



Digital Media (TOP 0614.00)

July 2024

Prepared by the South Central Coast Center of Excellence for
Labor Market Research

Program Recommendation

This report was compiled by the South Central Coast¹ Center of Excellence to provide regional labor market data for the program recommendation – Digital Content Creation. This report can help determine whether there is demand in the local labor market that is not being met by the supply from programs of study that align with these occupations:

- Web and Digital Interface Designers (SOC 15-1255)
- Special Effects Artists and Animators (SOC 27-1014)
- Graphic Designers (SOC 27-1024)
- Audio and Video Technicians (SOC 27-4011)
- Photographers (SOC 27-4021)
- Film and Video Editors (SOC 27-4032)

Key Findings

- In 2022, there were 4,710 jobs for the six occupations of interest in the South Central Coast Region.
- This number is expected to remain steady through 2027.
- Projections show approximately 469 annual openings in the region. There were 197 awards conferred in relevant programs, indicating an undersupply.
- According to the Bureau of Labor Statistics, a bachelor's degree is typically required for *Web and Digital Interface Designers*; *Special Effects Artists and Animators*; *Graphic Designers*; and *Film and Video Editors*. A postsecondary nondegree award is typically required for *Audio and Video Technicians*. A high school diploma or equivalent is typically required for *Photographers*.

¹ The South Central Coast Region consists of San Luis Obispo County, Santa Barbara County, Ventura County, and the following cities from North Los Angeles County: Canyon Country, Castaic, Lake Hughes, Lancaster, Littlerock, Llano, Newhall, Palmdale, Pearblossom, Santa Clarita, Stevenson Ranch, and Valencia.

Occupation Codes and Descriptions

There are six occupations in the standard occupational classification (SOC) system that were identified for this analysis. The occupation titles and descriptions, as well as reported job titles, are included in Exhibit 1.

Exhibit 1 – Occupation, Description, and Sample Job Titles

SOC Code	Title	Description	Sample of Reported Job Titles
15-1255	Web and Digital Interface Designers	Design digital user interfaces or websites. Develop and test layouts, interfaces, functionality, and navigation menus to ensure compatibility and usability across browsers or devices. May use web framework applications as well as client-side code and processes. May evaluate web design following web and accessibility standards, and may analyze web use metrics and optimize websites for marketability and search engine ranking. May design and test interfaces that facilitate the human-computer interaction and maximize the usability of digital devices, websites, and software with a focus on aesthetics and design. May create graphics used in websites and manage website content and links.	Technology Applications Engineer, Web Architect, Web Design Specialist, Web Designer, Webmaster
27-1014	Special Effects Artists and Animators	Create special effects or animations using film, video, computers, or other electronic tools and media for use in products, such as computer games, movies, music videos, and commercials.	3D Animator (Three-Dimensional Animator), 3D Artist (Three-Dimensional Artist), Animator, Artist, Digital Artist, Graphic Artist, Motion Graphics Artist, Multimedia Producer
27-1024	Graphic Designers	Design or create graphics to meet specific commercial or promotional needs, such as packaging, displays, or logos. May use a variety of mediums to achieve artistic or decorative effects.	Artist, Brand Designer, Designer, Graphic Artist, Graphic Design Coordinator, Graphic Designer, Online Producer, Production Artist, Publications Designer, Technical Illustrator
27-4011	Audio and Video Technicians	Set up, maintain, and dismantle audio and video equipment, such as microphones, sound speakers, connecting wires and cables, sound and mixing boards, video cameras, video monitors and servers, and related electronic equipment for live or recorded events, such as concerts, meetings, conventions, presentations, podcasts, news conferences, and sporting events.	Audio Technician, Audio Visual Specialist (AV Specialist), AV Tech (Audio Visual Technician), Media Technician, Operations Technician, Stagehand, Video Technician

27-4021	Photographers	Photograph people, landscapes, merchandise, or other subjects. May use lighting equipment to enhance a subject's appearance. May use editing software to produce finished images and prints. Includes commercial and industrial photographers, scientific photographers, and photojournalists.	Advertising Photographer, Commercial Photographer, Graduation Photographer, Newspaper Photographer, Photo Editor, Photographer, Photojournalist, Portrait Photographer, Sports Photographer, Studio Photographer
27-4032	Film and Video Editors	Edit moving images on film, video, or other media. May work with a producer or director to organize images for final production. May edit or synchronize soundtracks with images.	Editor, Film Editor, News Editor, News Video Editor, News Videotape Editor, Non-Linear Editor, Online Editor, Tape Editor, Television News Video Editor, Video Editor

Source: O*NET Online

Current and Future Employment

In the South Central Coast region, the number of jobs for Digital Media-related occupations is expected to remain steady through 2027. Approximately 469 annual openings are expected through 2027.

