

Labor Market Analysis: 0614.00 – Digital Media Content Creation (Associate Degree and Certificate)

Los Angeles Center of Excellence, October 2022

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 three middle-skill occupations and two above middle-skill occupations.

Middle-skill occupations:

- **Graphic designers (27-1024):** 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.¹
- **Photographers (27-4021):** 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.²
- **Film and video editors (27-4032):** 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.³

¹ [Graphic Designers \(bls.gov\)](#)

² [Photographers \(bls.gov\)](#)

³ [Film and Video Editors \(bls.gov\)](#)

Above middle-skill occupations:

- **Market Research Analysts and Marketing Specialists (13-1161):** Research conditions in local, regional, national, or online markets. Gather information to determine potential sales of a product or service, or plan a marketing or advertising campaign. May gather information on competitors, prices, sales, and methods of marketing and distribution. May employ search marketing tactics, analyze web metrics, and develop recommendations to increase search engine ranking and visibility to target markets.⁴
- **Public Relations Specialists (27-3031):** Promote or create an intended public image for individuals, groups, or organizations. May write or select material for release to various communications media. May specialize in using social media.⁵

Middle-skill occupations typically require some postsecondary education, but less than a bachelor's degree.⁶ Special attention is placed on middle-skill occupations, as these are often immediately accessible to community college-level award earners. Although *graphic designers* and *film and video editors* typically require a bachelor's degree, they are considered middle-skill because at least one-third of current workers in the field have completed some college, no degree/associate degree or less.

The emerging field of digital media content creation is comprised of many occupations that typically require workers to obtain a bachelor's degree. In order to illuminate a pathway for students who continue their education past the community college level, above middle-skill occupations are also included in this report to show local labor market demand and supply. 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.

⁴ [Market Research Analysts and Marketing Specialists \(bls.gov\)](https://www.bls.gov/occupations/13-1161)

⁵ [Public Relations Specialists \(bls.gov\)](https://www.bls.gov/occupations/27-3031)

⁶ 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 in the region for the middle-skill group of digital media content creation occupations. In addition to the majority of annual job openings in Los Angeles County having entry-level wages that exceed the self-sufficiency standard wage, between 33% and 47% of workers in the field have completed some college, no degree/associate degree or less. **Therefore, due to all of the criteria being met, the LA COE endorses this proposed program.** Detailed reasons include:

Demand:

- **Supply Gap Criteria** – Over the next five years, **4,972 middle-skill 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 1,678 awards conferred** by educational institutions in the region.
 - Over the past 12 months, there have been **14,512 online job postings** for the five occupations in this report that also include the keyword “content creat*”. The highest number of job postings were for social media managers, marketing coordinators, graphic designers, social media marketing specialists, and social media coordinators.
- **Living Wage Criteria** – In Los Angeles County, the majority (72%) of annual openings for the middle-skill occupations in this report have entry-level wages **above** the self-sufficiency standard wage for one adult (\$18.10 in Los Angeles County).⁷
- **Educational Criteria** – Within the greater LA/OC region, the majority of annual job openings (70%) for the three middle-skill occupations in this report typically require a bachelor’s degree.
 - National-level educational attainment data indicates that between 33% and 47% of workers in the field have completed some college, no degree/associate degree or less.

Supply:

- Between 2018 and 2021, **25 community colleges** in the greater LA/OC region issued awards in programs that have historically trained for the occupations of interest, conferring an average of **378 awards**.
- Between 2017 and 2020, non-community college institutions throughout the greater LA/OC region conferred an average of **1,300 awards in relevant programs**.

⁷ Self-Sufficiency Standard wage data was pulled from The Self-Sufficiency Standard Tool for California. For more information, visit: <http://selfsufficiencystandard.org/california>.

Occupational Demand

Exhibit 1 shows the five-year occupational demand projections for the three middle-skill occupations related to digital media content creation. In the greater Los Angeles/Orange County region, the number of jobs related to these occupations is projected to increase by 7% through 2026. There will be nearly 5,000 job openings per year through 2026 due to job growth and replacements.

Exhibit 1: Middle-skill occupational demand in Los Angeles and Orange Counties⁸

Geography	2021 Jobs	2026 Jobs	2021-2026 Change	2021-2026 % Change	Annual Openings
Los Angeles	37,158	39,880	2,722	7%	4,139
Orange	7,802	8,260	458	6%	833
Total	44,960	48,139	3,179	7%	4,972

Exhibit 2 shows the five-year occupational demand projections for the two above middle-skill occupations related to digital media content creation. 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 6,000 job openings per year through 2026 due to job growth and replacements.

