



**Labor Market Analysis: 1009.00 – Applied Design
Production Design and Art Direction for Film and TV-Fundamentals**
Certificate requiring 6 to <18 semester units
Los Angeles Center of Excellence, March 2025

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"/>

SUMMARY

This report analyzes whether local labor market demand is being met by community college programs aligned with the identified middle-skill occupations¹ or whether a shortage of workers exists. Labor market demand is measured by annual job openings while education supply is measured by the number of awards (degrees and certificates) conferred on average each year.

Based on the available data, there appears to be a supply gap for the three identified occupations in the region. The majority of annual openings in Los Angeles County have entry-level wages that exceed the self-sufficiency standard wage, and approximately one-third of current workers in the field have completed an associate degree or less educational attainment.

Recommendation: Due to all three program endorsement criteria being met, the Los Angeles Center of Excellence for Labor Market Research (LA COE) endorses this proposed program.

Key Findings

Supply Gap

- 1,694 annual job openings are projected in the region through 2028. This number is greater than the three-year average of 630 awards conferred by educational institutions in the region.

¹ Middle-skill occupations typically require some postsecondary education, but less than a bachelor’s degree. 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

- 51% of annual job openings for these production design and art direction occupations have entry-level wages **above** Los Angeles County’s self-sufficiency standard hourly wage (\$24.03/hour).²

Educational Attainment

- A bachelor’s degree is the typical entry-level education for the production design and art direction occupations in this report, according to the Bureau of Labor Statistics (BLS).
- 30%-43% of workers in the field have completed an associate degree or less educational attainment, according to national educational attainment data.

Community college supply

- 16 community colleges issued awards related to production design and art direction in the greater LA/OC region.
- 268 awards (degrees and certificates) were conferred on average each year between 2021 and 2023.

Other postsecondary supply

- 17 educational institutions in the LA/OC region have conferred awards in programs related to production design and art direction over the past three years.
- 362 awards were conferred on average each year by other postsecondary institutions throughout the greater LA/OC region between 2020 and 2022.

TARGET OCCUPATIONS

LA COE prepared this report to provide regional labor market and postsecondary supply data related to three related occupations. 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 or an associate degree. [For full occupation descriptions, please see Appendix.](#)

- **Art Directors (27-1011)**³
- **Interior Designers (27-1025)**⁴
- **Set and Exhibit Designers (27-1027)**⁵

OCCUPATIONAL DEMAND

Exhibit 1 shows the five-year occupational demand projections for these production design and art direction occupations. In the greater Los Angeles/Orange County region, the number of jobs related to these occupations is projected to decrease slightly by less than 1% through 2028. However, there will be nearly 1,700 job openings per year through 2028 due to retirements and

² Center for Women’s Welfare, University of Washington. (2024). *The self-sufficiency standard for California 2024*. <http://selfsufficiencystandard.org/California>.

³ [Art Directors \(bls.gov\)](#)

⁴ [Interior Designers \(bls.gov\)](#)

⁵ [Set and Exhibit Designers \(bls.gov\)](#)

workers leaving the field. The majority of jobs in 2023 for these production design and art direction occupations (79%) were located in Los Angeles County.

Exhibit 1: Current employment and occupational demand, Los Angeles and Orange counties⁶

Geography	2023 Jobs	2028 Jobs	2023-2028 Change	2023-2028 % Change	Annual Openings
Los Angeles	14,569	14,575	6	0%	1,344
Orange	3,876	3,798	(77)	(2%)	351
Total	18,444	18,373	(71)	(0%)	1,694

Detailed Occupation Data

Exhibit 2 displays the current employment and projected occupational demand for each of the target occupations in Los Angeles County. Positive scores for automation resilience⁷ reflect a lower-than-average threat of the occupation(s) being replaced by automation, while negative scores reflect a greater-than-average risk of automation. The average percentage of workers aged 55+ across all occupations in the Los Angeles/Orange County region is 26%; occupations with a larger share of workers aged 55 and older typically have greater replacement needs to offset the amount of impending retirements. On average, 81% of workers across all occupations in California are employed full-time. Occupations with a lower-than-average percentage of full-time workers may have less employment security but may see increased activity in the gig economy.

