



# Labor Market Assessment

## Interaction Design Occupations

### La Cañada College

May 2026

#### Key Findings

In California, employment in Interaction Design-related occupations (Web and Digital Interface Designers and Special Effects Artists and Animators) is projected to generate an average of 2,755 annual job openings from 2024 to 2034. Within the Bay Region, there are approximately 1,052 such openings annually, accounting for a significant share of the state's total demand. However, in the Bay Region, postsecondary institutions confer approximately 444 associate and bachelor's degree awards annually, which indicates a continued undersupply of graduates relative to job openings. Therefore, Cañada College's proposed Interaction Design program would help address this workforce gap, strengthen the regional talent pipeline, and provide an affordable four-year degree pathway for students interested in user experience, interface design, and related fields.

In California, entry-level Web and Digital Interface Designers typically earn approximately \$38 per hour, while Special Effects Artists and Animators earn approximately \$35 per hour, reflecting wages at the lower quartile of advertised postings. These wages exceed the California living wage for a single adult (\$17) and meet or exceed the living wage for adults with one teenager (\$25), one school-age child (\$31), one preschooler (\$32), or one infant (\$35). For Web and Digital Interface Designers, an entry level wage increases from \$36 per hour for associate degree holders to \$64 per hour for those with a bachelor's degree, and up to \$74–\$76 per hour for master's and doctoral degree holders. Similarly, for Special Effects Artists and Animators, wages increase from \$30 per hour for those with a high school diploma to \$40 per hour for associate degree holders, with bachelor's degree holders earning approximately \$39 per hour. This wage progression highlights the value of advanced education in helping professionals achieve earnings that meet California living wage standards across a wide range of household types.

#### Introduction

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

This report provides student outcomes data on employment and earnings for programs related to Interaction Design in the Bay Region, including Digital Media (TOP 0614.00) and World Wide Web Administration (TOP 0709.00), as well as related fields such as Digital Communication and Media/Multimedia (CIP 09.0702), Animation, Interactive Technology, Video Graphics and Special Effects (CIP 10.0304), Digital Arts (CIP 50.0102), and Game and Interactive Media Design (CIP 50.0411). 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 “Interaction Design.” Using state and regional data, it presents insights into educational and occupational requirements, employment trends, wage levels, and degree alignment for Web and Digital Interface Designers and Special Effects Artists and Animators, two occupations highly relevant to Interaction Design.

The analysis shows that Web and Digital Interface Designers account for the majority of employment and demand within the field, representing the primary driver of job opportunities in Interaction Design-related occupations. The findings indicate competitive wages and a moderate labor market gap that supports the creation of a bachelor’s degree program to better align educational pathways with workforce needs in the Bay Region.

### Occupation under Review

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

Occupational Characteristics	
Typical Entry Level Education	Bachelor's degree
Work Experience Required	None
Typical On-The-Job Training	None
Existing Workforce(% of individuals age 25+ with an associate degree, certificate, or some postsecondary coursework as their highest level of education attainment)	21%

- 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(% of individuals age 25+ with an associate degree, certificate, or some postsecondary coursework as their highest level of education attainment)	26%

### State Level Analysis

Table 1 shows the number of job postings that list licenses and certifications for Interaction Design occupations. While a wide range of certifications appear in job postings, most are listed in a small percentage of postings, indicating that certifications are generally not required for entry into the field, but may enhance employability for specialized roles or advanced positions.

**Table 1. Educational Licenses or Certifications for Interaction Design Occupations in California**

Licenses or Certifications	# of Job Postings	% of Total
ITIL Foundation Certification	13	<1%
Project Management Professional Certification	11	<1%
IAT Level II Certification	10	<1%
IAT Level I Certification	5	<1%
Agile Certification	4	<1%
Drone Pilot Certificate	3	<1%
Salesforce Certification	2	<1%
Project Management Certification	2	<1%
Internet And Computing Core Certification	2	<1%

"Job Posting Analytics." Mar. 2025 - Feb. 2026, Source: Lightcast 2026.1

Note: This table combines Web and Digital Interface Designers and Special Effects Artists and Animators.

