

**Program Endorsement Brief: 0614.40/Animation**  
**Certificate of Achievement in Illustration**

Los Angeles/Orange County Center of Excellence, October 2020

**Summary Analysis**

<b>Program Endorsement:</b>	<b>Endorsed: All Criteria Met</b>	<input type="checkbox"/>	<b>Endorsed: Some Criteria Met</b>	<input checked="" type="checkbox"/>	<b>Not Endorsed</b>	<input type="checkbox"/>
<b>Program Endorsement Criteria</b>						
<b>Supply Gap:</b>	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>		
<b>Living Wage: (Entry-Level, 25<sup>th</sup>)</b>	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>		
<b>Education:</b>	Yes	<input type="checkbox"/>	No	<input checked="" type="checkbox"/>		
<b>Emerging Occupation(s)</b>						
Yes <input type="checkbox"/>			No <input checked="" type="checkbox"/>			

The Los Angeles/Orange County Center of Excellence for Labor Market Research (COE) prepared this report to provide Los Angeles/Orange County regional labor market supply and demand data related to two middle-skill occupations: *special effects artists and animators* (27-1014) and *graphic designers* (27-1024). Middle-skill occupations typically require some postsecondary education, but less than a bachelor’s degree.<sup>1</sup> Although these occupations typically require bachelor’s degrees, they are considered middle-skill because approximately one-third of workers in the field have completed some college or an associate degree. 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 the relevant occupations.

Based on the available data, there appears to be a supply gap for illustration occupations in the LA/OC region. **Due to some criteria being met, the COE endorses this proposed program.** Detailed reasons include:

**Demand:**

- **Supply Gap Criteria** - Over the next five years, there is projected to be **2,884 jobs available annually** in the LA/OC region due to new job growth and workers leaving the field, **which is more than the 865 awards conferred annually** by educational institutions in the region.

<sup>1</sup> The COE classifies middle-skill jobs as the following:

- All occupations that require an educational requirement of some college, associate degree or apprenticeship;
- All occupations that require a bachelor’s degree, but also have more than one-third of their existing labor force with an educational attainment of some college or associate degree; or
- All occupations that require a high school diploma or equivalent or no formal education, but also require short- to long-term on-the-job training where multiple community colleges have existing programs.

- **Living Wage Criteria** - Within Los Angeles County, **all of the annual job openings** for these illustration occupations have **entry-level wages above the county’s living wage** (\$15.04/hour).<sup>2</sup>
- **Education Criteria** - Within the LA/OC region, **all of the annual job openings** for occupations related to illustration **typically require a bachelor’s degree**.
  - However, national-level educational attainment data indicates **between 27.2% and 28.3% of workers in the field have completed some college or an associate degree**.

**Supply:**

- There are **25 community colleges** in the LA/OC region that issue awards related to illustration, conferring an average of **452 awards annually** between 2016 and 2019.
- Between 2014 and 2017, there was an average of **413 awards conferred annually** in related training programs by non-community college institutions throughout the LA/OC region.

**Occupational Demand**

Exhibit 1 displays the five-year occupational demand projections for illustration occupations. In Los Angeles/Orange County, the number of jobs related to these occupations is projected to increase by 2% through 2024. There will be nearly 2,900 job openings per year through 2024 due to job growth and workers leaving the field in the LA/OC region.

*This report includes employment projection data by Emsi which uses EDD information. Emsi’s projections are modeled on recorded (historical) employment figures and incorporate several underlying assumptions, including the assumption that the economy, during the projection period, will be at approximately full employment. To the extent that a recession or labor shock, such as the economic effects of COVID-19, can cause long-term structural change, it may impact the projections. At this time, it is not possible to quantify the impact of COVID-19 on projections of industry and occupational employment. Therefore, the projections included in this report do not take the impacts of COVID-19 into account.*

**Exhibit 1: Occupational demand in Los Angeles and Orange Counties<sup>3</sup>**

<b>Geography</b>	<b>2019 Jobs</b>	<b>2024 Jobs</b>	<b>2019-2024 Change</b>	<b>2019-2024 % Change</b>	<b>Annual Openings</b>
Los Angeles	21,406	21,853	447	2%	2,330
Orange	5,184	5,292	108	2%	554
<b>Total</b>	<b>26,591</b>	<b>27,144</b>	<b>553</b>	<b>2%</b>	<b>2,884</b>

<sup>2</sup> Living wage data was pulled from California Family Needs Calculator on 9/28/2020. For more information, visit the California Family Needs Calculator website: <https://insightcced.org/2018-family-needs-calculator/>.

