CENTER OF EXCELLENCE FOR LABOR MARKET RESEARCH BAY AREA

Labor Market Assessment
Virtual Production Occupations

November 2026

Key Findings

In California, employment in Virtual Production-related occupations (Special Effects Artists and Animators, Camera Operators, Television, Video, and Film, Film and Video Editors, Producers and Directors and Set and Exhibit Designers) is projected to generate an average of 5,783 annual job openings from 2025 to 2035. Within the Bay Region, there are approximately 1,090 such openings annually, representing a substantial share of statewide demand. In the Bay Region, postsecondary institutions confer approximately 538 associate and bachelor level awards annually, resulting in a significant undersupply of about 552 workers relative to job openings, particularly for positions that require a bachelor's degree. Therefore, Berkeley City College's proposed Virtual Production program would help address this workforce shortage, expand access to baccalaureate education, and strengthen the regional talent pipeline for related media, design, and production occupations.

In California, entry-level Virtual Production occupations typically earn approximately $32 per hour, which exceeds the living wage for a single adult ($17) and exceeds the living wage for adults with one preschooler ($31) or one school-age child ($31) or one teenager ($25). Median wages reach approximately $52 per hour, reflecting strong earning potential in the field. Wages also increase substantially with higher levels of education. For Special Effects Artists and Animators, entry-level wages increase from approximately $27 per hour for associate degree holders to $40 per hour for those with a bachelor's degree. Similarly, for Camera Operators, Television, Video, and Film, entry-level wages increase from approximately $24 per hour for high school degree holders to $27 per hour for those with a bachelor's degree. Similarly, for Film and Video Editors, entry-level wages increase from approximately $19 per hour for associate degree holders to $29 per hour for those with a bachelor's degree. Similarly, for Producers and Directors, entry-level wages increase from approximately $30 per hour for associate degree holders to $40 per hour for those with a bachelor's degree. Similarly, for Set and Exhibit Designers, entry-level wages increase from approximately $27 per hour for associate degree holders to $35 per hour for those with a bachelor's degree. This wage progression highlights the importance of bachelor's-level education in helping workers achieve high and sustainable earnings over time.

Introduction

This report profiles Virtual Production occupations in California and the 12-County Bay Region for a proposed bachelor's degree program.

This report compares occupational demand with educational awards in selected Film Production (TOP 0612.20), Animation (TOP 0614.40) and Other Media and Communications (TOP 0699.00) programs in the Bay Region. It is recommended that this data be reviewed to better understand how outcomes for students taking courses within these program areas compare to similar programs at colleges in the region.

This report evaluates labor market needs and workforce alignment for the proposed bachelor's degree program called “Virtual Production.” Using state and regional data, it presents insights into educational and occupational requirements, employment trends, wage levels, and degree alignment for Special Effects Artists and Animators, Camera Operators, Television, Video, and Film, Film and Video Editors, Producers and Directors and Set and Exhibit Designers, five occupations highly relevant to Virtual Production functions. The analysis examines five occupations whose duties overlap with Virtual Production. Producers and Directors account for most regional employment and annual

openings. Employment trends vary across the occupations. The Bay Region is projected to experience modest overall growth, while statewide employment is projected to decline. The findings identify recurring job openings and potential educational alignment, but occupation-wide demand should not be interpreted as demand exclusively for Virtual Production graduates.

Occupation under Review

Special Effects Artists and Animators (27-1014): 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.

Occupational Characteristics	
Typical Entry Level Education	Bachelor's degree
Work Experience Required	None
Typical On-The-Job Training	None
Existing Workforce (% with assoc. degree, certificate, or some college)	25%

Camera Operators, Television, Video, and Film (27-4031): Operate television, video, or film camera to record images or scenes for television, video, or film productions.

Occupational Characteristics	
Typical Entry Level Education	Bachelor's degree
Work Experience Required	None
Typical On-The-Job Training	None
Existing Workforce (% with assoc. degree, certificate, or some college)	23%

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.

Occupational Characteristics	
Typical Entry Level Education	Bachelor's degree
Work Experience Required	None
Typical On-The-Job Training	None
Existing Workforce (% with assoc. degree, certificate, or some college)	23%

Producers and Directors (27-2012): Produce or direct stage, television, radio, video, or film productions for entertainment, information, or instruction. Responsible for creative decisions, such as interpretation of script, choice of actors or guests, set design, sound, special effects, and choreography.

Occupational Characteristics	
Typical Entry Level Education	Bachelor's degree
Work Experience Required	Less than 5 years
Typical On-The-Job Training	None
Existing Workforce (% with assoc. degree, certificate, or some college)	18%

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.

