 1%. However, there will be more than 4,400 job openings per year through 2022 due to retirements and workers leaving the field (Exhibit 1).

Exhibit 1: Occupational demand in Los Angeles and Orange Counties¹

Geography	2017 Jobs	2022 Jobs	2017-2022 Change	2017-2022 % Change	Annual Openings
Los Angeles	41,522	40,916	(606)	(1%)	3,881
Orange	5,738	5,854	116	2%	545
Total	47,260	46,770	(490)	(1%)	4,427

Wages—Entry-level wages for digital media occupations in the region are between \$12.20 and \$19.01. Entry-level wages for most of these occupations are lower than the MIT Living hourly wage for one adult in the region (\$13.54 in Los Angeles County and \$15.31 in Orange County). However, film and video editors are projected to earn \$19.01 for entry-level hourly wages, which is above the MIT Living hourly wage in both counties. Experienced workers earn between

¹ Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

\$40.05 and \$101.31, which is higher than the living wage. Regional wages are above the average statewide wage for this occupation.

Job Postings—There were 6,447 online job postings to digital media listed in the past 12 months. The majority of job postings are for graphic designer, video editor, production artist, animator and junior graphic designer. Top specialized skills are Adobe software programs: Photoshop, InDesign, Illustrator, Acrobat and After Effects. The top three employers, by number of job postings, in the region are: Activision, Syndicatebleu and Blizzard Entertainment.

Educational Attainment—The BLS lists a Bachelor’s degree as the typical entry-level education for multimedia artists and animators, graphic designers and film and video editors, and a postsecondary non-degree award for sound engineering technicians. The national-level educational attainment data indicates between 27% - 45% of workers in the field have completed some college or an associate degree. In Los Angeles/Orange County, 83% of job postings request a Bachelor’s degree.

Community College Supply—Appendix A shows the three-year average number of awards conferred by community colleges in the related TOP codes: Film Production (0612.20), Digital Media (0614.00) and Multimedia (0614.10). The colleges with the most film production completions in the region are: LA City, Orange Coast and West LA. During 2018, there were 14 other related program recommendation requests from regional community colleges.

Appendix A: Regional community college awards (certificates and degrees), 2014-2017

TOP Code	Program	College	2014-15 Awards	2015-16 Awards	2016-2017 Awards	3-Year Award Average
0612.20	Film Production	Cerritos	5	6	5	5
		LA City	70	67	55	64
		LA Valley	4	19	12	12
		Orange Coast	21	46	36	34
		Saddleback	9	9	7	8
		Santa Monica	-	10	24	11
		West LA	27	28	29	28
		Subtotal/Average	136	185	168	163
0614.00	Digital Media	Coastline	-	3	-	1
		East LA	-	-	1	0
		Golden West	10	21	13	15
		Irvine	7	12	8	9
		LA Pierce	-	-	1	0
		Subtotal/Average	17	36	23	25
0614.10	Multimedia	Cypress	1	-	1	1
		East LA	1	1	-	1
		LA Mission	10	18	7	12

	Long Beach	-	1	1	1
	Orange Coast	5	-	3	3
	Pasadena	3	3	1	2
	Santa Monica	5	3	6	5
	Santiago Canyon	-	3	3	2
	Subtotal/Average	25	29	22	25
	Total/Average	178	250	213	214

Appendix B: Occupational demand and wage data by county

Exhibit 2. Los Angeles County

Occupation (SOC)	2017 Jobs	2022 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
Graphic Designers (27-1024)	16,067	15,973	(94)	(1%)	1,501	\$14.81	\$21.21	\$39.72
Film and Video Editors (27-4032)	13,897	13,821	(76)	(1%)	1,406	\$19.09	\$32.53	\$99.26
Multimedia Artists and Animators (27-1014)	7,547	7,291	(256)	(3%)	609	\$12.32	\$32.90	\$58.95
Sound Engineering Technicians (27-4014)	4,011	3,830	(181)	(5%)	365	\$13.34	\$30.45	\$67.96
Total	41,522	40,916	(606)	(1%)	3,881			

Exhibit 3. Orange County

Occupation (SOC)	2017 Jobs	2022 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
Graphic Designers (27-1024)	4,240	4,273	33	1%	399	\$15.33	\$21.55	\$37.61
Multimedia Artists and Animators (27-1014)	775	803	28	4%	67	\$11.45	\$23.45	\$43.39
Film and Video Editors (27-4032)	382	429	47	12%	47	\$20.97	\$29.17	\$60.06
Sound Engineering Technicians (27-4014)	342	349	7	2%	33	\$17.64	\$30.50	\$48.84
Total	5,738	5,854	116	2%	545			

Exhibit 4. Los Angeles and Orange Counties

Occupation (SOC)	2017 Jobs	2022 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
Graphic Designers (27-1024)	20,307	20,246	(61)	(0%)	1,899	\$14.90	\$21.32	\$40.05
Film and Video Editors (27-4032)	14,279	14,250	(29)	(0%)	1,453	\$19.01	\$32.40	\$101.31
Multimedia Artists and Animators (27-1014)	8,322	8,094	(228)	(3%)	676	\$12.20	\$31.51	\$58.66
Sound Engineering Technicians (27-4014)	4,353	4,179	(174)	(4%)	398	\$13.52	\$30.46	\$67.73
Total	47,260	46,770	(490)	(1%)	4,427			

Appendix C: Sources

- O*NET Online
- Labor Insight/Jobs (Burning Glass)
- Economic Modeling Specialists, International (EMSI)
- Employment Development Department, Labor Market Information Division, OES
- Employment Development Department, Unemployment Insurance Dataset
- Living Insight Center for Community Economic Development
- California Community Colleges Chancellor's Office Management Information Systems (MIS)
- MIT Living Wage
- Chancellor's Office Curriculum Inventory (COCI 2.0)

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