Exhibit 2: Detailed employment and occupational demand, Los Angeles County⁸

Occupation	2023 Jobs	2028 Jobs	5-Yr % Change	Annual Openings	Automation Resilience	% Aged 55 and older	% Full Time Workers
Art Directors	7,232	7,166	(1%)	688	18.4	25%	Data unavail.
Interior Designers	4,585	4,724	3%	442	17.1	30%	59%
Set and Exhibit Designers	2,753	2,686	(2%)	214	11.0	29%	Data unavail.
Total	14,569	14,575	0%	1,344	-	-	-

WAGES

The labor market endorsement in this report considers the entry-level hourly wages for these production design and art direction occupations in Los Angeles County as they relate to the

⁶ Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

⁷ Automation risk is calculated based on the percentage of time spent on high-risk compared to low-risk work, the number of high-risk jobs in compatible occupations, and the overall industry automation risk.

⁸ Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

county's self-sufficiency standard wage. Orange County wages are included below in order to provide a complete analysis of the greater Los Angeles/Orange County region.

Los Angeles County

The majority, 51%, of annual openings for these production design and art direction occupations have entry-level wages above the self-sufficiency standard wage for one adult (\$24.03 in Los Angeles County). Typical entry-level hourly wages are in a range between \$21.82 and \$35.09. (Exhibit 3).

One occupation has entry-level wages above the self-sufficiency standard wage:

- *Art directors*, \$35.09

Experienced workers can expect to earn wages between \$49.61 and \$79.07, which are higher than the self-sufficiency standard.

Exhibit 3: Earnings for occupations in Los Angeles County

Occupation	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)	Median Annual Earnings*
Art Directors	\$35.09	\$54.92	\$79.07	\$114,200
Interior Designers	\$21.82	\$35.76	\$49.61	\$74,400
Set and Exhibit Designers	\$23.45	\$39.87	\$54.08	\$82,900

*Rounded to the nearest \$100

Orange County

The majority, 55%, of annual openings for these production design and art direction occupations have entry-level wages below the self-sufficiency standard wage for one adult (\$27.13 in Orange County). Typical entry-level hourly wages are in a range between \$21.44 and \$31.13 (Exhibit 4).

One occupation has entry-level wages above the self-sufficiency standard wage:

- *Art directors*, \$31.13

Experienced workers can expect to earn wages between \$47.62 and \$72.47, which are higher than the self-sufficiency standard.

Exhibit 4: Earnings for occupations in Orange County

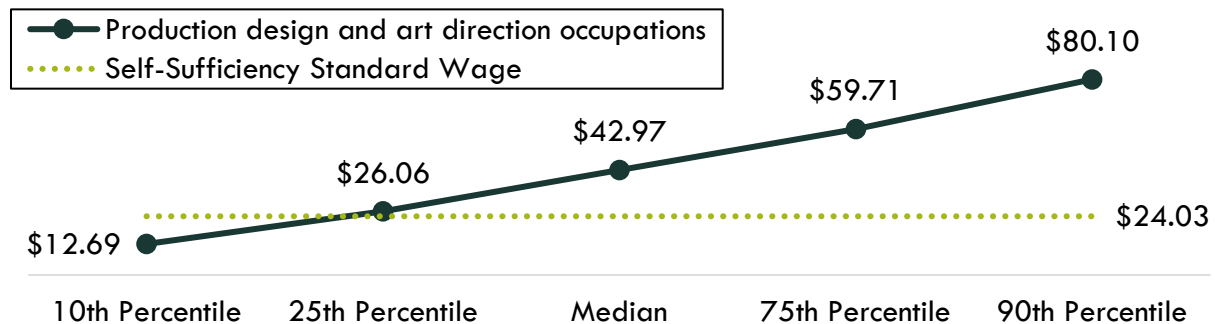
Occupation	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)	Median Annual Earnings*
Art Directors	\$31.13	\$50.23	\$72.47	\$104,500
Interior Designers	\$21.70	\$35.13	\$47.62	\$73,100
Set and Exhibit Designers	\$21.44	\$34.69	\$48.23	\$72,100

*Rounded to the nearest \$100

Across the greater Los Angeles and Orange County region, the average entry-level hourly earnings for the occupations in this report are \$26.06; this is above the living wage for one single

adult in Los Angeles County (\$24.03). Exhibit 5 shows the average hourly wage for the occupations in this report, for entry-level to experienced workers.