Occupational Characteristics	
Typical Entry Level Education	Bachelor's degree
Work Experience Required	None
Typical On-The-Job Training	None
Existing Workforce (% with assoc. degree, certificate, or some college)	26%

State Level Analysis

Table 1 presents selected technical credentials relevant to production duties within the five occupations. Drone Pilot Certificate appears in 197 postings (2%), while Adobe Certified Professional appears in six postings (less than 1%). These credentials relate to assignments or technical skills and should not be interpreted as requirements for all positions. Posting counts may overlap and should not be added.

Table 1. Educational Licenses or Certifications for Film Production Occupations in California

Licenses or Certifications	# of Job Postings	% of Total
Drone Pilot Certificate	197	2%
Project Management Professional Certification	22	<1%
Property And Casualty Insurance License	21	<1%
Forklift Certification	19	<1%
Pilot Licensing And Certification	17	<1%
Architecture License	12	<1%
Federal Aviation Administration (FAA) Certification	12	<1%
Automated External Defibrillator (AED) Certification	9	<1%
Lean Six Sigma Certification	8	<1%
ServSafe Certification	8	<1%
Six Sigma Certification	8	<1%
American Institute Of Certified Planners (AICP) Certification	8	<1%

"Job Posting Analytics." Oct. 2025 - Sep. 2026, Source: Lightcast 2026.3

Note: This table combines Special Effects Artists and Animators, Camera Operators, Television, Video, and Film, Film and Video Editors, Producers and Directors and Set and Exhibit Designers.

Tables 2a-2e show the educational levels listed on job postings for each occupation. Among postings reporting education, bachelor's degrees are listed in 80% of Special Effects Artist and Animator postings, 61% of Camera Operator postings, 76% of Film and Video Editor postings, 74% of Producer and Director postings, and 62% of Set and Exhibit Designer postings. These distributions indicate alignment with bachelor's-level preparation among education-reporting postings. However, 59% to 88% of records lack education information, limiting how broadly the findings can be generalized.

Of those postings that include educational requirements, Tables 2a-2e show that bachelor's-level postings show higher entry-level advertised hourly wages than associate-level postings for Special Effects Artists and Animators ($40 versus $27), Film and Video Editors ($29 versus $19), Producers and Directors ($40 versus $30), and Set and Exhibit Designers ($35 versus $27). Camera Operators show the opposite pattern ($27 versus $30). The results suggest an association between bachelor's-level positions and higher advertised wages in four occupations, rather than a consistent increase across every education level. Differences may reflect job duties, employers, experience expectations, and the postings with available salary information.

This pattern highlights the value of pursuing bachelor's degrees, particularly in fields where advanced education is strongly preferred. These findings support the expansion of bachelor's degree programs in Virtual Production to better align with employer expectations and wage outcomes.

Table 2a. Educational Level and Entry Level Wages for Special Effects Artists and Animators in California

Education Level	# of Job Postings	% of Total	Entry Advertised Wage
High school or GED	12	2%	$35
Associate's degree	25	5%	$27
Bachelor's degree	427	80%	$40
Master's degree	59	11%	$40
Ph.D. or professional degree	14	3%	$37

"Job Posting Analytics." Oct. 2025 - Sep. 2026, Source: Lightcast 2026.3

Note: 68% of records have been excluded because they do not include a degree level. As a result, the chart above may not be representative of the full sample.

Table 2b. Educational Level and Entry Level Wages for Camera Operators, Television, Video, and Film in California

Education Level	# of Job Postings	% of Total	Entry Advertised Wage
High school or GED	53	21%	$24
Associate's degree	28	11%	$30
Bachelor's degree	152	61%	$27
Master's degree	14	6%	$29
Ph.D. or professional degree	3	1%	NA

"Job Posting Analytics." Oct. 2025 - Sep. 2026, Source: Lightcast 2026.3

Note: 88% of records have been excluded because they do not include a degree level. As a result, the chart above may not be representative of the full sample.

Table 2c. Educational Level and Entry Level Wages for Film and Video Editors in California

Education Level	# of Job Postings	% of Total	Entry Advertised Wage
High school or GED	28	7%	$23
Associate's degree	30	8%	$19
Bachelor's degree	294	76%	$29
Master's degree	30	8%	$40
Ph.D. or professional degree	6	2%	$57

"Job Posting Analytics." Oct. 2025 - Sep. 2026, Source: Lightcast 2026.3

Note: 80% of records have been excluded because they do not include a degree level. As a result, the chart above may not be representative of the full sample.

