



Labor Market Analysis: 0614.00 – Digital Media
10.0303 – Prepress/Desktop Publishing and Digital Imaging Design
Digital Design – Noncredit award requiring 288 <480 hours
 Los Angeles Center of Excellence, April 2026

Program Endorsement:	Endorsed: All Criteria Met <input type="checkbox"/>	Endorsed: Some Criteria Met <input checked="" 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, 25 th)	Yes <input type="checkbox"/>		No <input checked="" 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 identified middle-skill occupations in the region. While the majority of annual openings have entry-level wages that are lower than the self-sufficiency standard wage in both Los Angeles and Orange counties, approximately one-third of current workers in the field have completed an associate degree or less educational attainment.

Recommendation: Due to two of 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

- 2,286 annual job openings are projected in the region through 2029. This number is greater than the three-year average of 1,228 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

- 64% of annual job openings for these target occupations have entry-level wages **below** 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 the target occupations, according to the Bureau of Labor Statistics (BLS).
- 28%-32% of workers in the field have completed an associate degree or less education, according to national educational attainment data.

Community college supply

- 25 community colleges issued awards related to digital design in the greater LA/OC region.
- 636 awards (degrees and certificates) were conferred on average each year between 2023 and 2025.

Other postsecondary supply

- 21 educational institutions in the LA/OC region have conferred awards in programs related to digital design over the past three years.
- 592 awards were conferred on average each year by other postsecondary institutions throughout the greater LA/OC region between 2022 and 2024.

TARGET OCCUPATIONS

LA COE prepared this report to provide regional labor market and postsecondary supply data related to three middle-skill occupations and one emerging occupation. 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 and community colleges have historically trained for these occupations. [For full occupation descriptions, please see Appendix.](#)

- **Search Marketing Strategists (13-1161.01)** ³
- **Web Developers (15-1254)** ⁴
- **Web and Digital Interface Designers (15-1255)** ⁵
- **Graphic Designers (27-1024)** ⁶

OCCUPATIONAL DEMAND

Exhibit 1 shows the five-year occupational demand projections for these digital design occupations. In the greater Los Angeles/Orange County region, the number of jobs related to these occupations is projected to decrease by 1% through 2029. However, there will be nearly

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

³ [Search Marketing Strategists \(ONETOnline.org\)](#)

⁴ [Web Developers and Digital Designers \(bls.gov\)](#)

⁵ [Ibid.](#)

⁶ [Graphic Designers \(bls.gov\)](#)

2,300 job openings per year through 2029 due to retirements and workers leaving the field. The majority of jobs in 2024 for these digital design occupations (76%) were located in Los Angeles County.

Exhibit 1: Current employment and occupational demand, Los Angeles and Orange counties⁷

Geography	2024 Jobs	2029 Jobs	2024-2029 Change	2024-2029 % Change	Annual Openings
Los Angeles	24,147	23,984	(163)	(1%)	1,739
Orange	7,751	7,604	(147)	(2%)	547
Total	31,898	31,588	(310)	(1%)	2,286

Detailed Occupation Data

Exhibit 2 displays the current employment and projected occupational demand for each of the target occupations in Los Angeles County. 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	2024 Jobs	2029 Jobs	5-Yr % Change	Annual Openings	% Aged 55 and older	% Full Time Workers
Web Developers	2,609	2,605	(0%)	159	9%	100%
Web and Digital Interface Designers	6,867	6,906	1%	465	8%	82%
Graphic Designers	14,672	14,473	(1%)	1,115	21%	73%
Total	24,147	23,984	(1%)	1,739	-	-

WAGES

The labor market endorsement in this report considers the entry-level hourly wages for these digital design 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 Los Angeles/Orange County region.

⁷ Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

⁸ Ibid.

Los Angeles County

The majority, 64%, of annual openings for these digital design occupations have entry-level wages below the self-sufficiency standard wage for one adult (\$24.03 in Los Angeles County). Typical entry-level hourly wages are in a range between \$23.45 and \$33.57. (Exhibit 3).

