

Labor Market Analysis: 1009.00/Applied Design

Production Design and Art Direction for Film and TV (Certificate requiring 8 to fewer than 16 semester units; Certificate requiring 6 to <18 semester units)

Production Design for Film and TV (Certificate requiring 16 to fewer than 30 semester units)

Los Angeles Center of Excellence, August 2023

Summary

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

The Los Angeles Center of Excellence for Labor Market Research (LA COE) prepared this report to provide regional labor market supply and demand data related to two middle-skill occupations:

- **Interior Design (27-1025)** Plan, design, and furnish the internal space of rooms or buildings. Design interior environments or create physical layouts that are practical, aesthetic, and conducive to the intended purposes. May specialize in a particular field, style, or phase of interior design.¹
- **Set and Exhibit Designers (27-1027)** Design special exhibits and sets for film, video, television, and theater productions. May study scripts, confer with directors, and conduct research to determine appropriate architectural styles.²

Middle-skill occupations typically require some postsecondary education, but less than a bachelor's degree.³ Although the occupations in this report typically require a bachelor's degree, they are considered middle-skill because approximately one-third of workers in the field have completed some college/associate degree or less education. 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.

¹ [Interior Designers : Occupational Outlook Handbook: : U.S. Bureau of Labor Statistics \(bls.gov\)](#)

² [Set and Exhibit Designers: Occupational Employment and Wages](#)

³ 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.

Based on the available data, there appears to be a supply gap for these occupations related to film and TV production design in the region. Furthermore, entry-level wages exceed the self-sufficiency standard wage in Los Angeles County, and more than one-third of workers in the field have completed some college/associate degree or less education. **Therefore, due to all the criteria being met, the LA COE endorses this proposed program.** Detailed reasons include:

Demand:

- **Supply Gap Criteria** – Over the next five years, **1,022 jobs are projected to be available annually** in the region due to new job growth and replacements, **which is more than the three-year average of 608 awards conferred** by educational institutions in the region.
- **Living Wage Criteria** – Within Los Angeles County, **both occupations have entry-level wages above the self-sufficiency standard hourly wage** (\$18.10/hour).⁴
- **Educational Criteria** – The Bureau of Labor Statistics (BLS) lists a **bachelor’s degree as the typical entry-level education** for both occupations in this report.
 - However, the national-level educational attainment data indicates **between 34% and 39% of workers in the field have completed some college or an associate degree.**

Supply:

- There are **17 community colleges** in the greater LA/OC region that issue awards related to production design for film and TV, conferring an average of **276 awards annually** between 2019 and 2022.
- Between 2019 and 2021, there was an average of **333 awards conferred annually** in related training programs by non-community college institutions throughout the greater LA/OC region.

Occupational Demand

Exhibit 1 shows the five-year occupational demand projections for these occupations related to film and TV production design. In the greater Los Angeles/Orange County region, the number of jobs related to these occupations is projected to increase by 6% through 2026. There will be more than 1,000 job openings per year through 2027 due to job growth and replacements.

Exhibit 1: Occupational demand in Los Angeles and Orange Counties⁵

Geography	2022 Jobs	2027 Jobs	2022-2027 Change	2022-2027 % Change	Annual Openings
Los Angeles	7,692	8,195	503	7%	813
Orange	2,140	2,210	70	3%	208
Total	9,832	10,405	573	6%	1,022

⁴ Self-Sufficiency Standard wage data was pulled from The Self-Sufficiency Standard Tool for California. For more information, visit: <http://selfsufficiencystandard.org/california>.

⁵ 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 occupations related to film and TV production design in Los Angeles County as they relate to the county's self-sufficiency standard wage. Orange County wages are included below in order to provide a complete analysis of the greater LA/OC region. Detailed wage information, by county, is included in Appendix A.

Los Angeles County

Both occupations have entry-level wages above the self-sufficiency standard wage for one adult (\$18.10 in Los Angeles County). Typical entry-level hourly wages are in a range between \$23.51 and \$25.12, while experienced workers can expect to earn wages between \$46.08 and \$57.23.

Exhibit 2: Earnings for Occupations in LA County

Occupation	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)	Median Annual Earnings*
Interior Designers (27-1025)	\$25.12	\$34.38	\$46.08	\$71,500
Set and Exhibit Designers (27-1027)	\$23.51	\$36.82	\$57.23	\$76,600

*rounded to the nearest \$100

Orange County

The majority (70%) of annual openings for these occupations have entry-level wages above the self-sufficiency standard wage for one adult (\$20.63 in Orange County). Typical entry-level hourly wages are in a range between \$20.06 and \$24.82. *Interior designers* typically earn entry-level wages that exceed the county's self-sufficiency standard (\$24.82). Experienced workers can expect to earn wages between \$44.36 and \$50.71, which are higher than the self-sufficiency standard.