Table 2d. Educational Level and Entry Level Wages for Producers and Directors in California

Education Level	# of Job Postings	% of Total	Entry Advertised Wage
High school or GED	194	6%	$31
Associate's degree	89	3%	$30
Bachelor's degree	2,291	74%	$40
Master's degree	453	15%	$53
Ph.D. or professional degree	82	3%	$81

"Job Posting Analytics." Oct. 2025 - Sep. 2026, Source: Lightcast 2026.3

Note: 59% of records have been excluded because they do not include a degree level. As a result, the chart above may not be representative of the full sample.

Table 2e. Educational Level and Entry Level Wages for Set and Exhibit Designers in California

Education Level	# of Job Postings	% of Total	Entry Advertised Wage
High school or GED	73	16%	$22
Associate's degree	34	7%	$27
Bachelor's degree	280	62%	$35
Master's degree	64	14%	$35
Ph.D. or professional degree	4	1%	$40

"Job Posting Analytics." Oct. 2025 - Sep. 2026, Source: Lightcast 2026.3

Note: 67% of records have been excluded because they do not include a degree level. As a result, the chart above may not be representative of the full sample.

Tables 3a-3e indicate that most job postings require moderate levels of work experience. For Special Effects Artists and Animators, approximately 34% of postings require 0 to 3 years of experience, while 41% require 4 to 6 years. For Camera Operators, Television, Video, and Film, approximately 73% of postings require 0 to 3 years of experience, while 20% require 4 to 6 years. For Film and Video Editors, approximately 53% of postings require 0 to 3 years of experience, while 37% require 4 to 6 years. For Producers and Directors, approximately 35% of postings require 0 to 3 years of experience, while 34% require 4 to 6 years. For Set and Exhibit Designers, approximately 53% of postings require 0 to 3 years of experience, while 25% require 4 to 6 years.

These patterns suggest differing entry pathways and support incorporating applied projects, portfolio development, and work-based learning into the proposed program. Between 33% and 80% of records lack experience information.

Table 3a. Work Experience Requirement for Special Effects Artists and Animators in California

Working Experience Required	Job Postings	% of Total
0 - 1 Years	42	4%
2 - 3 Years	282	30%
4 - 6 Years	385	41%
7 - 9 Years	181	19%
10+ Years	44	5%

"Job Posting Analytics." Oct. 2025 - Sep. 2026, Source: Lightcast 2026.3

Note: 33% of records have been excluded because they do not include an experience level. As a result, the chart above may not be representative of the full sample.

Table 3b. Work Experience Requirement for Camera Operators, Television, Video, and Film in California

Working Experience Required	Job Postings	% of Total
0 - 1 Years	88	27%
2 - 3 Years	152	46%
4 - 6 Years	66	20%
7 - 9 Years	13	4%
10+ Years	12	4%

"Job Posting Analytics." Oct. 2025 - Sep. 2026, Source: Lightcast 2026.3

Note: 80% of records have been excluded because they do not include an experience level. As a result, the chart above may not be representative of the full sample.

Table 3c. Work Experience Requirement for Film and Video Editors in California

Working Experience Required	Job Postings	% of Total
0 - 1 Years	122	18%
2 - 3 Years	240	35%
4 - 6 Years	254	37%
7 - 9 Years	52	8%
10+ Years	12	2%

"Job Posting Analytics." Oct. 2025 - Sep. 2026, Source: Lightcast 2026.3

Note: 57% of records have been excluded because they do not include an experience level. As a result, the chart above may not be representative of the full sample.

Table 3d. Work Experience Requirement for Producers and Directors in California

Working Experience Required	Job Postings	% of Total
0 - 1 Years	247	7%
2 - 3 Years	967	28%
4 - 6 Years	1,200	34%
7 - 9 Years	620	18%
10+ Years	469	13%

"Job Posting Analytics." Oct. 2025 - Sep. 2026, Source: Lightcast 2026.3

Note: 43% of records have been excluded because they do not include an experience level. As a result, the chart above may not be representative of the full sample.

Table 3e. Work Experience Requirement for Set and Exhibit Designers in California

Working Experience Required	Job Postings	% of Total
0 - 1 Years	100	22%
2 - 3 Years	144	31%
4 - 6 Years	115	25%
7 - 9 Years	84	18%
10+ Years	21	5%

"Job Posting Analytics." Oct. 2025 - Sep. 2026, Source: Lightcast 2026.3

Note: 57% of records have been excluded because they do not include an experience level. As a result, the chart above may not be representative of the full sample.