Exhibit 2: Above middle-skill occupational demand in Los Angeles and Orange Counties⁹

Geography	2021 Jobs	2026 Jobs	2021-2026 Change	2021-2026 % Change	Annual Openings
Los Angeles	40,203	42,875	2,672	7%	4,488
Orange	14,673	15,296	623	4%	1,562
Total	54,876	58,172	3,295	6%	6,050

Wages

The labor market endorsement in this report considers the entry-level hourly wages for the middle-skill group of digital media content creation-related occupations 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.

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.

⁹ Ibid.

Los Angeles County – The majority (72%) of annual openings for the middle-skill occupations in this report 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 \$14.97 and \$21.58. Two middle-skill occupations in this report have entry-level wages above the county’s self-sufficiency standard wage: *graphic designers* (\$20.64), and *film and video editors* (\$21.58). Experienced workers can expect to earn wages between \$39.45 and \$49.99, which are above the self-sufficiency standard wage estimate.

Exhibit 3: Hourly Earnings for Occupations in Los Angeles County

Occupation	Entry-Level Hourly Earnings (25th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75th Percentile)
Graphic Designers (27-1024)	\$20.64	\$28.82	\$39.45
Photographers (27-4021)	\$14.97	\$24.54	\$42.06
Film and Video Editors (27-4032)	\$21.58	\$30.08	\$49.99

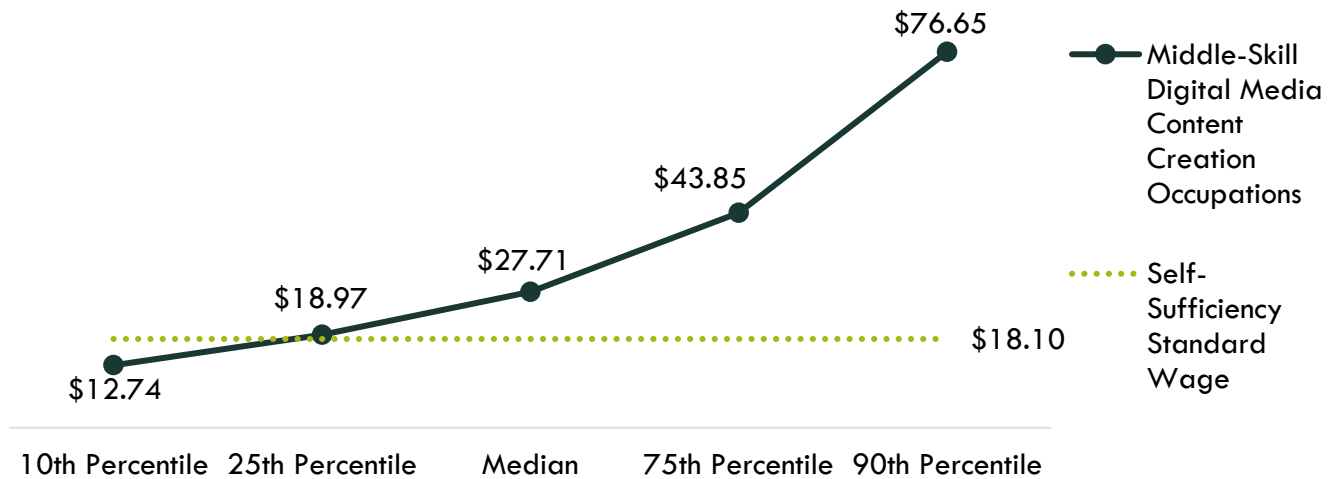
Orange County – All three middle-skill occupations in this report have entry-level wages **below** the self-sufficiency standard wage for one adult (\$20.63 in Orange County). Typical entry-level hourly wages are in a range between \$14.16 and \$20.50. Experienced workers can expect to earn wages between \$38.55 and \$49.41, which are above the self-sufficiency standard wage estimate.

