



# Digital Media Occupations in the Inland Empire

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## Digital Media Advisory Skills Panel

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Center of Excellence

# Today's Topics



Digital Media Occupations in Demand

Digital Media Skills

Digital Media Educational Attainment

Regional Training Programs

# Growing Digital Media Occupations 2016 to 2021

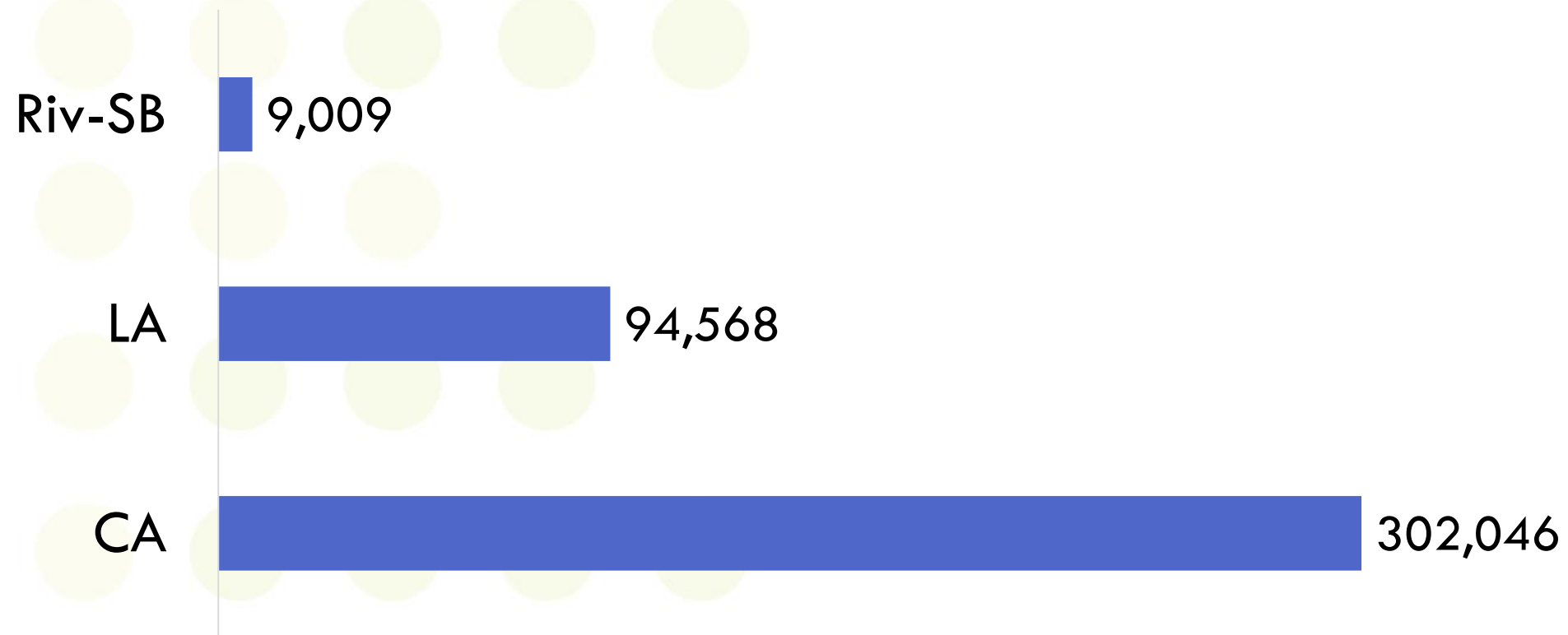


- Film and Video Editors: 13% ↑
- Web Developers: 11% ↑
- Audio and Video Equipment Technicians: 10% ↑
- Photographers: 9% ↑
- Software Developers, Applications: 8% ↑
- Multimedia Artists and Animators: 7% ↑
- Camera Operators, Television, Video, and Motion Picture: 6% ↑
- Sound Engineering Technicians: 5% ↑
- Graphic Designers: 1% ↑