Table 4 shows employment in Virtual Production-related occupations. California employment across the five occupations is projected to from 74,655 jobs in 2025 to 73,174 in 2035, a decline of approximately 2%. Camera Operators are the only occupation projected to grow statewide, increasing by approximately 2%. Employment is projected to decline by 1% for Producers and Directors, 3% for Film and Video Editors, 6% for Set and Exhibit Designers, and 7% for Special Effects Artists and Animators. Despite this overall contraction, the occupations are projected to generate approximately 5,783 annual openings, reflecting recurring replacement needs. The combined entry-level wage occupational wage is $32 per hour, and the median is $52.

Table 4. Employment Outlook for Virtual Production Occupations in California

Occupation	2025 Jobs	2035 Jobs	10-yr Change	10-yr % Change	Annual Openings	Annual Replacement Rate	Entry Hourly Wage	Median Hourly Wage
Special Effects Artists and Animators	9,254	8,617	-637	-7%	785	8%	$34	$56
Set and Exhibit Designers	4,414	4,156	-258	-6%	335	8%	$24	$43
Producers and Directors	41,190	40,828	-362	-1%	3,033	7%	$36	$57
Camera Operators, Television, Video, and Film	7,581	7,719	138	2%	649	8%	$26	$44
Film and Video Editors	12,216	11,854	-362	-3%	981	8%	$24	$39
Total	**74,655**	**73,174**	**-1,481**	**-2%**	**5,783**	**8%**	**$32**	**$52**

Source: Lightcast

Regional Level Analysis

Employment Historical Trend for Virtual Production

Table 5 shows the number of professionals employed in Special Effects Artists and Animators, Camera Operators, Television, Video, and Film, Film and Video Editors, Producers and Directors and Set and Exhibit Designers over the past decade at both the state and regional levels. Employment trends from 2015 to 2025 varied substantially. Special Effects Artist and Animator employment declined by 52% statewide and 44% in the Bay Region, while Set and Exhibit Designer employment declined by 53% and 66%, respectively. Camera Operator employment increased by 14% statewide and 3% regionally. Film and Video Editor employment declined by 13% statewide but increased by 2% regionally. Producers and Directors recorded growth of 6% statewide and 55% in the Bay Region. These mixed patterns do not indicate broad or sustained expansion across all five occupations.

Table 5. Historical 10-Year Employment Trend for Film Production in the Bay Region vs. California

Occupation	Area	2015 Jobs	2025 Jobs	10-yr Change	10-yr % Change
Special Effects Artists and Animators	California	19,421	9,254	-10,167	-52%
Special Effects Artists and Animators	Bay Region	4,164	2,315	-1,848	-44%
Camera Operators, Television, Video, and Film	California	6,673	7,581	908	14%
Camera Operators, Television, Video, and Film	Bay Region	773	793	20	3%
Film and Video Editors	California	14,060	12,216	-1,844	-13%
Film and Video Editors	Bay Region	1,556	1,584	29	2%
Producers and Directors	California	38,722	41,190	2,468	6%
Producers and Directors	Bay Region	5,099	7,915	2,815	55%
Set and Exhibit Designers	California	9,446	4,414	-5,032	-53%
Set and Exhibit Designers	Bay Region	2,245	771	-1,474	-66%

Source: Lightcast

Figure 1 illustrates the historical employment trend for Special Effects Artists and Animators at both the state and regional levels. It shows that employment declined in both areas, with a smaller decline in the Bay Region (44%) than statewide (52%).

Figure 1. Historical 10 Year to Year Present Change in Employment for Special Effects Artists and Animators in the Bay Region vs. California