Tables 2a and 2b show the educational levels listed on job postings for each occupation. For Web and Digital Interface Designers, 61% of job postings list a bachelor's degree as the preferred level of education. For Special Effects Artists and Animators, the figure is 80%. Over a twelve-month period, approximately 45% to 41% of employers included an educational requirement or preference in their job postings, while the remainder did not.

Of those postings that did contain educational requirement information, Tables 2a and 2b show that wage levels increase with more education, which highlights the value of pursuing bachelor's degrees, particularly in fields where advanced education is preferred but not always required for entry. This correlation underscores the economic benefits to students for continuing their education, supporting the case for expanding bachelor's degree programs in Interaction Design to align with employer demand and enhance workforce readiness.

**Table 2a. Educational Level and Entry Level Wages for Web and Digital Interface Designers in California**

Education Level	# of Job Postings	% of Total	Entry Level Hourly Advertised Wage
High school or GED	118	2%	\$38
Associate's degree	77	1%	\$36
Bachelor's degree	4,494	61%	\$64
Master's degree	2,108	28%	\$74
Ph.D. or professional degree	627	8%	\$76

"Job Posting Analytics." Mar. 2025 - Feb. 2026, Source: Lightcast 2026.1

Note: 55% 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 Special Effects Artists and Animators in California**

Education Level	# of Job Postings	% of Total	Entry Level Hourly Advertised Wage
High school or GED	16	3%	\$30
Associate's degree	28	5%	\$40
Bachelor's degree	491	80%	\$39
Master's degree	69	11%	\$38
Ph.D. or professional degree	9	1%	\$32

"Job Posting Analytics." Mar. 2025 - Feb. 2026, Source: Lightcast 2026.1

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.

Tables 3a and 3b indicate that most job postings for Web and Digital Interface Designers (64%) require 4 to 9 years of work experience, while 73% of Special Effects Artists and Animators job postings require 2 to 6 years of experience. This suggests that employers value candidates with a combination of formal education and applied experience, reinforcing the importance of bachelor's degree programs that incorporate hands-on training and skill development prior to workforce entry.

**Table 3a. Work Experience Requirement for Web and Digital Interface Designers in California**

Working Experience Required	Job Postings	% of Total
0 - 1 Years	262	4%
2 - 3 Years	1,328	19%
4 - 6 Years	2,986	42%
7 - 9 Years	1,578	22%
10+ Years	873	12%

"Job Posting Analytics." Mar. 2025 - Feb. 2026, Source: Lightcast 2026.1

Note: 36% 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 3b. Work Experience Requirement for Special Effects Artists and Animators in California**

Working Experience Required	Job Postings	% of Total
0 - 1 Years	34	4%
2 - 3 Years	262	31%
4 - 6 Years	359	42%
7 - 9 Years	149	17%
10+ Years	53	6%

"Job Posting Analytics." Mar. 2025 - Feb. 2026, Source: Lightcast 2026.1

Note: 31% 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 4 shows that employment in Interaction Design-related occupations in California totaled 38,991 jobs in 2024 and is projected to remain relatively stable over the next decade, with a slight decline of 1%.

Growth varies by occupation. Web and Digital Interface Designers are projected to grow by 2%, while Special Effects Artists and Animators are projected to decline by 8%. Despite modest overall growth, the field is expected to generate approximately 2,755 annual job openings statewide, driven largely by replacement demand.

Entry-level wages range from \$35 to \$38 per hour, with median wages reaching \$55 to \$60 per hour, demonstrating strong earning potential across occupations.