**Exhibit 2 – Five-Year Projections for Digital Media Occupations
in the South Central Coast Region**

SOC	Occupation	2022 Jobs	2027 Jobs	2022-2027 Change	2022-2027 % Change	Annual Openings
15-1255	Web and Digital Interface Designers	745	824	80	11%	81
27-1014	Special Effects Artists and Animators	349	324	(25)	(7%)	37
27-1024	Graphic Designers	1,734	1,618	(116)	(7%)	142
27-4011	Audio and Video Technicians	407	496	89	22%	63
27-4021	Photographers	1,111	1,068	(43)	(4%)	104
27-4032	Film and Video Editors	365	391	26	7%	42
	TOTAL	4,710	4,722	12	0%	469

Source: Lightcast™ Analyst 2023

Earnings

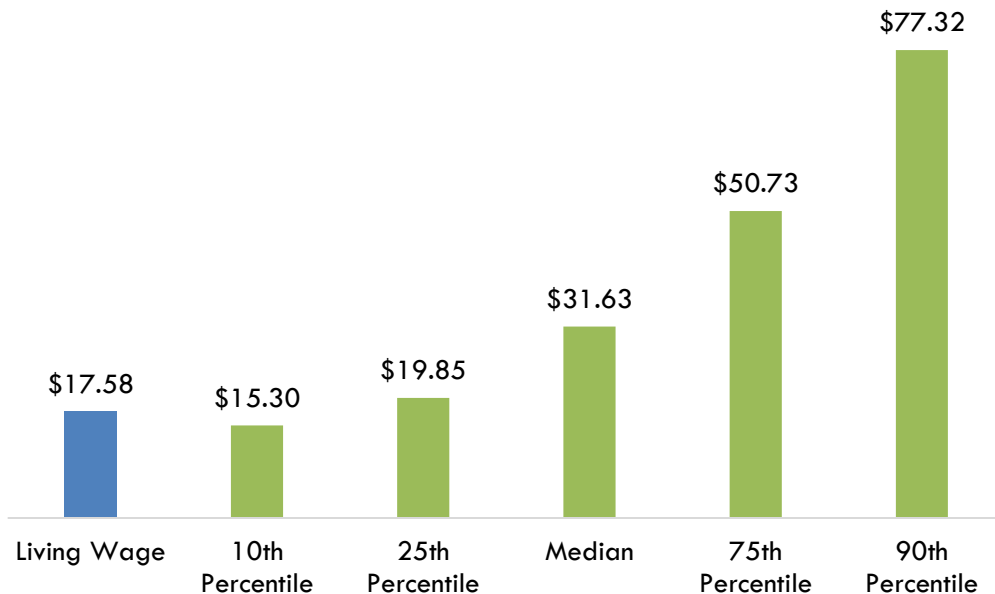
Exhibit 3 contains hourly wages for the occupations of interest. Entry-level hourly earnings are represented by the 25th percentile of wages, median hourly earnings are represented by the 50th percentile of wages, and experienced hourly earnings are represented by the 75th percentile of wages, demonstrating various levels of employment.

Exhibit 3 – Earnings for Digital Media Occupations in the South Central Coast Region

SOC	Occupation	Entry-Level Hourly Earnings	Median Hourly Earnings	Experienced Hourly Earnings
15-1255	Web and Digital Interface Designers	\$27.93	\$42.42	\$66.20
27-1014	Special Effects Artists and Animators	\$12.83	\$32.28	\$58.08
27-1024	Graphic Designers	\$20.69	\$30.47	\$42.39
27-4011	Audio and Video Technicians	\$20.76	\$23.94	\$33.20
27-4021	Photographers	\$15.88	\$27.25	\$51.29
27-4032	Film and Video Editors	\$21.00	\$33.45	\$53.19

Source: Lightcast™ Analyst 2023

Exhibit 3b – Earnings for Digital Media Occupations in the South Central Coast Region



Source: Family Needs Calculator (Living wage is based on Single Adult households with no children); Lightcast™ Analyst

Employer Job Postings

In this research brief, real-time labor market information is used to provide a more nuanced view of the current job market, as it captures job advertisements for the occupations relevant to the field of study. Employer job postings are consulted to understand who is looking for professionals in a given field, and what they are looking for in potential candidates. To identify relevant job postings, the following occupations were used:

15-1255	Web and Digital Interface Designers
27-1014	Special Effects Artists and Animators
27-1024	Graphic Designers
27-4011	Audio and Video Technicians
27-4021	Photographers
27-4032	Film and Video Editors

Top Occupations

Over the past 12 months (July 2023 to June 2024), there have been 672 employer job postings for Digital Media occupations.

Exhibit 4 – Job Postings by Occupation

SOC/ONET Code	Occupation	Job Postings, Last 12 months
27-1024	Graphic Designers	180
27-4021	Photographers	178
15-1255	Web and Digital Interface Designers	131
27-4011	Audio and Video Technicians	109
27-4032	Film and Video Editors	41
27-1014	Special Effects Artists and Animators	33
	Total	672

Source: Lightcast™ Analyst 2023

Top Titles

The top job titles for employers posting ads for Digital Media occupations are listed in Exhibit 5.