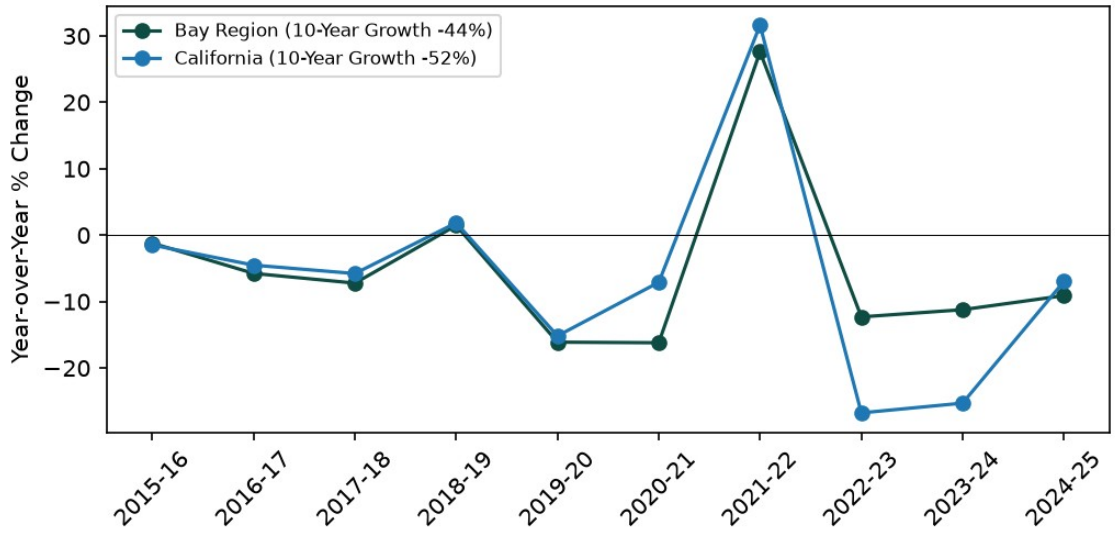


Figure 2 illustrates the historical employment trend for Camera Operators, Television, Video, and Film at both the state and regional levels. It shows that employment increased by 3% regionally versus 14% statewide, with substantial annual fluctuations.

Figure 2. Historical 10 Year to Year Present Change in Employment for Camera Operators, Television, Video, and Film in the Bay Region vs. California

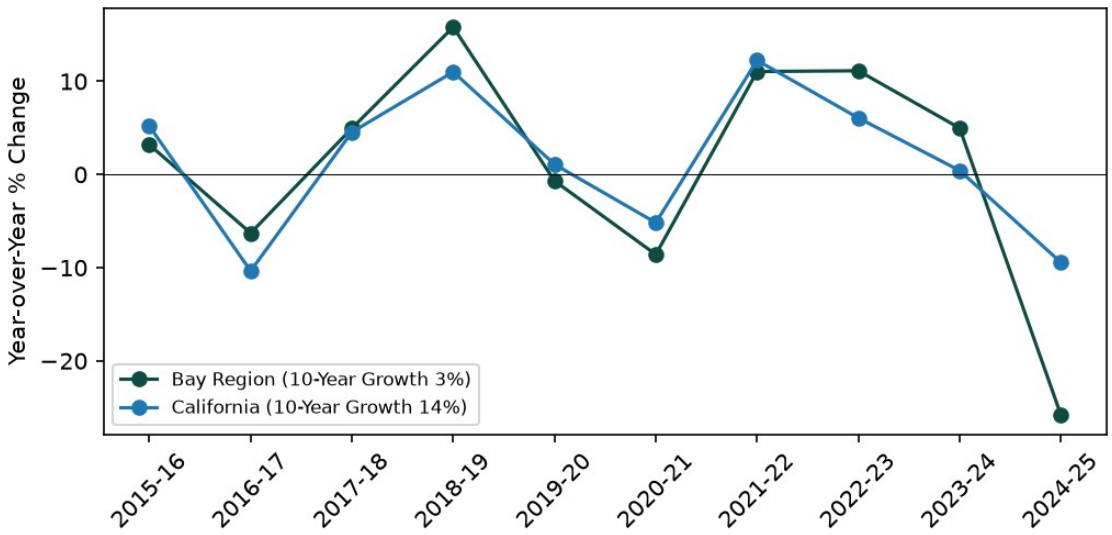


Figure 3 illustrates the historical employment trend for Film and Video Editors at both the state and regional levels. It shows that the Bay Region employment increased slightly (2%), while statewide employment declined by 13%.

Figure 3. Historical 10 Year to Year Present Change in Employment for Film and Video Editors in the Bay Region vs. California