Two occupations have entry-level wages above the self-sufficiency standard wage:

- *Web and digital interface designers*, \$33.57
- *Web developers*, \$27.78

Experienced workers can expect to earn wages between \$47.45 and \$75.60, 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*
Web Developers	\$27.78	\$44.30	\$60.62	\$92,100
Web and Digital Interface Designers	\$33.57	\$47.87	\$75.60	\$99,600
Graphic Designers	\$23.45	\$34.53	\$47.45	\$71,800

*Rounded to the nearest \$100

Orange County

The majority, 73%, of annual openings for these digital design 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 \$22.79 and \$31.65 (Exhibit 4).

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

- *Web and digital interface designers*, \$31.65

Experienced workers can expect to earn wages between \$45.63 and \$72.00, which are higher than the self-sufficiency standard.

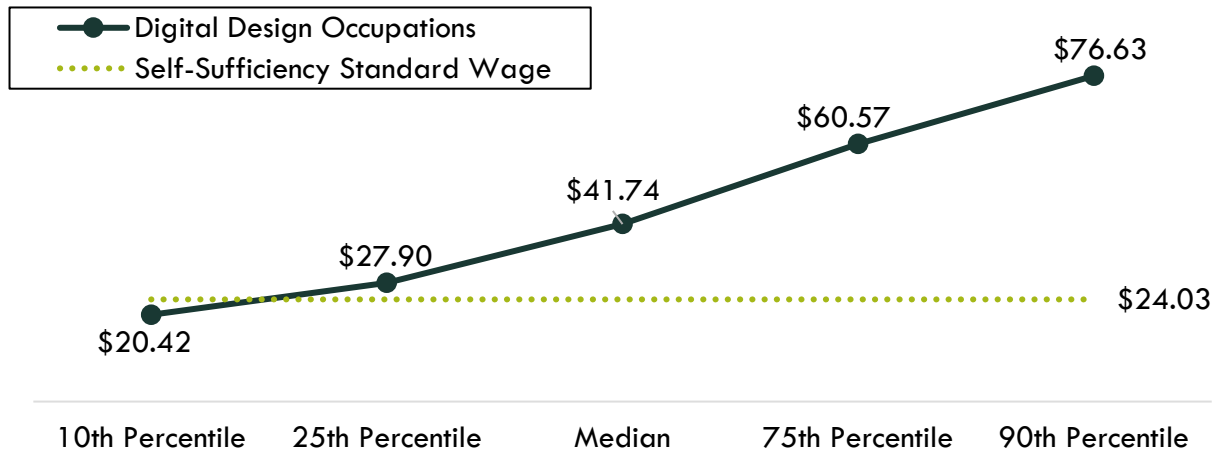
Exhibit 4: Earnings for occupations in Orange County

Occupation	Entry-Level Hourly Earnings (25 th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75 th Percentile)	Median Annual Earnings*
Web Developers	\$26.06	\$42.07	\$58.10	\$87,500
Web and Digital Interface Designers	\$31.65	\$45.41	\$72.00	\$94,400
Graphic Designers	\$22.79	\$33.35	\$45.63	\$69,400

*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 \$27.90; 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 target occupations, Los Angeles and Orange counties



JOB POSTINGS

There were 5,171 online job postings related to digital design 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 (37%) were for *web and digital interface designers*, followed by *graphic designers* (32%) and *web developers* (19%).

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"> Graphic designers UI/UX designers UX designers Back end engineers Product designers Front end developers Web developers 	<ul style="list-style-type: none"> Marketing User experience (UX) Adobe Photoshop Graphic design Adobe Illustrator Figma (design software) Adobe Creative Suite 	<ul style="list-style-type: none"> Robert Half* Amazon Google Disney Motion Recruitment* Insight Global* 24 Seven*

*Staffing company

In the greater Los Angeles/Orange County region, 41% of the target 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 target occupations, Los Angeles and Orange counties

Education Level	Job Postings	% of Job Postings
Bachelor's degree	1,889	89%
Associate degree	99	5%
High school diploma or vocational training	125	6%

EDUCATIONAL ATTAINMENT

The Bureau of Labor Statistics (BLS) lists a bachelor’s degree as the typical entry-level education for the target occupations (Exhibit 9). However, the national-level data indicates between 28% and 32% of workers in the field have completed an 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
Web Developers	Bachelor’s degree
Web and Digital Interface Designers	Bachelor’s degree
Graphic 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 Santa Monica, Pasadena, and Santa Ana.