<sup>3</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**—The labor market endorsement in this report considers the entry-level hourly wages for these illustration occupations in Los Angeles County as they relate to the county’s living wage. Orange County wages are included below in order to provide a complete analysis of the LA/OC region. Detailed wage information, by county, is included in Appendix A.

**Los Angeles County**—All of the annual openings for these occupations have entry-level wages above the living wage for one adult (\$15.04 in Los Angeles County).<sup>4</sup> Typical entry-level hourly wages are in a range between \$18.78 and \$21.69. Experienced workers can expect to earn wages between \$37.67 and \$59.05, which are higher than the living wage estimate. Los Angeles County’s average wages are higher than the average statewide wage of \$34.12 for these occupations.

**Orange County**— The majority, 85%, of annual openings for these occupations have entry-level wages above the living wage for one adult (\$17.36 in Orange County). Typical entry-level hourly wages are in a range between \$13.91 and \$18.64. Experienced workers can expect to earn hourly wages between \$36.77 and \$48.26, which are higher than the living wage in Orange County. Orange County’s average wages are below the average statewide wage of \$34.12 for these occupations.

**Job Postings**—Over the last twelve months, there were 4,481 job postings for the illustration occupations in the region. The job titles with the most postings were graphic designer, junior graphic designer, senior graphic designer, motion graphic designer, and graphic artist. The top skills were graphic design, Adobe Creative Suite (Photoshop, InDesign, Illustrator), typesetting, website design, and animation. The top employers, by the number of job postings, in the region were: Blizzard Entertainment, Disney, Sony Electronics Incorporated, Activision, and Riot Games.

*It is important to note that the job postings data included in this section reflects online job postings listed in the past 12 months and does not yet demonstrate the impact of COVID-19. While employers have generally posted fewer online job postings since the beginning of the pandemic, the long-term effects are currently unknown.*

**Educational Attainment**—The Bureau of Labor Statistics (BLS) lists a bachelor’s degree as the typical entry-level education for *special effects artists and animators* and *graphic designers*. However, the national-level educational attainment data indicates between 27.2% and 28.3% of workers in the field have completed some college or an associate degree. Of the 45% of illustration job postings listing a minimum education requirement in Los Angeles/Orange County, 8% (159) requested a high school diploma, 6% (112) requested an associate degree, and bachelor’s degree 86% (1,724).

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<sup>4</sup> Living wage data was pulled from California Family Needs Calculator on 9/28/2020. For more information, visit the California Family Needs Calculator website: <https://insightcced.org/2018-family-needs-calculator/>.

## Educational Supply

**Community College Supply**—Exhibit 2 displays the annual and three-year average number of awards conferred by LA/OC regional community colleges in the related TOP codes: Digital Media (0614.00), Multimedia (0614.10), Animation (0614.40), Computer Graphics and Digital Imagery (0614.60), and Graphic Art and Design (1030.00). The colleges with the most completions in the region are: Mt. San Antonio, Golden West, and Santa Monica. Over the past 12 months, there was one other related program recommendation request from an LA/OC regional community college.