Exhibit 5: Average hourly earnings for production design and art direction occupations, Los Angeles and Orange counties



JOB POSTINGS

There were 2,238 online job postings related to production design and art direction occupations listed in the past 12 months in Los Angeles and Orange counties. Exhibit 6 displays the number of job postings by occupation. The majority of job postings (48%) were for *art directors*, followed by *interior designers* (48%) and *set and exhibit designers* (4%).

Exhibit 6: Job postings by occupation (last 12 months), Los Angeles and Orange counties



Job postings were analyzed for the most common job titles, skills, and employers associated with the target occupations in this report (Exhibit 7).

Exhibit 7: Most commonly requested job titles, skills and employers in job postings, Los Angeles and Orange counties

Top Job Titles	Top Skills	Top Employers
<ul style="list-style-type: none"> Interior designers Art directors Creative directors Associate creative directors Interior design assistants Kitchen and bath designers Decorators Designers Kitchen designers 	<ul style="list-style-type: none"> Marketing Project management Adobe Creative Suite Adobe Photoshop Adobe Illustrator AutoCAD SketchUP Adobe InDesign Autodesk Revit 	<ul style="list-style-type: none"> Disney The Home Depot Closet World Amazon Gensler 24 Seven* Publicis Groupe Walmart NBC

*Staffing company

In the greater Los Angeles/Orange County region, 40% of the production design and art direction job postings listed a minimum educational requirement. Exhibit 8 details the number and percentage of job postings by educational level.

Exhibit 8: Education levels requested in job postings for occupations related to production design and art direction, Los Angeles and Orange counties

Education Level	Job Postings	% of Job Postings
Bachelor's degree	763	85%
Associate degree	62	7%
High school diploma or vocational training	73	8%

EDUCATIONAL ATTAINMENT

The Bureau of Labor Statistics (BLS) lists a bachelor's degree as the typical entry-level education for the production design and art direction occupations in this report (Exhibit 9). However, the national-level data indicates between 30% and 43% of workers in the field have completed associate degree or less education as their highest level of educational attainment. The Bureau of Labor Statistics (BLS) lists the following typical entry-level education levels for the occupations in this report:

Exhibit 9: Entry-level education preferred by employers nationally, Bureau of Labor Statistics

Occupation	Education Level
Art Directors	Bachelor's degree
Interior Designers	Bachelor's degree
Set and Exhibit Designers	Bachelor's degree

EDUCATIONAL SUPPLY

Community College Supply

Exhibit 10 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, Mt. San Antonio, and Orange Coast.

Exhibit 10: Regional community college awards (certificates and degrees), 2021-2023

TOP Code	Program	College	2020-21 Awards	2021-22 Awards	2022-23 Awards	3-Year Average
1006.00	Technical Theater	Citrus	7	5	2	5
		East LA	6	32	13	17
		Glendale	-	2	-	1

TOP Code	Program	College	2020-21 Awards	2021-22 Awards	2022-23 Awards	3-Year Average
		LA City	2	4	7	4
		LA Pierce	7	3	-	3
		LA Valley	1	1	2	1
		Mt San Antonio	-	-	2	1
		Pasadena	2	1	-	1
		Santa Monica	6	16	8	10
		LA Subtotal	31	64	34	43
		Cypress	7	6	2	5
		Fullerton	33	-	4	12
		Irvine	4	3	1	3
		Saddleback	4	3	2	3
		Santa Ana	6	2	-	3
		OC Subtotal	54	14	9	26
		Supply Subtotal/Average	85	78	43	69
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	9	12	19	13
		Mt San Antonio	36	37	49	41
		Santa Monica	31	44	40	38
		LA Subtotal	76	93	108	92
		Fullerton	16	19	26	20
		Orange Coast	41	38	40	40
		Saddleback	47	50	44	47
		OC Subtotal	104	107	110	107
		Supply Subtotal/Average	180	200	218	199
		Supply Total/Average	266	278	261	268

