

## Program Endorsement Brief: 0614.00/Digital Media Advertising and Emerging Technologies

Los Angeles/Orange County Center of Excellence, October 2018

### 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. 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:

- The number of jobs for graphic designer and multimedia artists and animators is projected to decrease by 1% over the next five years. However, nearly 2,600 job openings will be available annually due to replacement need (e.g. retirements).
- Over the past 12 months, there were more than 2,700 online job postings related to digital media in Los Angeles and Orange Counties.
- Nearly 25 colleges and continuing education centers in the region have programs closely related to digital media.
- Between 2014 and 2017, community colleges in the region conferred an average of 340 awards (associate degrees and certificates) in related training programs.

**Occupational Demand**—In Los Angeles/Orange County, the number of jobs for digital media-related occupations is projected to decrease by 1%. There will be nearly 2,600 job openings per year through 2022 (Exhibit 1) due to replacement need (e.g. retirements).

**Exhibit 1: Occupational demand in Los Angeles and Orange Counties<sup>1</sup>**

Geography	2017 Jobs	2022 Jobs	2017-2022 Change	2017-2022 % Change	Annual Openings
Los Angeles	23,614	23,264	(350)	(1%)	2,110
Orange	5,014	5,076	62	1%	466
<b>Total</b>	<b>28,629</b>	<b>28,341</b>	<b>(288)</b>	<b>(1%)</b>	<b>2,576</b>

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

**Wages**—Entry-level hourly wages for digital media-related occupations in the region are between \$12.20 and \$14.90. Entry-level wages for graphic designers are higher than the MIT Living hourly wage for one adult in the region (\$13.54 in Los Angeles County, \$15.31 in Orange County). Experienced workers earn between \$40.05 and \$58.66.

**Job Postings**—There were 2,704 online job postings related to the occupations of interest in the past 12 months. The majority of job postings are for graphic designers, animators, production artists, junior graphic designers, and graphic artists. Top specialized skills are Adobe programs: Photoshop, InDesign, Illustrator and Acrobat. The top three employers, by number of job postings, in the region are: Activision, Electronic Arts, and Blizzard Entertainment.

**Educational Attainment**—The BLS lists a Bachelor’s degree as the typical entry-level education for these occupations. The national-level educational attainment data indicates between 27% and 30% of workers in the field have completed some college or an associate degree. In Los Angeles/Orange County, 52% of job postings request high school or vocational training.

**Community College Supply**—Appendix A shows the annual and three-year average number of awards conferred by community colleges in the related TOP codes: Digital Media (0614.00), Multimedia (0614.10), Website Design and Development (0614.30), Computer Graphics and Digital Imagery (0614.60) and Graphic Art and Design (1030.00). The programs with the most completions in the region are: Graphic Art and Design (1030.00) and Computer Graphics and Digital Imagery (0614.60). Between January and September 2018, there were 12 other community college requests for data related to a similar program.

**Appendix A: Regional community college awards (certificates and degrees), 2014-2017<sup>2</sup>**

TOP Code	Program	College	2014-15 Awards	2015-16 Awards	2016-17 Awards	3-Year Award Average
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
<b>Subtotal/Average</b>			<b>17</b>	<b>36</b>	<b>23</b>	<b>25</b>
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

		<b>Subtotal/Average</b>	<b>25</b>	<b>29</b>	<b>22</b>	<b>25</b>
0614.30	Website Design and Development	Coastline	1	-	1	1
		El Camino	1	1	-	1
		Irvine	8	14	8	10
		LA Pierce	1	2	2	2
		Saddleback	9	11	5	8
		Santa Ana	-	-	1	0
		Santiago Canyon	7	9	12	9
		<b>Subtotal/Average</b>	<b>27</b>	<b>37</b>	<b>29</b>	<b>31</b>
0614.60	Computer Graphics and Digital Imagery	Citrus	9	13	7	10
		Coastline	4	2	1	2
		Cypress	9	5	11	8
		Fullerton	2	-	-	1
		Irvine	6	1	-	2
		Long Beach	1	-	-	0
		Mt San Antonio	6	1	-	2
		North Orange Adult	-	-	2	1
		Orange Coast	37	24	28	30
		Saddleback	8	4	8	7
		Santa Ana	6	17	7	10
		<b>Subtotal/Average</b>	<b>88</b>	<b>67</b>	<b>64</b>	<b>73</b>
1030.00	Graphic Art and Design	Cerritos	2	10	6	6
		East LA	12	13	12	12
		El Camino	1	3	-	1
		Fullerton	9	5	16	10
		Glendale	11	7	14	11
		Golden West	39	31	32	34
		Irvine	1	1	2	1
		LA City	6	6	5	6
		LA Pierce	4	3	10	6
		LA Valley	2	4	3	3
		Mt San Antonio	29	19	21	23
		Pasadena	8	3	10	7
		Saddleback	22	16	17	18
		Santa Ana	2	1	-	1
		Santa Monica	46	34	30	37
Santiago Canyon	13	13	3	10		
		<b>Subtotal/Average</b>	<b>207</b>	<b>169</b>	<b>181</b>	<b>186</b>
		<b>Total</b>	<b>364</b>	<b>338</b>	<b>319</b>	<b>340</b>

**Appendix B: Occupational demand and wage data by county**

**Exhibit 3. 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
Multimedia Artists and Animators (27-1014)	7,547	7,291	(256)	(3%)	609	\$12.32	\$32.90	\$58.95
<b>Total</b>	<b>23,614</b>	<b>23,264</b>	<b>(350)</b>	<b>(1%)</b>	<b>2,110</b>			

**Exhibit 4. 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
<b>Total</b>	<b>5,014</b>	<b>5,076</b>	<b>62</b>	<b>1%</b>	<b>466</b>			

**Exhibit 5. 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
Multimedia Artists and Animators (27-1014)	8,322	8,094	(228)	(3%)	676	\$12.20	\$31.51	\$58.66
<b>Total</b>	<b>28,629</b>	<b>28,341</b>	<b>(288)</b>	<b>(1%)</b>	<b>2,576</b>			

## 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

For more information, please contact:

Lori Sanchez, Director  
Center of Excellence, Los Angeles/Orange County Region  
[Lsanchez144@mtsac.edu](mailto:Lsanchez144@mtsac.edu)

October 2018