**Exhibit 2: Regional community college awards (certificates and degrees), 2016-2019**

TOP Code	Program	College	2016-2017 Awards	2017-2018 Awards	2018-2019 Awards	3-Year Award Average
0614.00	Digital Media	East LA	1	-	-	0
		LA Mission	-	-	1	0
		LA Trade	-	7	19	9
		Long Beach	-	1	-	0
		<b>LA Subtotal</b>	<b>1</b>	<b>8</b>	<b>20</b>	<b>10</b>
		Coastline	-	-	3	1
		Golden West	13	9	10	11
		Irvine	8	15	9	11
		<b>OC Subtotal</b>	<b>21</b>	<b>24</b>	<b>22</b>	<b>22</b>
<b>Supply Subtotal/Average</b>			<b>22</b>	<b>32</b>	<b>42</b>	<b>32</b>
0614.10	Multimedia	LA Mission	8	12	21	14
		Long Beach	1	1	-	1
		Pasadena	1	5	6	4
		Santa Monica	6	5	5	5
		<b>LA Subtotal</b>	<b>16</b>	<b>23</b>	<b>32</b>	<b>24</b>
		Cypress	1	1	-	1
		Orange Coast	3	-	1	1
		Santiago Canyon	3	10	9	7
		<b>OC Subtotal</b>	<b>7</b>	<b>11</b>	<b>10</b>	<b>9</b>
<b>Supply Subtotal/Average</b>			<b>23</b>	<b>34</b>	<b>42</b>	<b>33</b>
0614.40	Animation	Cerritos	4	3	7	5
		East LA	3	6	14	8
		El Camino	-	1	5	2
		Glendale	4	6	2	4
		LA Mission	4	4	8	5
		Mt San Antonio	19	53	67	46
		Pasadena	-	-	2	1
		Rio Hondo	11	11	11	11
		Santa Monica	12	17	9	13
		<b>LA Subtotal</b>	<b>57</b>	<b>101</b>	<b>125</b>	<b>94</b>

TOP Code	Program	College	2016-2017 Awards	2017-2018 Awards	2018-2019 Awards	3-Year Award Average
		Cypress	9	3	7	6
		Fullerton	-	1	-	0
		Irvine	-	1	1	1
		Santa Ana	5	2	15	7
		<b>OC Subtotal</b>	<b>14</b>	<b>7</b>	<b>23</b>	<b>15</b>
<b>Supply Subtotal/Average</b>			<b>71</b>	<b>108</b>	<b>148</b>	<b>109</b>
0614.60	Computer Graphics and Digital Imagery	Citrus	7	23	13	14
		East LA	-	-	16	5
		<b>LA Subtotal</b>	<b>7</b>	<b>23</b>	<b>29</b>	<b>20</b>
		Coastline	1	2	5	3
		Cypress	11	1	7	6
		Fullerton	-	1	2	1
		North Orange Adult	2	4	9	5
		Orange Coast	28	35	38	34
		Saddleback	8	7	4	6
		Santa Ana	7	3	-	3
		<b>OC Subtotal</b>	<b>57</b>	<b>53</b>	<b>65</b>	<b>58</b>
<b>Supply Subtotal/Average</b>			<b>64</b>	<b>76</b>	<b>94</b>	<b>78</b>
1030.00	Graphic Art and Design	Cerritos	6	10	11	9
		East LA	12	10	18	13
		El Camino	2	2	-	1
		Glendale	14	9	6	10
		LA City	5	5	6	5
		LA Pierce	10	15	22	16
		LA Valley	3	3	2	3
		Long Beach	-	2	1	1
		Mt San Antonio	21	11	15	16
		Pasadena	10	7	9	9
		Rio Hondo	-	-	30	10
		Santa Monica	30	26	31	29
		<b>LA Subtotal</b>	<b>113</b>	<b>100</b>	<b>151</b>	<b>121</b>
		Fullerton	16	14	12	14
		Golden West	32	22	57	37
		Irvine	2	-	5	2
		Saddleback	17	15	23	18
		Santa Ana	-	1	4	2
		Santiago Canyon	3	9	5	6
		<b>OC Subtotal</b>	<b>70</b>	<b>61</b>	<b>106</b>	<b>79</b>

TOP Code	Program	College	2016-2017 Awards	2017-2018 Awards	2018-2019 Awards	3-Year Award Average
<b>Supply Subtotal/Average</b>			<b>183</b>	<b>161</b>	<b>257</b>	<b>200</b>
<b>Supply Total/Average</b>			<b>363</b>	<b>411</b>	<b>583</b>	<b>452</b>

Exhibit 3 displays strong workforce program outcome metrics for the animation programs in the LA/OC region and California.