# Why Include LA County?



## Digital Media Jobs in 2016



# Digital Media Computer Occupations

## 2016 to 2021, 5-yr Growth

C·O·E  
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Graphic  
Designers

9,075

\$15.07  
to  
\$41.05

Software  
Developers,  
Applications

8,023

\$28.98  
to  
\$73.22

Multimedia  
Artists and  
Animators

4,219

\$12.19  
to  
\$57.19

Web  
Developers

4,170

\$17.49  
to  
\$57.61

# Digital Media Entertainment Occupations

## 2016 to 2021, 5-yr Growth



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Film and  
Video Editors

8,826

\$17.16  
to  
\$104.42

Audio and  
Video  
Equipment  
Technicians

6,905

\$13.09  
to  
\$45.38

Photographers

5,350

\$12.42  
to  
\$33.79

Camera  
Operators,  
Television,  
Video, and  
Motion Picture

3,859

\$17.19  
to  
\$58.60

Sound  
Engineering  
Technicians

2,480

\$14.29  
to  
\$66.17

# Online Job Ads

## Oct 2016 to Sep 2017



Occupation	Job Postings	LQ
Software Developer	20,160	0.8
Web Developer	6,032	1.1
Graphic Designers	1,751	1.5
Multimedia Artists and Animators	563	2.4
AV Equipment Technicians	314	1.2
Photographers	310	1.0
Camera Operators	198	1.6
Sound Engineering Technicians	194	1.8
Film and Video Editors	188	2.5

# Top Skills in DM Computer Job Postings



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ance

## Software Developers, Applications

- SQL
- JAVA
- Microsoft C#

## Graphic Designers

- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator

## Web Developers

- JavaScript
- HTML5
- jQuery

## Multimedia Artists and Animators

- Adobe Photoshop
  - MAYA
- Adobe After Effects



# Top Skills in DM Entertainment Job Postings



## Film and Video Editors

- Adobe After Effects
- Adobe Photoshop
- Adobe Premiere

## Audio and Video Equipment Technicians

- Microsoft Excel
- Microsoft Office
- Equipment Operation

## Photographers

- Adobe Photoshop
- Digital Photography
- E-Commerce

## Camera Operators, Television, Video, and Motion Picture

- Videography
- Adobe Photoshop
- Video Production and Editing

## Sound Engineering Technicians

- Broadcast
- Repair
- Scheduling

# Education Demand



Occupation	Typical Entry Level Education	% with Some College or CC Award	Minimum Advertised Education		
			HS	AA	BA+
Software Developers, Applications	Bachelor's	14%	3%	2%	95%
Graphic Designers	Bachelor's	30%	8%	14%	78%
Web Developers	Associate	26%	9%	5%	86%
Multimedia Artists and Animators	Bachelor's	29%	3%	2%	95%

# Education Demand



Occupation	Typical Entry Level Education	% with Some College or CC Award	Minimum Advertised Education		
			HS	AA	BA+
Film and Video Editors	Bachelor's	29%	11%	3%	86%
Audio and Video Equipment Technicians	Postsecondary Award	44%	66%	8%	26%
Photographers	High School	36%	31%	14%	55%
Camera Operators, TV, Video, and Motion Picture	Bachelor's	29%	22%	14%	64%
Sound Engineering Technicians	Postsecondary Award	44%	34%	8%	58%

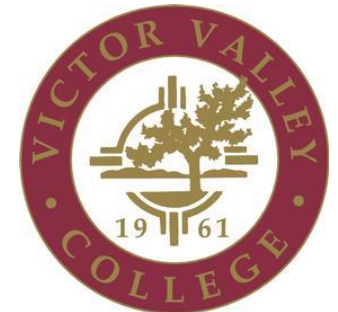
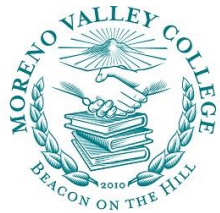
Source: EMSI 2017.3, Burning Glass

# Employer Job Postings Oct 2016 to Sep 2017



Employer	# of Job Postings
KRG Technologies	233
Northrop Grumman	181
Disney	168
Automatic Data Processing Inc.	141
Accenture	124
ESRI	122
AT&T	110
NBC	97

# Regional CCs with Digital Media Programs



# Program Offerings



- Radio and Television
- Television (including combined TV/film/video)
- Broadcast Journalism
- Technical Communication
- Mass Communications
- Film Production
- Digital Media
- Multimedia
- Electronic Game Design
- Website Design and Development
- Animation
- Desktop Publishing
- Computer Graphics and Digital Imagery



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# Questions?

# Thank You!



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