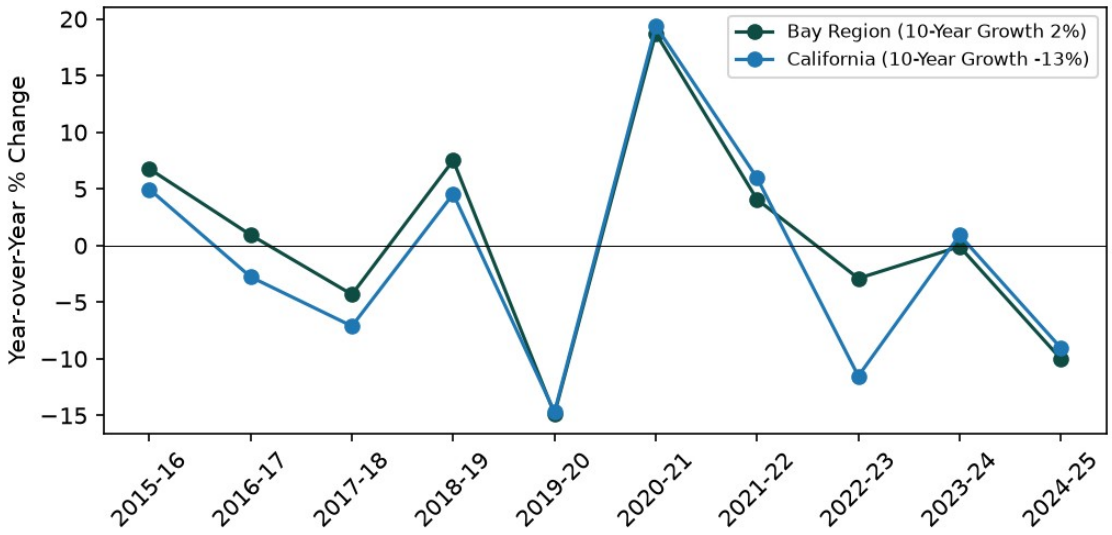


Figure 4 illustrates the historical employment trend for Producers and Directors at both the state and regional levels. It shows that the Bay Region employment grew by 55%, exceeding statewide growth of 6%, although recent annual changes were negative.

Figure 4. Historical 10 Year to Year Present Change in Employment for Producers and Directors in the Bay Region vs. California

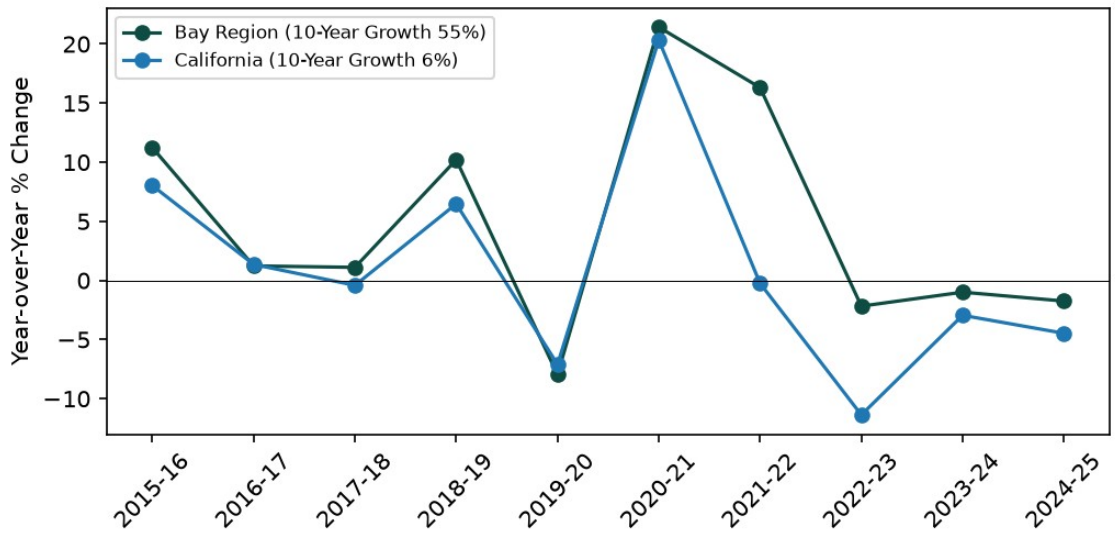
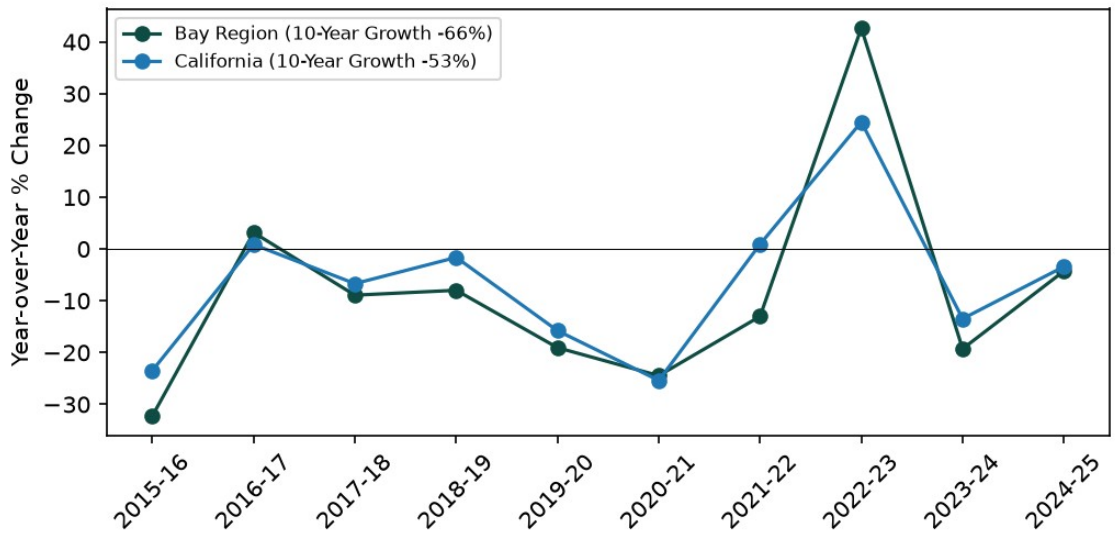


Figure 5 illustrates the historical employment trend for Set and Exhibit Designers at both the state and regional levels. It shows that employment declined in both areas, with a larger decline regionally (66%) than statewide (53%).