Exhibit 4: Hourly Earnings for Occupations in Orange County

Occupation	Entry-Level Hourly Earnings (25th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75th Percentile)
Graphic Designers (27-1024)	\$20.50	\$28.28	\$38.55
Photographers (27-4021)	\$14.16	\$23.91	\$43.65
Film and Video Editors (27-4032)	\$18.33	\$27.94	\$49.41

On average, the entry-level hourly wage for the occupations in this report (three middle-skill occupations) is \$18.97; this is above the self-sufficiency standard wage estimate for one single adult in Los Angeles County (\$18.10). Exhibit 5 shows the average wages for the occupations in this report, from entry-level to experienced workers.

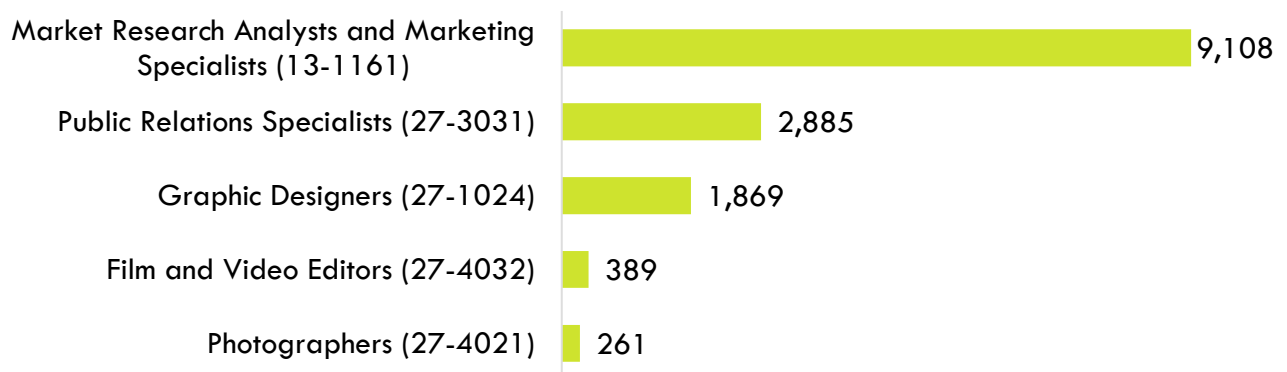
Exhibit 5: Average Hourly Earnings for Digital Media Content Creation Occupations in LA/OC



Job Postings

Over the past 12 months, there have been 14,512 online job postings for the five occupations in this report that also include the keyword “content creat*”. Exhibit 6 shows the number of job postings by occupation. The majority of job postings (63%) were for *market research analysts and marketing specialists*, followed by *public relations specialists* (20%) and *graphic designers* (13%). The highest number of job postings were for social media managers, marketing coordinators, graphic designers, social media marketing specialists, and social media coordinators. The top skills were social media (including Facebook and Instagram), marketing, Adobe Photoshop, Adobe InDesign, and content management. The top employers, by number of job postings, in the region were Disney, NBC, and Deloitte.

Exhibit 6: Job postings by occupation (last 12 months)



Educational Attainment

The Bureau of Labor Statistics (BLS) lists the following typical entry-level education levels for the occupations in this report:

- **High school diploma or equivalent:** *Photographers (27-4021)*
- **Bachelor's degree:** *Graphic designers (27-1024); film and video editors (27-4032); market research analysts and marketing specialists (13-1161); public relations specialists (27-3031)*

In the greater LA/OC region, the majority of annual job openings (70%) for the three middle-skill occupations in this report typically require a bachelor's degree. National-level educational attainment data indicates that between 33% and 47% of workers in the field have completed some college, no degree/associate degree or less.

Educational Supply

Community College Supply – Exhibit 7 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 Orange Coast, Santa Monica, and Santiago Canyon.

Exhibit 7: Regional community college awards (certificates and degrees), 2018-2021

TOP	Program	College	2018-19 Awards	2019-20 Awards	2020-21 Awards	3-Year Average
0509.00	Marketing and Distribution	Cerritos	25	18	14	19
		Compton	1	-	-	0
		East LA	9	5	8	7
		El Camino	14	6	9	10
		Glendale	1	1	3	2
		LA City	12	15	15	14
		LA Pierce	4	8	8	7
		LA Trade-Tech	3	3	7	4
		LA Valley	28	19	24	24
		Long Beach	6	5	15	9
		Mt San Antonio	5	5	12	7
		Pasadena	3	6	3	4
		Rio Hondo	2	9	11	7
		Santa Monica	20	28	54	34
		West LA	1	1	1	1
		LA Subtotal	134	129	184	149
		Cypress	4	5	4	4
		Fullerton	2	4	8	5
Golden West	2	6	4	4		

