



## Digital Media (TOP 0614)

June 2024

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

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### Program Recommendation

This report was compiled by the South Central Coast<sup>1</sup> Center of Excellence to provide regional labor market data for the program recommendation – Digital Media. 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)
- Audio and Video Technicians (SOC 27-4011)
- Film and Video Editors (SOC 27-4032)

### Key Findings

- In 2022, there were 1,865 jobs for the four occupations of interest in the South Central Coast Region.
- This number is expected to increase by 9% through 2027.
- Projections show approximately 223 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*; and *Film and Video Editors*. A postsecondary nondegree award is typically required for *Audio and Video Technicians*.

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<sup>1</sup> 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 four 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
27-4011	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
27-4032	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 increase 9% through 2027. Approximately 223 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
27-4011	Audio and Video Technicians	407	496	89	22%	63
27-4032	Film and Video Editors	365	391	26	7%	42
	<b>TOTAL</b>	<b>1,865</b>	<b>2,036</b>	<b>171</b>	<b>9%</b>	<b>223</b>

Source: Lightcast™ Analyst 2023

## Earnings

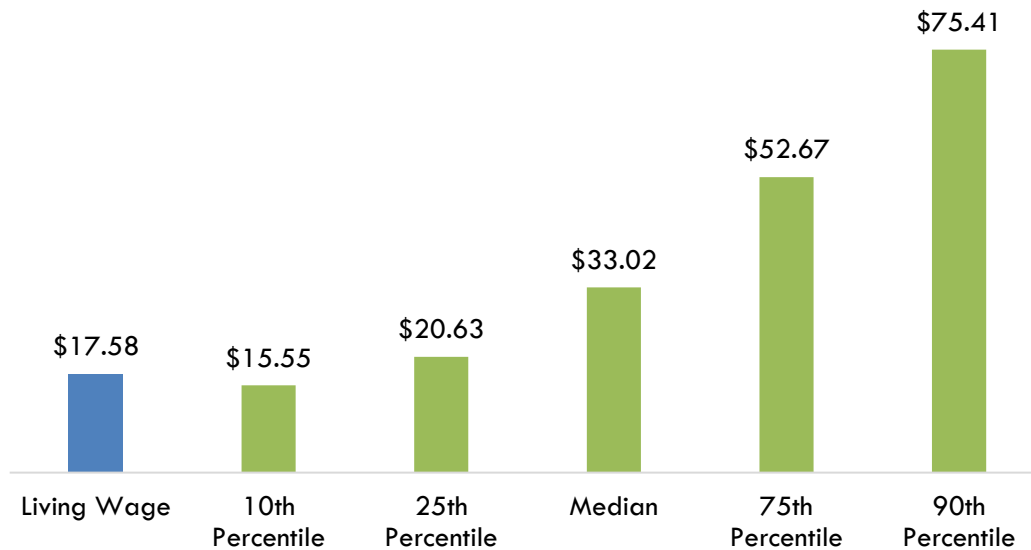
Exhibit 3 contains hourly wages for the occupations of interest. Entry-level hourly earnings are represented by the 25<sup>th</sup> percentile of wages, median hourly earnings are represented by the 50<sup>th</sup> percentile of wages, and experienced hourly earnings are represented by the 75<sup>th</sup> 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
27-4011	Audio and Video Technicians	\$20.76	\$23.94	\$33.20
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
15-1255.01	Video Game Designers
27-1014	Special Effects Artists and Animators
27-4011	Audio and Video Technicians
27-4032	Film and Video Editors

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## Top Occupations

Over the past 12 months (June 2023 to May 2024), there have been 359 employer job postings for Digital Media occupations.

**Exhibit 4 – Job Postings by Occupation**

<b>SOC/ONET Code</b>	<b>Occupation</b>	<b>Job Postings, Last 12 months</b>
15-1255	Web and Digital Interface Designers	148
27-4011	Audio and Video Technicians	106
27-4032	Film and Video Editors	55
27-1014	Special Effects Artists and Animators	29
15-1255.01	Video Game Designers	21
	<b>Total</b>	<b>359</b>

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**

<b>Title</b>	<b>Job Postings, Last 12 months</b>
Video Editors	90
Audiovisual Technicians	62
UI/UX Designers	57
UX Designers	44
UX Researchers	37
Web Designers	31
Front End Software Engineers	28
Audiovisual Specialists	24
User Experience Designers	24
Digital Designers	21
UI Designers	19
Lead UX Designers	19
Designers	19
Game Designers	17
Animators	15

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 Disney, Amazon, and Merit America.

**Exhibit 6 – Top Employers**

<b>Employer</b>	<b>Job Postings, Last 12 months</b>
Disney	40
Amazon	39
Merit America	39
Riot Games	38
Electronic Arts	34
Netflix	31
Apple	30
Coalition Technologies	28
University of California	27
Activision Blizzard	26

Source: Lightcast™ Analyst 2023

## Skills

The tables in Exhibit 7 list employers' most commonly requested skills in job postings related to Digital Media Occupations. User Experience (UX) 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
User Experience (UX)	44
User Interface (UI)	39
User Experience (UX) Design	37
Adobe Photoshop	37
Prototyping	30
Animations	26
Workflow Management	25
Marketing	24
Figma (Design Software)	23
Project Management	22

Source: Lightcast™ Analyst 2023

**Exhibit 7b – Baseline Skills**

Skills	Job Postings, Last 12 months
Communication	100
Detail Oriented	65
Problem Solving	64
Research	52
Troubleshooting (Problem Solving)	31
Customer Service	28
Innovation	26
Editing	24
Management	22
Leadership	20

Source: Lightcast™ Analyst 2023

### Exhibit 7c – Software and Programming Skills

Skills	Job Postings, Last 12 months
Adobe Photoshop	53
Figma (Design Software)	50
JavaScript (Programming Language)	49
Cascading Style Sheets (CSS)	38
Adobe After Effects	37
HyperText Markup Language (HTML)	37
Adobe Illustrator	32
Adobe Creative Suite	32
Adobe Premiere Pro	32
Autodesk Maya	19

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
27-4011	Audio and Video Technicians	Postsecondary nondegree award	Short-term
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
	<b>Total</b>	<b>197</b>

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.