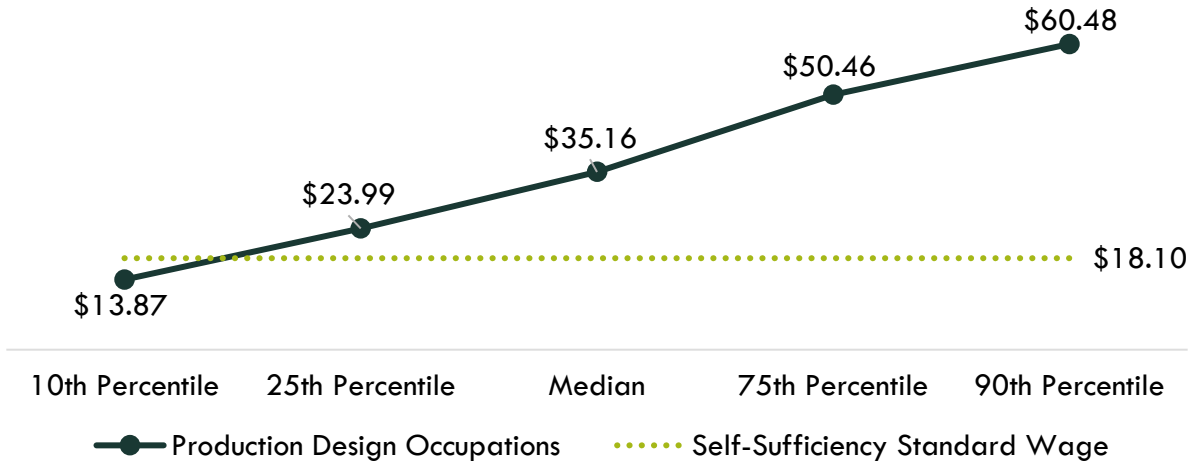
Exhibit 3: Earnings for Occupations in Orange County

Occupation	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)	Median Annual Earnings*
Interior Designers (27-1025)	\$24.82	\$33.81	\$44.36	\$70,300
Set and Exhibit Designers (27-1027)	\$20.06	\$32.13	\$50.71	\$66,800

*rounded to the nearest \$100

On average, the entry-level earnings for the occupations in this report are \$23.99; this is above the living wage for one single adult in Los Angeles County (\$18.10). Exhibit 4 shows the average wage for the occupations in this report, from entry-level to experienced workers.

Exhibit 4: Average Hourly Earnings for Production Design Occupations in LA/OC



Job Postings

There were 950 online job postings related to these two production design occupations listed in the past 12 months. Exhibit 5 displays the number of job postings by occupation. The majority of job postings (94%) were for *interior designers*, followed by *set and exhibit designers* (6%). The highest number of job postings were for interior designers, kitchen and bath designers, design consultants, interior design assistants, and interior architectural designers. The top skills were AutoCAD, SketchUp (3D Modeling Software), Autodesk Revit, purchasing, and project management. The top three employers, by number of job postings, in the region were The Home Depot, La-Z-Boy, Coco Republic, and HNTB.

Exhibit 5: Job postings by occupation (last 12 months)



Educational Attainment

The Bureau of Labor Statistics (BLS) lists a bachelor’s degree as the typical entry-level education for both occupations in this report. However, the national-level educational attainment data indicates between 34% and 39% of workers in the field have completed some college/associate degree or less education. Of the 44% of production design job postings listing a minimum education requirement in the greater Los Angeles/Orange County region, 11% (46) requested high school or vocational training, 13% (54) requested an associate degree, and 76% (321) requested a bachelor’s degree.

Educational Supply

Community College Supply

Exhibit 6 shows the annual and three-year average number of awards conferred by community colleges in programs that have historically trained for the occupations of interest. The colleges with the most completions in the region are Saddleback, Santa Monica, and Orange Coast.

Exhibit 6: Regional community college awards (certificates and degrees), 2019-2022

TOP	Program	College	2019-20 Awards	2020-21 Awards	2021-22 Awards	3-Year Average
1006.00	Technical Theater	Citrus	8	7	5	7
		East LA	15	6	32	18
		Glendale	1	-	2	1
		LA City	1	2	4	2
		LA Pierce	13	7	3	8
		LA Valley	2	1	1	1
		Pasadena	2	2	1	2
		Santa Monica	17	6	16	13
		LA Subtotal	59	31	64	51
		Cypress	3	7	6	5
		Fullerton	4	33	-	12
		Golden West	1	-	-	0
		Irvine	3	4	3	3
		Saddleback	2	4	3	3
		Santa Ana	3	6	2	4
		OC Subtotal	16	54	14	28
Supply Subtotal/Average			75	85	78	79
1009.00	Applied Design	Orange Coast	-	1	-	0
		OC Subtotal	-	1	-	0
Supply Subtotal/Average			-	1	-	0
1302.00	Interior Design and Merchandising	LA Mission	16	9	12	12
		Mt San Antonio	32	36	37	35
		Santa Monica	32	31	44	36
		LA Subtotal	80	76	93	83
		Fullerton	23	16	19	19
		Orange Coast	46	41	38	42
		Saddleback	59	47	50	52
OC Subtotal	128	104	107	113		
Supply Subtotal/Average			208	180	200	196
Supply Total/Average			283	266	278	276