**Table 4. Employment Outlook for World Wide Web Administration Occupations in California**

Occupation	2024 Jobs	2034 Jobs	10-yr Change	10-yr % Change	Annual Openings	Annual Replacement Rate	Entry Hourly Earning	Median Hourly Wage
Web and Digital Interface Designers	29,132	29,615	483	2%	1,933	6%	\$38	\$60
Special Effects Artists and Animators	9,859	9,048	-812	-8%	822	8%	\$35	\$55
<b>Total</b>	<b>38,991</b>	<b>38,663</b>	<b>-328</b>	<b>-1%</b>	<b>2,755</b>	<b>7%</b>	<b>\$37</b>	<b>\$59</b>

Source: Lightcast 2026.1

## Regional Level Analysis

### Employment Historical Trend for BS in Interaction Design

Table 5 shows that employment trends differ significantly by occupation in the Bay Region. Employment for Web and Digital Interface Designers increased by 185% over the past decade, compared to 156% growth statewide, indicating strong regional demand and industry concentration. In contrast, employment for Special Effects Artists and Animators declined by 36% regionally, compared to a 47% decline statewide, reflecting broader structural changes in the industry.

**Table 5. Historical 10-Year Employment Trend for World Wide Web Administration in the Bay Region vs. California**

SOC	Area	2014 Jobs	2024 Jobs	10-yr Change	10-yr% Change
15-1255	CA	11,388	29,132	17,744	156
15-1255	Bay	4,528	12,899	8,371	185
27-1014	CA	18,619	9,859	-8,759	-47
27-1014	Bay	3,994	2,538	-1,455	-36

Source: Lightcast 2026.1

Figure 1 illustrates that Web and Digital Interface Designers in the Bay Region experienced faster growth than the state between 2014 and 2019, before stabilizing in recent years.

**Figure 1. Historical 10 Year to Year Present Change in Employment for Web and Digital Interface Designers in the Bay Region vs. California**