Exhibit 10: Regional community college awards (certificates and degrees), 2023-2025

TOP Code	Program	College	2022-23 Awards	2023-24 Awards	2024-25 Awards	3-Year Average
0614.00	Digital Media	LA Trade-Tech	14	29	36	26
		Long Beach	-	5	8	4
		Mt San Antonio	2	1	5	3
		Pasadena	9	26	47	27
		Rio Hondo	-	1	-	0
		Santa Monica	6	21	27	18
		LA Subtotal	31	83	123	79
		Coastline	28	5	13	15
		Cypress	4	8	3	5
		Fullerton	-	4	3	2
		Irvine	1	2	3	2
		Orange Coast	-	-	2	1
		Saddleback	2	-	1	1
		Santa Ana	71	51	28	50
		OC Subtotal	106	70	53	76
Supply Subtotal/Average			137	153	176	155
0614.30	Website Design and Development	Citrus	-	-	1	0
		LA Pierce	-	3	5	3
		Long Beach	6	9	5	7
		Pasadena	3	10	5	6
		Santa Monica	5	3	8	5
		West LA	4	6	2	4
		LA Subtotal	18	31	26	25
		Fullerton	-	1	2	1
		Orange Coast	8	14	22	15
		Saddleback	6	6	9	7
		Santa Ana	-	-	2	1
		OC Subtotal	14	21	35	23
Supply Subtotal/Average			32	52	61	48
0614.60	Computer Graphics and Digital Imagery	Citrus	11	4	8	8
		East LA	4	1	5	3
		LA Subtotal	15	5	13	11
		Cypress	1	1	1	1
		Irvine	1	-	1	1
		Orange Coast	18	18	-	12
		Saddleback	7	5	4	5
		Santa Ana	3	8	3	5
OC Subtotal	30	32	9	24		
Supply Subtotal/Average			45	37	22	35

TOP Code	Program	College	2022-23 Awards	2023-24 Awards	2024-25 Awards	3-Year Average		
1030.00	Graphic Art and Design	Cerritos	18	13	15	15		
		East LA	8	4	23	12		
		El Camino	1	1	1	1		
		Glendale	8	10	11	10		
		LA City	14	10	25	16		
		LA Harbor	1	1	1	1		
		LA Pierce	12	22	18	17		
		LA Valley	1	5	8	5		
		Long Beach	5	12	3	7		
		Mt San Antonio	25	17	16	19		
		Pasadena	11	82	60	51		
		Rio Hondo	54	35	14	34		
		Santa Monica	68	106	140	105		
		West LA	-	-	1	0		
		LA Subtotal	226	318	336	293		
		Cypress	18	16	19	18		
		Fullerton	18	17	20	18		
		Golden West	13	8	12	11		
		Irvine	16	27	13	19		
		Orange Coast	-	-	26	9		
		Saddleback	22	11	34	22		
		Santiago Canyon	5	17	1	8		
		OC Subtotal	92	96	125	104		
		Supply Subtotal/Average			318	414	461	398
		Supply Total/Average			532	656	720	636

Exhibit 11 displays the community college awards broken down by award type. In this case, the majority of awards issued by community colleges are certificates (63%).

Exhibit 11: Community college awards by award type, 2023-2025

Award Type	# of Awards	% of Awards
A.A./A.S. degrees	199	31%
Certificates	402	63%
Noncredit awards	35	6%
Total	636	100%

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 digital design occupations. Exhibit 12 shows the number of awards conferred by these institutions in relevant programs. Due to different data collection periods, the most recent data is from 2022 to 2024. Between 2022 and 2024, other postsecondary college institutions in the region conferred an average of 592 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.