Non-Community College Supply

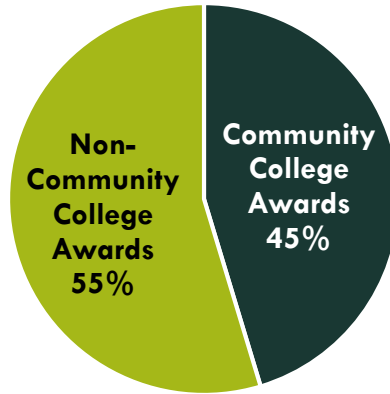
For a comprehensive regional supply analysis, it is important to consider the supply from other institutions in the region that provide training programs for production design occupations. Exhibit 7 shows the annual and three-year average number of awards conferred by these institutions in relevant programs. Due to different data collection periods, the most recent three-year period of available data is from 2019 to 2021. Between 2019 and 2021, non-community college institutions in the region conferred an average of 333 bachelor's degrees and sub-baccalaureate awards. Bachelor's degrees are included in this report since both occupations typically require a bachelor's degree. Sub-baccalaureate awards include associate degrees, postsecondary awards, and other academic awards that typically take fewer than four years to complete.

Exhibit 7: Regional non-community college awards, 2019-2021

CIP	Program	Institution	2019-20 Awards	2020-21 Awards	2-Year Average
50.0401	Design and Visual Communications, General	Biola University	3	9	6
		Columbia College Hollywood	-	7	4
		Fashion Institute of Design & Merch.-LA	90	69	80
		Gnomon	19	42	31
		LA Pacific College	13	1	7
		Otis College of Art and Design	36	30	33
		USC	5	22	14
50.0408	Interior Design	CSU-Long Beach	30	36	33
		Fashion Institute of Design & Merch.-LA	44	33	39
		Interior Designers Institute	64	51	58
50.0502	Technical Theatre/Theatre Design and Technology	California Institute of the Arts	18	17	18
		Chapman University	-	1	1
		Pepperdine University	6	3	5
		USC	4	10	7
		Vanguard University of Southern California	1	1	1
Supply Total/Average			333	332	333

Exhibit 8 shows the proportion of community college awards conferred in LA/OC compared to the number of non-community college awards for the programs in this report. Just over half of awards conferred in these programs are awarded by non-community colleges in the LA/OC region.

Exhibit 8: Community College Awards Compared to Non-Community College Awards in LA/OC Region, 3-Year Average



Appendix A: Occupational demand and wage data by county

Exhibit 9. Los Angeles County

Occupation (SOC)	2022 Jobs	2027 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Interior Designers (27-1025)	4,718	5,071	352	7%	491	\$25.12	\$34.38	\$46.08
Set and Exhibit Designers (27-1027)	2,974	3,125	151	5%	322	\$23.51	\$36.82	\$57.23
Total	7,692	8,195	503	7%	813	-	-	-

Exhibit 10. Orange County

Occupation (SOC)	2022 Jobs	2027 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)
Interior Designers (27-1025)	1,551	1,598	47	3%	145	\$24.82	\$33.81	\$44.36
Set and Exhibit Designers (27-1027)	588	611	23	4%	63	\$20.06	\$32.13	\$50.71
Total	2,140	2,210	70	3%	208	-	-	-

Exhibit 11. Los Angeles and Orange Counties

Occupation (SOC)	2022 Jobs	2027 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	% Age 55 and older*	Typical Entry-Level Education
Interior Designers (27-1025)	6,269	6,669	399	6%	636	28%	Bachelor's degree
Set and Exhibit Designers (27-1027)	3,562	3,736	174	5%	385	29%	Bachelor's degree
Total	9,832	10,405	573	6%	1,022	-	-

*The average percentage of workers age 55 and older across all occupations in the greater LA/OC region is 27%. These occupations have a slightly larger share of older workers, which typically indicates greater replacements needs to offset the amount of impending retirements.

Appendix B: Sources

- O*NET Online
- Lightcast (formerly Emsi)
- Bureau of Labor Statistics (BLS)
- California Employment Development Department, Labor Market Information Division, OES
- California Community Colleges Chancellor's Office Management Information Systems (MIS)
- Self-Sufficiency Standard at the Center for Women's Welfare, University of Washington
- Chancellor's Office Curriculum Inventory (COCI 2.0)

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