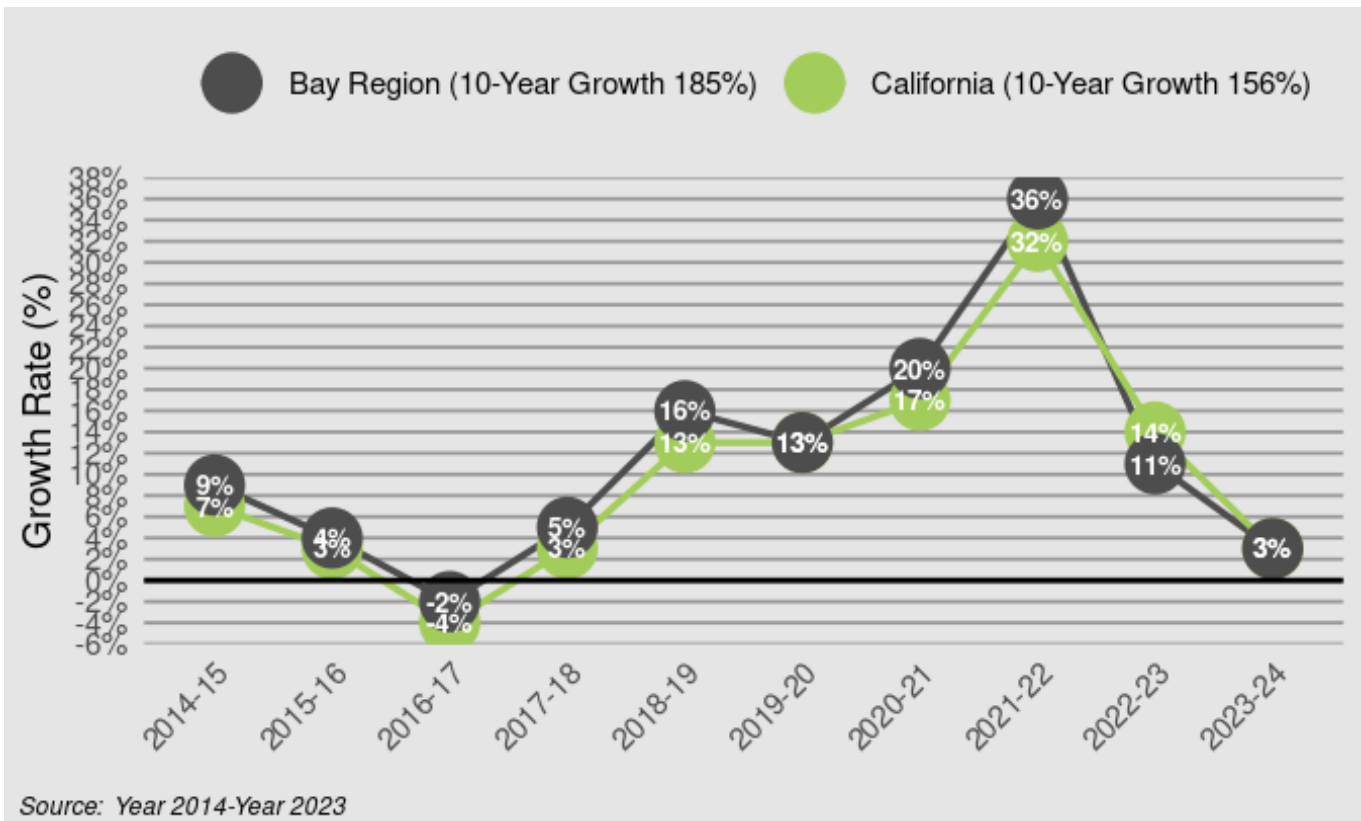
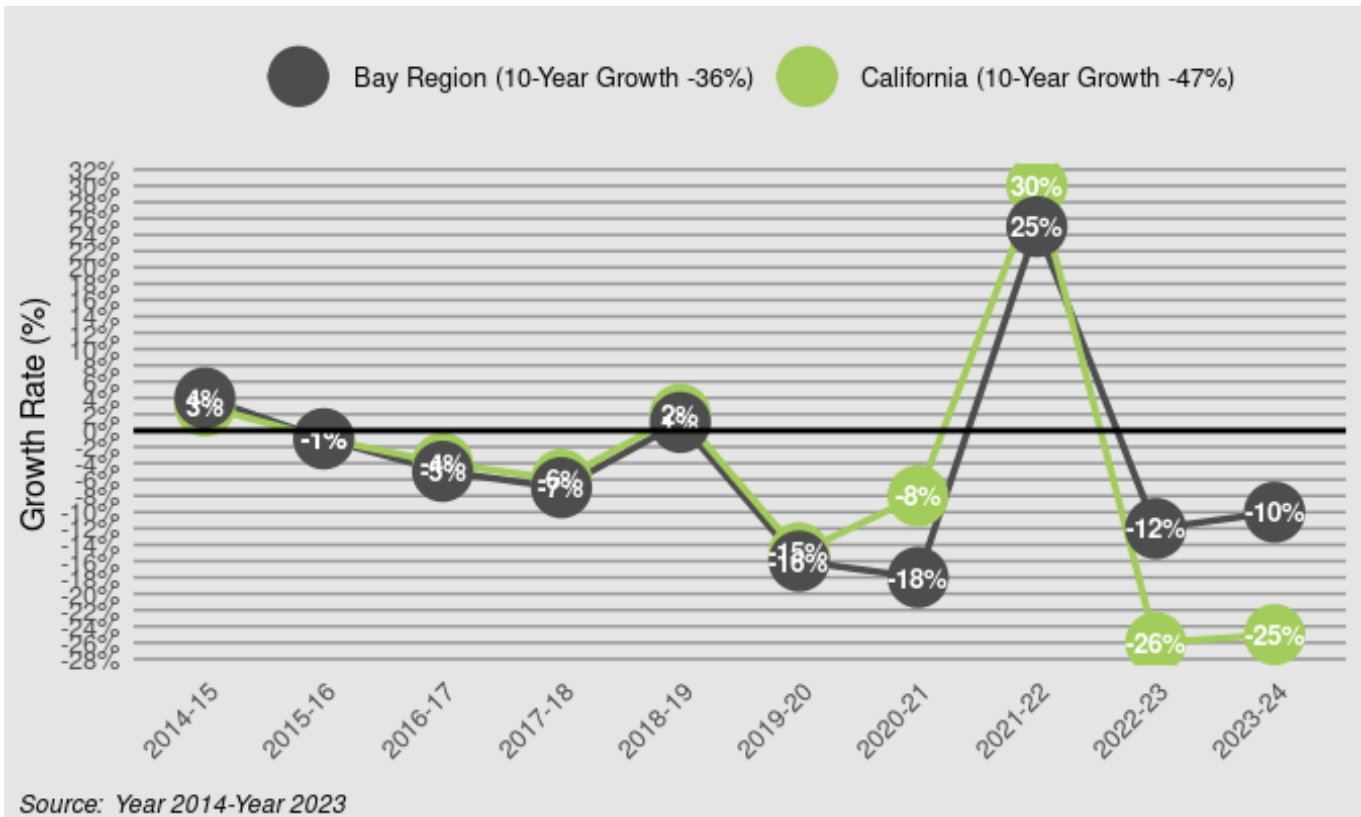