Figure 5. Historical 10 Year to Year Present Change in Employment for Set and Exhibit Designers in the Bay Region vs. California



Occupational Demand

Table 6 shows that Bay Region employment across the five occupations is projected to increase from 13,378 jobs in 2025 to 13,837 in 2035, approximately 3%, with about 1,090 annual openings. Producers and Directors account for most employment and openings. Camera Operators have the highest projected percentage growth (12%), followed by Film and Video Editors (6%), Producers and Directors (3%), and Special Effects Artists and Animators (1%). Set and Exhibit Designer employment is projected to decline by 1%. Combined occupational wages are $38 per hour at the 25th percentile and $57 at the median, although wages differ considerably by occupation.

Table 6. Employment Outlook for Virtual Production Occupations in the Bay Region

Occupation	2025 Jobs	2035 Jobs	10-yr Change	10-yr % Change	Annual Openings	Annual Replacement Rate	Entry Hourly Wage	Median Hourly Wage
Special Effects Artists and Animators	2,315	2,343	27	1%	211	8%	$43	$61
Set and Exhibit Designers	771	762	-9	-1%	62	8%	$23	$39
Producers and Directors	7,915	8,164	250	3%	605	7%	$42	$61
Camera Operators, Television, Video, and Film	793	886	92	12%	74	8%	$25	$37
Film and Video Editors	1,584	1,682	98	6%	138	8%	$28	$46
Total	**13,378**	**13,837**	**458**	**3%**	**1,090**	**8%**	**$38**	**$57**

Source: Lightcast

Bay Region includes: Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties

Educational Supply

There are four community colleges in the Bay Region issuing 26 associate degree awards on average annually (last 3 years ending 2024-25) on TOP 0612.20 - Film Production. There are also five community colleges in the Bay Region issuing 36 associate degree awards on average annually (last 3 years ending 2024-25) on TOP 0614.40 - Animation. The report identifies no associate awards on TOP 0699.00 - Other Media and Communications.

There are three other CTE educational institutions in the Bay Region issuing 176 associate and bachelor's degrees on average annually (last 3 years ending 2023-24) on CIP 10.0304- Animation, Interactive Technology, Video Graphics, and Special Effects. There are four other CTE educational institutions in the Bay Region issuing 72 associate degrees on average annually (last 3 years ending 2023-24) on CIP 50.0602- Cinematography and Film/Video Production. There are two other CTE educational institutions in the Bay Region issuing 75 associate and bachelor's degrees on average annually (last 3 years ending 2023-24) on CIP 11.0803- Computer Graphics. There are three other CTE educational institutions in the Bay Region issuing 24 associate and bachelor's degrees on average annually (last 3 years ending 2023-24) on CIP 50.0411- Game and Interactive Media Design.

There is a four-year institution in the Bay Region issuing 129 bachelor's degrees on average annually (last 3 years ending 2023-24) on CIP 50.0411- Game and Interactive Media Design.

Table 7a. Community College Awards on TOP 0612.20 - Film Production in the Bay Region

College	Subregion	Associate Degree	Total
Chabot Hayward	East Bay	7	7
Deanza	Silicon Valley	3	3
San Francisco	Mid-Peninsula	9	9
Santa Rosa	North Bay	7	7
Total		**26**	**26**

Source: CCCCO DataMart

Note: The annual average for awards is 2022-23 to 2024-25.

. Table 7b. Community College Awards on TOP 0614.40 - Animation in the Bay Region

College	Subregion	Associate Degree	Total
Berkeley City	East Bay	5	5
Deanza	Silicon Valley	14	14
Diablo Valley	East Bay	8	8
Ohlone	East Bay	2	2
Santa Rosa	North Bay	7	7
Total		**36**	**36**

Source: CCCCO DataMart

Note: The annual average for awards is 2022-23 to 2024-25.