Other Postsecondary 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 and art direction. Exhibit 11 shows the number of awards conferred by these institutions in relevant programs. Due to different data collection periods, the most recent data is from 2020 to 2022. Between 2020 and 2022, other postsecondary college institutions in the region conferred an average of 362 bachelor's and sub-baccalaureate awards. Sub-baccalaureate awards include associate degrees, postsecondary awards, and other academic awards that typically take fewer than four years to

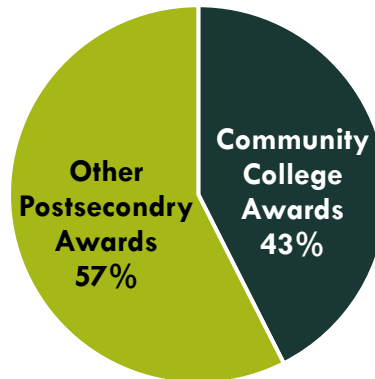
complete. The majority (52%) of awards in Exhibit 11 are sub-baccalaureate (189 awards), followed by bachelor's awards (173 awards).

Exhibit 11: Other regional postsecondary awards, 2020-2022

CIP Code	Program	Postsecondary Institution	2019-20 Awards	2020-21 Awards	2021-22 Awards	3-Year Average
50.0401	Design and Visual Communications, General	Azusa Pacific Univ.	-	-	12	4
		Biola University	3	9	9	7
		Columbia College Hollywood	-	7	1	3
		Fashion Institute of Design & Merch.	90	69	57	72
		Gnomon	19	42	31	31
		LA Pacific College	13	1	1	5
		Otis College of Art & Design	36	30	39	35
		UCLA	-	-	1	0
		USC	5	22	29	19
50.0408	Interior Design	CSU-Long Beach	30	36	35	34
		Fashion Institute of Design & Merch.	44	33	17	31
		Interior Designers Institute	64	51	47	54
50.0502	Technical Theatre/Theatre Design and Technology	California Institute of the Arts	18	17	15	17
		Chapman University	-	1	-	0
		Pepperdine University	6	3	1	3
		USC	4	10	8	7
		Vanguard Univ. of Southern CA	1	1	1	1
50.0507	Directing and Theatrical Production	Pepperdine University	-	1	-	0
		Vanguard Univ. of Southern CA	3	4	2	3
50.0509	Musical Theatre	New York Film Academy	24	13	19	19
		UC-Irvine	9	12	9	10
		Vanguard Univ. of Southern CA	4	7	11	7
Supply Total/Average			373	369	345	362

Exhibit 12 shows the proportion of community college awards conferred in the greater Los Angeles/Orange County region compared to the number of other postsecondary awards for the programs in this report. The majority of awards conferred in these programs are awarded by other institutions in the greater Los Angeles/Orange County region.

Exhibit 12: Percentage of community college awards compared to other postsecondary institution awards in the Los Angeles/Orange County region



APPENDIX: OCCUPATION DESCRIPTIONS

LA COE prepared this report to provide regional labor market supply and demand data related to these target occupations:

- **Art Directors (27-1011)** Formulate design concepts and presentation approaches for visual productions and media, such as print, broadcasting, video, and film. Direct workers engaged in artwork or layout design.⁹
- **Interior Designers (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.¹⁰
- **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.¹¹

⁹ [Art Directors \(bls.gov\)](https://www.bls.gov)

¹⁰ [Interior Designers \(bls.gov\)](https://www.bls.gov)

¹¹ [Set and Exhibit Designers \(bls.gov\)](https://www.bls.gov)

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**DATA 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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