Figure 2 shows that Animators followed a similar declining trend at both the state and regional levels, though the Bay Region experienced slightly less severe declines.

**Figure 2. Historical 10 Year to Year Present Change in Employment for Special Effects Artists and Animators in the Bay Region vs. California**



## Occupational Demand

Table 6 shows that the Bay Region employed 15,437 workers in 2024 across Interaction Design occupations. Employment is projected to remain relatively stable through 2034, with a slight decline of 1%. The region is expected to generate approximately 1,052 annual job openings, driven primarily by replacement needs.

Web and Digital Interface Designers account for the majority of employment, with 12,899 jobs and 829 annual openings, offering median wages of \$76 per hour. Special Effects Artists and Animators account for a smaller share, with 2,538 jobs and 223 annual openings, with median wages of \$57 per hour.

These data indicate that while overall employment growth is modest, demand remains steady and wages are highly competitive.

**Table 6. Employment Outlook for World Wide Web Administration Occupations in the Bay Region**

Occupation	2024 Jobs	2034 Jobs	10-yr Change	10-yr % Change	Annual Openings	Annual Replacement Rate	Entry Hourly Earning	Median Hourly Wage
Web and Digital Interface Designers	12,899	12,818	-81	-1%	829	6%	\$48	\$76
Special Effects Artists and Animators	2,538	2,467	-71	-3%	223	8%	\$44	\$57
<b>Total</b>	<b>15,437</b>	<b>15,285</b>	<b>-152</b>	<b>-1%</b>	<b>1,052</b>	<b>7%</b>	<b>\$47</b>	<b>\$73</b>

Source: Lightcast 2026.1

The 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

Educational supply for Interaction Design-related programs in the Bay Region spans multiple TOP and CIP codes, including Digital Media (TOP 0614.00), World Wide Web Administration (TOP 0709.00), Digital Communication and Media/Multimedia (CIP 09.0702), Animation, Interactive Technology, Video Graphics and Special Effects (CIP 10.0304), Digital Arts (CIP 50.0102), and Game and Interactive Media Design (CIP 50.0411).

Across these programs, postsecondary institutions in the Bay Region confer an annual average of 444 awards, including 60 associate degrees and 384 bachelor's degrees.

At the associate level, most awards are concentrated in community college programs such as Digital Media (TOP 0614.00), which accounts for 45 associate degrees annually across the East Bay, Mid-Peninsula, Santa Cruz/Monterey, and Silicon Valley subregions. Additional associate-level awards are issued in World Wide Web Administration (3 awards) and smaller contributions from Animation and Digital Arts programs.

At the bachelor's level, the majority of awards are produced by programs aligned with Interaction Design career pathways. The largest contributors include Animation and Interactive Technology (CIP 10.0304) with 184 bachelor's degrees, Game and Interactive Media Design (CIP 50.0411) with 140 bachelor's degrees, and Digital Arts (CIP 50.0102) with 36 bachelor's degrees. Programs in Digital Communication and Media/Multimedia (CIP 09.0702) contribute an additional 24 bachelor's degrees annually.