TOP	Program	College	2018-19 Awards	2019-20 Awards	2020-21 Awards	3-Year Average
		Orange Coast	83	69	48	67
		Saddleback	16	27	15	19
		Santa Ana	3	-	2	2
		Santiago Canyon	17	18	57	31
		OC Subtotal	127	129	138	131
		Supply Subtotal/Average	261	258	322	280
0509.10	Advertising	Santa Monica	8	15	17	13
		LA Subtotal	8	15	17	13
		Orange Coast	1	3	2	2
		Santiago Canyon	-	1	2	1
		OC Subtotal	1	4	4	3
		Supply Subtotal/Average	9	19	21	16
0606.00	Public Relations	LA Pierce	3	2	1	2
		LA Subtotal	3	2	1	2
		Supply Subtotal/Average	3	2	1	2
0614.00	Digital Media	Glendale	-	1	-	0
		LA Mission	1	4	5	3
		LA Trade-Tech	19	11	18	16
		Pasadena	-	-	3	1
		Rio Hondo	-	2	1	1
		LA Subtotal	20	18	27	22
		Coastline	3	-	3	2
		Cypress	-	-	2	1
		Golden West	10	10	7	9
		Irvine Valley	9	1	6	5
		Saddleback	-	-	1	0
		Santa Ana	-	1	6	2
		OC Subtotal	22	12	25	20
		Supply Subtotal/Average	42	30	52	41
0614.10	Multimedia	East LA	-	2	-	1
		LA Mission	21	18	23	21
		Pasadena	6	1	-	2
		Santa Monica	5	5	9	6
		LA Subtotal	32	26	32	30
		Cypress	-	1	1	1

TOP	Program	College	2018-19 Awards	2019-20 Awards	2020-21 Awards	3-Year Average
		Orange Coast	1	2	4	2
		Santiago Canyon	9	3	4	5
		OC Subtotal	10	6	9	8
		Supply Subtotal/Average	42	32	41	38
		Supply Total/Average	357	341	437	378

Non-Community College Supply – For a comprehensive regional supply analysis, it is important to consider the supply from other institutions in the region that may provide training programs for the occupations in this report. Exhibit 8 shows the annual and three-year average number of awards conferred in relevant programs. Due to different data collection periods, the most recent three-year period of available data is from 2017 to 2020. Between 2017 and 2020, non-community college institutions in the region conferred an average of 1,300 awards.

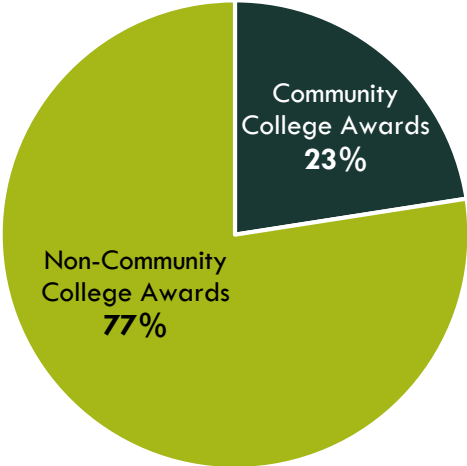
Exhibit 8: Regional non-community college awards, 2017-2020

CIP	Program	Institution	2017-18 Awards	2018-19 Awards	2019-20 Awards	3-Year Average
09.0702	Digital Communication and Media/ Multimedia	CSU-Dominguez Hills	41	58	41	47
		Fremont College	1	1	1	1
		Marymount California University	-	3	10	4
		Vanguard University of Southern California	7	8	2	6
09.0900	Public Relations, Advertising, and Applied Communication	Biola University	17	20	36	24
		Pepperdine University	36	22	24	27
09.0903	Advertising	Pepperdine University	43	34	34	37
10.0304	Animation, Interactive Technology, Video Graphics, and Special Effects	Art Center College of Design	9	18	36	21
		California Institute of the Arts	-	-	39	13
		Chapman University	-	-	20	7
		Gnomon	36	40	66	47
		Laguna College of Art and Design	11	37	33	27
		Los Angeles Film School	44	51	47	47
		Loyola Marymount University	20	15	21	19
		New York Film Academy	14	19	24	19