**Exhibit 3: Strong workforce program metrics for animation programs**

Strong Workforce Program Metrics (2017-18, unless noted otherwise)	Los Angeles/Orange County	California
Unduplicated count of enrolled students (2018-19)	1,943	4,081
Median annual earnings	\$21,072	\$22,128
Median change in earnings	43%	42%
Students who attained the living wage	27%	28%
Job closely related to field of study (2016-17)	41%	49%

**Non-Community College Supply**—It is important to consider the supply from non-community college institutions in the region that provide training programs for illustration occupations. Exhibit 4 shows the annual and three-year average number of awards conferred by these institutions in the related Classification of Instructional Programs (CIP) Code: Animation, Interactive Technology, Video Graphics and Special Effects (10.0304). Due to different data collection periods, the most recent three-year period of available data is from 2014 to 2017. Between 2014 and 2017, non-community colleges in the region conferred an average of 413 awards annually in related training programs.

**Exhibit 4: Regional non-community college awards, 2014-2017**

CIP Code	Program	College	2014-2015 Awards	2015-2016 Awards	2016-2017 Awards	3-Year Award Average
10.0304	Animation, Interactive Technology, Video Graphics, and Special Effects	Academy of Art University	181	159	136	159
		Art Center College of Design	17	28	28	24
		California College of the Arts	16	31	30	26
		Cogswell College	39	28	50	39
		Gnomon School of Visual Effects	17	29	36	27
		Laguna College of Art and Design	7	22	22	17
		Laurus College	12	24	22	19
		Los Angeles Film School	43	19	11	24

Loyola Marymount University	18	22	12	17
Mt Sierra College	7	5	3	5
New York Film Academy	26	26	28	27
Newschool of Architecture and Design	3	1	-	1
Platt College-San Diego	1	-	2	1
SAE Expression College	35	10	30	25
Shepherd University	1	2	1	1
<b>Supply Total/Average</b>	<b>423</b>	<b>406</b>	<b>411</b>	<b>413</b>

## Appendix A: Occupational demand and wage data by county

### Exhibit 5. Los Angeles County

Occupation (SOC)	2019 Jobs	2024 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25 <sup>th</sup> Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 <sup>th</sup> Percentile)
Graphic Designers (27-1024)	13,949	14,191	242	2%	1,466	\$18.78	\$27.52	\$37.67
Special Effects Artists and Animators (27-1014)	7,458	7,662	204	3%	864	\$21.69	\$38.28	\$59.05
<b>Total</b>	<b>21,406</b>	<b>21,853</b>	<b>447</b>	<b>2%</b>	<b>2,330</b>			

### Exhibit 6. Orange County

Occupation (SOC)	2019 Jobs	2024 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25 <sup>th</sup> Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 <sup>th</sup> Percentile)
Graphic Designers (27-1024)	4,387	4,450	63	1%	456	\$18.64	\$27.00	\$36.77
Special Effects Artists and Animators (27-1014)	797	841	44	6%	98	\$13.91	\$28.42	\$48.26
<b>Total</b>	<b>5,184</b>	<b>5,292</b>	<b>108</b>	<b>2%</b>	<b>554</b>			

**Exhibit 7. Los Angeles and Orange counties**

<b>Occupation (SOC)</b>	<b>2019 Jobs</b>	<b>2024 Jobs</b>	<b>5-Yr Change</b>	<b>5-Yr % Change</b>	<b>Annual Openings</b>	<b>Typical Entry-Level Education</b>	<b>On-The-Job Training &amp; Work Experience</b>
Graphic Designers (27-1024)	18,336	18,641	305	2%	1,922	Bachelor's degree	None & None
Special Effects Artists and Animators (27-1014)	8,255	8,503	248	3%	962	Bachelor's degree	None & None
<b>Total</b>	<b>26,591</b>	<b>27,144</b>	<b>553</b>	<b>2%</b>	<b>2,884</b>		

**Appendix B: Sources**

- O\*NET Online
- Labor Insight/Jobs (Burning Glass)
- Economic Modeling Specialists, International (Emsi)
- Bureau of Labor Statistics (BLS)
- Employment Development Department, Labor Market Information Division, OES
- California Community Colleges Chancellor's Office Management Information Systems (MIS)
- California Family Needs Calculator, Insight Center for Community Economic Development
- Chancellor's Office Curriculum Inventory (COCI 2.0)

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CENTERS OF EXCELLENCE  
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