Exhibit 12: Other regional postsecondary awards, 2022-2024

CIP Code	Program	Postsecondary Institution	2021-22 Awards	2022-23 Awards	2023-24 Awards	3-Year Average
09.0702	Digital Communication and Media/Multimedia	Azusa Pacific Univ,	3	1	1	2
		CA College of ASU	5	-	-	2
		CSU-Dominguez Hills	33	17	13	21
		Westcliff University	-	1	-	0
		Woodbury University	-	-	17	6
11.0801	Web Page, Digital/Multimedia and Information Resources Design	LA Pacific College	6	2	2	3
		Westcliff University	-	1	2	1
11.0803	Computer Graphics	ABC Adult School	6	2	8	5
		LA Pacific College	6	9	13	9
		Woodbury University	-	-	8	3
11.0899	Computer Software and Media Applications, Other	Art Center College of Design	21	20	22	21
		CA Institute of the Arts	6	7	11	8
		Learnet Academy	2	5	-	2
		Woodbury University	-	-	11	4
50.0102	Digital Arts	California College of ASU	15	-	-	5
		Gnomon	29	48	56	44
		LA Academy of Figurative Art	5	-	-	2
		LA Pacific College	-	1	1	1
		Otis College of Art and Design	90	101	105	99
		USC	33	36	25	31
		Whittier College	-	-	1	0

CIP Code	Program	Postsecondary Institution	2021-22 Awards	2022-23 Awards	2023-24 Awards	3-Year Average
50.0409	Graphic Design	Art Center College of Design	70	56	52	59
		CA College of ASU	4	7	3	5
		CA Institute of the Arts	15	12	13	13
		CSPU-Pomona	105	116	121	114
		Chapman University	29	25	35	30
		Concordia Univ.-Irvine	9	7	10	9
		Fashion Institute of Design & Merchandising	12	11	10	11
		Laguna College of Art and Design	24	24	13	20
		Los Angeles Film School	52	46	60	53
		LA Pacific College	7	5	2	5
		Whittier College	-	5	8	4
		Supply Total/Average			587	565

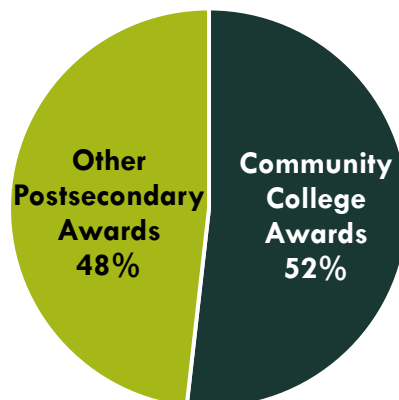
Exhibit 13 shows the breakdown of other postsecondary awards by award type. The majority of awards issued by other postsecondary schools are bachelor's degrees (93%).

Exhibit 13: Other postsecondary awards by award type, 2022-2024

Award Type	# of Awards	% of Awards
Bachelor's degrees	553	93%
Sub-baccalaureate awards	39	7%
Total	591	100%

Exhibit 14 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 community colleges in the greater Los Angeles/Orange County region.

Exhibit 14: 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 and emerging occupations:

- **Search Marketing Strategists (13-1161.01)** Employ search marketing tactics to increase visibility and engagement with content, products, or services in Internet-enabled devices or interfaces. Examine search query behaviors on general or specialty search engines or other Internet-based content. Analyze research, data, or technology to understand user intent and measure outcomes for ongoing optimization. ⁹
- **Web Developers (15-1254)** Develop and implement websites, web applications, application databases, and interactive web interfaces. Evaluate code to ensure that it is properly structured, meets industry standards, and is compatible with browsers and devices. Optimize website performance, scalability, and server-side code and processes. May develop website infrastructure and integrate websites with other computer applications. ¹⁰
- **Web and Digital Interface Designers (15-1255)** 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,

⁹ [Search Marketing Strategists \(ONETOnline.org\)](https://onlinetoolsonline.org/)

¹⁰ [Web Developers and Digital Designers \(bls.gov\)](https://bls.gov/)

websites, and software with a focus on aesthetics and design. May create graphics used in websites and manage website content and links.¹¹

- **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.¹²

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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)

Important Disclaimer: All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. Efforts have been made to qualify and validate the accuracy of the data and the reported findings; however, neither the Centers of Excellence, COE host District, nor California Community Colleges Chancellor's Office are responsible for applications or decisions made by recipient community colleges or their representatives based upon components or recommendations contained in this study.

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Centers of Excellence for Labor Market Research, Economic and Workforce Development Program

¹¹ [Ibid.](#)

¹² [Graphic Designers \(bls.gov\)](https://www.bls.gov)