Table 7c. Other CTE Institutions Awards on CIP 10.0304- Animation, Interactive Technology, Video Graphics, and Special Effects in the Bay Region

College	Subregion	Associate degree	Bachelor's degree	Total
Academy of Art University	Mid-Peninsula	11	82	93
California College of the Arts	Mid-Peninsula	0	53	53
University of Silicon Valley	Silicon Valley	0	30	30
Total		**11**	**165**	**176**

Source: IPEDS

Note: The annual average for awards is 2021-22 to 2023-24

Table 7d. Other CTE Institutions Awards on CIP 50.0602- Cinematography and Film/Video Production in the Bay Region

College	Subregion	Associate degree	Bachelor's degree	Total
Academy of Art University	Mid-Peninsula	4	31	35
California College of the Arts	Mid-Peninsula	0	16	16
Pacific Union College	North Bay	1	5	6
San Francisco Film School	Mid-Peninsula	15	0	15
Total		**20**	**52**	**72**

Source: IPEDS

Note: The annual average for awards is 2021-22 to 2023-24.

Table 7e. Other CTE Institutions Awards on CIP 11.0803- Computer Graphics in the Bay Region

College	Subregion	Associate degree	Bachelor's degree	Total
Academy of Art University	Mid-Peninsula	8	32	40
California College of the Arts	Mid-Peninsula	0	35	35
Total		**8**	**67**	**75**

Source: IPEDS
Note: The annual average for awards is 2021-22 to 2023-24.

Table 7f. Other CTE Institutions Awards on CIP 50.0411- Game and Interactive Media Design in the Bay Region

College	Subregion	Bachelor's degree	Total
Academy of Art University	Mid-Peninsula	1	1
California College of the Arts	Mid-Peninsula	1	1
University of Silicon Valley	Silicon Valley	22	22
Total		**24**	**24**

Source: Data Mart
Note: The annual average for awards is 2021-22 to 2023-24.

Table 7g. Bachelor's Degree Awards on CIP 50.0411- Game and Interactive Media Design in the Bay Region

College	Subregion	Bachelor's degree	Total
University of California-Santa Cruz	SC-Monterey	129	129
Total		**129**	**129**

Source: IPEDS
Note: The annual average for awards is 2021-22 to 2023-24.

Gap Analysis

Based on the data included in this report, there is a significant labor market gap in the Bay Region with approximately 1,090 annual job openings for Virtual Production-related occupations and 538 annual (3-year average) awards (associate degrees). This results in an annual undersupply of approximately 552 workers. This suggests a potential imbalance between selected educational output and broader occupational demand. Expanding a bachelor's degree program in Virtual Production at Berkeley City College would help address this workforce shortage and provide students with a pathway to high-wage, in-demand careers.

Living Wage

The Self-Sufficiency Standard Calculator estimates the income needed to meet basic living costs in the Bay Region. Table 8 shows that entry-level wages for Virtual Production occupations average approximately $38 per hour, while median wages reach $57 per hour. The combined regional entry-level wage of $38 exceeds the Self-Sufficiency Standards for one adult ($27) and one adult with a teenager ($36) but falls below those for one adult with an infant ($56), preschooler ($53), or school-age child ($45). The $57 median exceeds all five thresholds shown. These comparisons describe combined occupational earnings; they do not guarantee graduate starting wages, and individual occupations have different wage levels.

Table 8. Hourly Living Wage compared to Entry- and Mid-Level Wages for Virtual Production in the Bay Region

Earning Wage		Hourly Living Wage				
Entry Hourly Wage	Median Hourly Wage	Adult Only	Adult + Infant	Adult + Preschool	Adult + School-age	Adult + teenage
$38	$57	$27	$56	$53	$45	$36

Source: Lightcast
Note. The Self-Sufficiency (SS) Standard for California (2024) Center for Women's Welfare, University of Washington. The data combines Special Effects Artists and Animators, Camera Operators, Television, Video, and Film, Film and Video Editors, Producers and Directors and Set and Exhibit Designers.

Methodology

The occupations for this report were identified by Berkeley City College. Labor demand data is sourced from Lightcast occupation and job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CCCCO Data Mart.

Sources

Data and information referenced in this report were compiled from the following public and proprietary sources:

- Lightcast.
- California Community Colleges Chancellor's Office (CCCCO) DataMart.
- U.S. Department of Education, National Center for Education Statistics, Integrated Postsecondary Education Data System (IPEDS).
- U.S. Department of Labor, Employment and Training Administration, Occupational Information Network (O*NET)
- Self-Sufficiency Standard at the Center for Women's Welfare, University of Washington. 2024 California Dataset.

Contacts

For more information, please contact:

- Yumi Huang, Research Analyst, Bay Region Center of Excellence, yumi@baccc.net or (831) 275-0043
- Marcela Reyes, Director, Research and Center of Excellence, marcela@baccc.net or (831) 219-8875