Exhibit 5 – Job Titles

Title	Job Postings, Last 12 months
Graphic Designers	62
Photographers	46
Audiovisual Technicians	31
Graduation Photographers	26
Photographers/Sales Associates	25
Event Photographers	21
Audio Technicians	21
Stage Technicians	20
School Photographers	20
Audiovisual Specialists	19
Video Editors	18
Videographers/Photographers	17

Source: Lightcast™ Analyst 2023

Top Employers

Exhibit 6 lists the major employers hiring professionals in the field of interest. The top employers posting job ads were Shutterfly, Merit America, and Amazon.

Exhibit 6 – Top Employers

Employer	Job Postings, Last 12 months
Shutterfly	48
Merit America	29
Amazon	28
Balfour	23
Cherry Hill Programs	22
Deckers	19
Associated Students	18
GradImages	18
Sony Interactive Entertainment	17
Oxnard School District	10

Source: Lightcast™ Analyst 2023

Skills

The tables in Exhibit 7 list employers' most commonly requested skills in job postings related to Digital Media Occupations. Photography is the most sought-after specialized skill for employers. Communication was the most requested baseline skill. Adobe Photoshop was the most requested software and programming skill.

Exhibit 7 – Specialized Skills

Skills	Job Postings, Last 12 months
Photography	108
Marketing	105
Adobe Photoshop	95
Graphic Design	93
Adobe Illustrator	81
Project Management	60
Adobe InDesign	57
Adobe Creative Suite	56
User Experience (UX) Design	48
Social Media	36

Source: Lightcast™ Analyst 2023

Exhibit 7b – Baseline Skills

Skills	Job Postings, Last 12 months
Communication	213
Customer Service	140
Sales	94
Detail Oriented	83
Operations	64
Self-Motivation	63
Writing	55
Lifting Ability	53
Troubleshooting (Problem Solving)	51
Problem Solving	50

Source: Lightcast™ Analyst 2023

Exhibit 7c – Software and Programming Skills

Skills	Job Postings, Last 12 months
Adobe Photoshop	95
Adobe Illustrator	81
Adobe InDesign	57
Adobe Creative Suite	56
Cascading Style Sheets (CSS)	35
HyperText Markup Language (HTML)	29
JavaScript (Programming Language)	25
Figma (Design Software)	24
Microsoft Office	22
Google Analytics	21

Source: Lightcast™ Analyst 2023

Education and Training

Exhibit 8 shows the typical entry-level education requirement for Digital Media Occupations along with the typical on-the-job training needed to attain competency in the occupation.

Exhibit 8 – Education and Training Requirements

SOC	Occupation	Typical entry-level education	Typical on-the-job training
15-1255	Web and Digital Interface Designers	Bachelor's degree	None
27-1014	Special Effects Artists and Animators	Bachelor's degree	None
27-1024	Graphic Designers	Bachelor's degree	None
27-4011	Audio and Video Technicians	Postsecondary nondegree award	Short-term on-the-job training
27-4021	Photographers	High school diploma or equivalent	Moderate-term on-the-job training
27-4032	Film and Video Editors	Bachelor's degree	None

Source: Bureau of Labor Statistics Employment Projections (Educational Attainment)

Regional Completions and Openings

Between 2020 and 2023, there were 197 awards conferred in the South Central Coast region aligned with the programs that have historically trained for the occupations of interest.

Exhibit 9 – Three-Year Average of Awards Conferred in the Region

TOP/CIP Code	Program	3-Year Average (2020-2023)
0612.20	Film Production	32
0614.00	Digital Media	15
0614.10	Multimedia	23
0614.20	Electronic Game Design	20
0614.30	Website Design and Development	18
0614.40	Animation	56
09.0702	Digital Communication and Media/Multimedia	9
10.0304	Animation, Interactive Technology, Video Graphics, and Special Effects	12
11.0801	Web Page, Digital/Multimedia and Information Resources Design	4
50.0602	Cinematography and Film/Video Production	8
	Total	197

Source: Datamart and IPEDS

CCC Awards

Exhibit 10 shows the average number of awards granted by community colleges within programs historically dedicated to training for Digital Media Occupations.

Exhibit 10 – CCC Awards in the South Central Coast Region, 2020-2023 Average

CCC Programs	3-Year Average
Allan Hancock	8
Antelope Valley	21
Canyons	67
Cuesta	7
Moorpark	32
Santa Barbara	27

Source: DataMart, 2023

Sources

O*Net Online, Lightcast™ Analyst 2023, MIT Living Wage Calculator, Bureau of Labor Statistics (BLS) Education Attainment, California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart, CTE LaunchBoard, Statewide CTE Outcomes Survey, Employment Development Department Unemployment Insurance Dataset

Notes

Data included in this analysis represent the labor market demand for relevant positions most closely related to Digital Media. Traditional labor market information was used to show current and projected employment based on data trends, as well as annual average awards granted by regional community colleges. Real-time labor market information captures job post advertisements for occupations relevant to the field of study and can signal demand and show what employers are looking for in potential employees, but is not a perfect measure of the quantity of open positions. All representations have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. The most recent data available at the time of the analysis was examined; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.