**Table 7a. Community College Awards on TOP 0614.00 - Digital Media in the Bay Region**

College	Subregion	Associate Degree	Total
Cabrillo	SC-Monterey	2	2
Chabot	East Bay	14	14
Diablo Valley	East Bay	3	3
Gavilan	Silicon Valley	10	10
San Jose City	Silicon Valley	1	1
San Mateo	Mid-Peninsula	12	12
West Valley	Silicon Valley	3	3
<b>Total</b>	-	<b>45</b>	<b>45</b>

Source: Data Mart

Note: The annual average for awards is 2020-21 to 2022-23.

**Table 7b. Community College Awards on TOP 0709.00 - World Wide Web Administration in the Bay Region**

College	Subregion	Associate Degree	Total
San Jose City	Silicon Valley	2	2
Solano	North Bay	1	1
<b>Total</b>	-	<b>3</b>	<b>3</b>

Source: Data Mart

Note: The annual average for awards is 2020-21 to 2022-23.

**Table 7c. Other CTE Institutions Awards on CIP 50.0102- Digital Art in the Bay Region**

College	Subregion	Associate degree	Bachelor's degree	Total
Academy of Art University	Mid-Peninsula	5	35	40
Dominican University of California	North Bay	0	1	1
<b>Total</b>	-	<b>5</b>	<b>36</b>	<b>41</b>

Source: Data Mart

Note: The annual average for awards is 2020-21 to 2022-23.

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

College	Subregion	Associate degree	Bachelor's degree	Total
Academy of Art University	Mid-Peninsula	7	96	103
California College of the Arts	Mid-Peninsula	0	53	53
University of Silicon Valley	Silicon Valley	0	35	35
<b>Total</b>	-	<b>7</b>	<b>184</b>	<b>191</b>

Source: Data Mart

Note: The annual average for awards is 2020-21 to 2022-23.

**Table 7e. Other CTE Institutions Awards on CIP 09.0702- Digital Communication and Media/Multimedia in the Bay Region**

College	Subregion	Bachelor's degree	Total
Academy of Art University	Mid-Peninsula	23	23
Holy Names University	East Bay	1	1
<b>Total</b>	-	<b>24</b>	<b>24</b>

Source: Data Mart

Note: The annual average for awards is 2020-21 to 2022-23.

**Table 7f. 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 Silicon Valley	Silicon Valley	24	24
University of California-Santa Cruz	SC-Monterey	116	116
<b>Total</b>	-	<b>140</b>	<b>140</b>

Source: Data Mart

Note: The annual average for awards is 2020-21 to 2022-23.

## Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay Region with 1,052 annual openings for Interaction Design occupations and 444 annual (3-year average) awards (associate and bachelor's degrees) for an annual undersupply of approximately 608 students.

## 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 Interaction Design occupations average \$47 per hour, while median wages reach \$73 per hour. These wages exceed the regional living wage for a single adult (\$27) and are sufficient to support a single adult and one teenager (\$36) or one school-age child (\$45). Entry-level wages also approach, but may not fully meet, the living wage required for households with younger children, including infants (\$56) and preschoolers (\$53). However, strong wage growth over time ensures that workers in these occupations can achieve wages that meet or exceed living standards across a wide range of household types, supporting long-term financial stability.

**Table 8. Hourly Living Wage compared to Entry- and Mid-Level Wages for BS in Interaction Design in the Bay Region**

Earning Wage		Hourly Living Wage				
Entry Level Hourly Wages	Median Wages	Adult Only	Adult + Infant	Adult + Preschool	Adult + School-age	Adult + teenage
\$47	\$73	\$27	\$56	\$53	\$45	\$36

Source: Lightcast 2026.1

Note. The Self-Sufficiency (SS) Standard for California (2024) Center for Women's Welfare, University of Washington. The data combines Web and Digital Interface Designers and Special Effects Artists and Animators.

## Methodology

The occupation for this report was identified by Cañada 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](#).

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