CIP	Program	Institution	2017-18 Awards	2018-19 Awards	2019-20 Awards	3-Year Average
50.0102	Digital Arts	Los Angeles Academy of Figurative Art	-	3	4	2
		Los Angeles Pacific College	-	-	4	1
		Marymount California University	17	15	3	12
		Otis College of Art and Design	92	69	48	70
		University of Southern California	16	14	15	15
		Woodbury University	4	1	2	2
50.0401	Design and Visual Communications, General	Biola University	2	5	3	3
		Fashion Institute of Design & Merchandising-LA	155	142	90	129
		Gnomon	37	48	19	35
		Los Angeles Pacific College	-	-	13	4
		Otis College of Art and Design	43	34	36	38
		Platt College-Los Angeles	5	-	-	2
		University of Southern California	-	-	5	2
52.1401	Marketing/Marketing Management, General	CSU-Northridge	377	395	384	385
		Fashion Institute of Design & Merchandising-LA	70	68	27	55
		Fremont College	3	4	4	4
		Loyola Marymount University	184	132	154	157
		Mount Saint Mary's University	22	10	9	14
		Vanguard University of Southern California	7	9	8	8
		Woodbury University	14	17	19	17
Supply Total/Average			1,327	1,292	1,281	1,300

Exhibit 9 shows the relationship between the proportion of community college awards conferred in LA/OC versus the number of non-community college awards for the programs in this report. Non-community college institutions in the LA/OC region award nearly four out of every five awards.

Exhibit 9: 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 10. Los Angeles County

Occupation (SOC)	2021 Jobs	2026 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)
Graphic Designers (27-1024)	14,825	14,719	(106)	(1%)	1,370	\$20.64	\$28.82	\$39.45
Photographers (27-4021)	9,738	10,794	1,056	11%	1,161	\$14.97	\$24.54	\$42.06
Film and Video Editors (27-4032)	12,595	14,367	1,772	14%	1,608	\$21.58	\$30.08	\$49.99
Middle-Skill Subtotal	37,158	39,880	2,722	7%	4,139	-	-	-
Market Research Analysts and Marketing Specialists (13-1161)	31,529	33,712	2,183	7%	3,583	\$23.61	\$33.65	\$47.29
Public Relations Specialists (27-3031)	8,674	9,163	489	6%	905	\$24.07	\$31.76	\$48.08
Above Middle-Skill Subtotal	40,203	42,875	2,672	7%	4,488	-	-	-
Total	77,361	82,755	5,394	7%	8,627	-	-	-

Exhibit 11. Orange County

Occupation (SOC)	2021 Jobs	2026 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75th Percentile)
Graphic Designers (27-1024)	4,699	4,822	123	3%	452	\$20.50	\$28.28	\$38.55
Photographers (27-4021)	2,624	2,909	285	11%	324	\$14.16	\$23.91	\$43.65
Film and Video Editors (27-4032)	479	529	50	10%	57	\$18.33	\$27.94	\$49.41
Middle-Skill Subtotal	7,802	8,260	458	6%	833	-	-	-
Market Research Analysts and Marketing Specialists (13-1161)	12,218	12,839	621	5%	1,334	\$22.98	\$32.76	\$46.04
Public Relations Specialists (27-3031)	2,455	2,457	2	0%	227	\$23.20	\$30.71	\$46.46
Above Middle-Skill Subtotal	14,673	15,296	623	4%	1,562	-	-	-
Total	22,476	23,556	1,080	5%	2,395	-	-	-

Exhibit 12. Los Angeles and Orange Counties

Occupation (SOC)	2021 Jobs	2026 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Typical Entry-Level Education
Graphic Designers (27-1024)	19,524	19,541	17	0%	1,822	Bachelor's degree
Photographers (27-4021)	12,362	13,703	1,341	11%	1,485	High school diploma or equivalent
Film and Video Editors (27-4032)	13,074	14,895	1,821	14%	1,665	Bachelor's degree
Middle-Skill Subtotal	44,960	48,139	3,179	7%	4,972	-
Market Research Analysts and Marketing Specialists (13-1161)	43,747	46,551	2,804	6%	4,917	Bachelor's degree
Public Relations Specialists (27-3031)	11,129	11,621	492	4%	1,133	Bachelor's degree
Above Middle-Skill Subtotal	54,876	58,172	3,295	6%	6,050	-
Total	99,836	106,311	6,475	6%	11,022	-

Appendix B: Sources

- O*NET Online
- Labor Insight (Burning Glass Technologies)
- 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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