

Labor Market Assessment: 0614.40 – Animation
Animation (Associate Degree); Animation – Level I (Certificate)
 Los Angeles Center of Excellence, April 2022

Summary

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, 25th)	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>			
Education:	Yes	<input type="checkbox"/>	No	<input checked="" 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 five occupations:

- *Special effects artists and animators (27-1014);*
- *Graphic designers (27-1024);*
- *Producers and directors (27-2012);*
- *Sound engineering technicians (27-4014); and*
- *Film and video editors (27-4032)*

Middle-skill occupations typically require some postsecondary education, but less than a bachelor’s degree.¹ 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.

Based on the available data, there appears to be a supply gap in the region for the occupations of interest. Although the majority of annual openings for the occupations of interest have entry-level wages that exceed the self-sufficiency standard wage in Los Angeles County, four of the five occupations in this report typically require a bachelor’s degree. **Due to some of the criteria being met, the LA COE endorses this proposed program.** Detailed reasons include:

Demand:

- **Supply Gap Criteria** – Over the next five years, there is projected to be **7,027 jobs available annually** in the region due to new job growth and replacements, **which is more than the 3,848 awards conferred annually** by institutions in the region.

¹ 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 Criteria** – In Los Angeles County, the majority (94%) of annual job openings for the occupations of interest have entry-level wages **above** the self-sufficiency standard wage (\$18.10/hour).²
- **Educational Criteria** – Within the LA/OC region, 94% of the annual job openings for the occupations of interest typically require a bachelor’s degree.
 - National-level educational attainment data indicates that between 19% and 38% of workers in the field have completed some college or an associate degree.

Supply:

- Between 2017 and 2020, **27 community colleges** in the LA/OC region issued awards in programs that have historically trained for the occupations of interest, conferring an average of **1,215 awards**.
- Between 2016 and 2019, non-community college institutions in the LA/OC region conferred an average of **2,633 awards in relevant programs**.

² 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 five occupations of interest. In the Los Angeles/Orange County region, the number of jobs related to these occupations is projected to increase by 5% through 2025. There will be more than 7,000 job openings per year through 2025 due to job growth and replacements.

This report includes employment projection data by Emsi which uses EDD information. Emsi's projections are modeled on recorded (historical) employment figures and incorporate several underlying assumptions, including the assumption that the economy, during the projection period, will be at approximately full employment. To the extent that a recession or labor shock, such as the economic effects of COVID-19, can cause long-term structural change, it may impact the projections. At this time, it is not possible to quantify the full impact of COVID-19 on projections of industry and occupational employment. Therefore, the projections included in this report do not take the full impacts of COVID-19 into account.

Exhibit 1: Occupational demand in Los Angeles and Orange Counties³

Geography	2020 Jobs	2025 Jobs	2020-2025 Change	2020-2025 % Change	Annual Openings
Los Angeles	60,126	63,478	3,352	6%	6,312
Orange	7,181	7,376	195	3%	715
Total	67,307	70,853	3,546	5%	7,027

Wages

The labor market endorsement in this report considers the hourly wages for the occupations of interest 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 LA/OC region. Detailed wage information, by county, is included in Appendix A.

Los Angeles County – The majority (94%) of annual openings for the occupations of interest 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 \$16.95 and \$30.17. Experienced workers can expect to earn wages between \$39.74 and \$77.86.

Orange County – The majority (83%) of annual openings for the occupations of interest 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 \$15.54 and \$24.95. Experienced workers can expect to earn wages between \$38.72 and \$67.26.

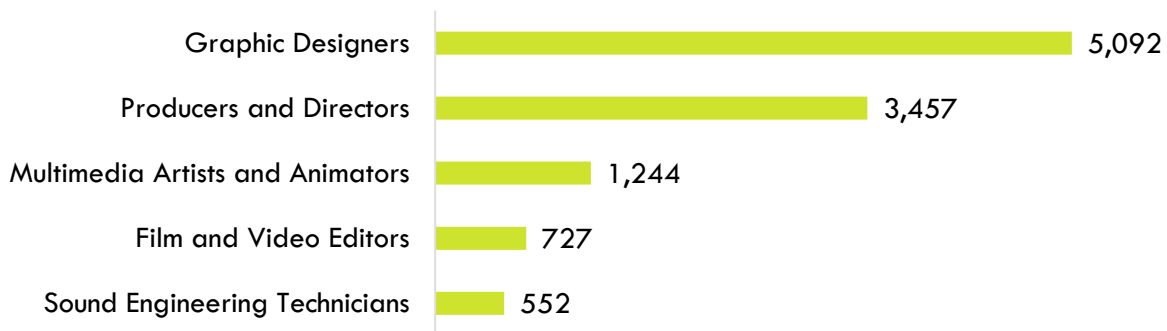
³ Five-year change represents new job additions to the workforce. Annual openings include new jobs and replacement jobs that result from retirements and separations.

Job Postings

Over the past 12 months, there have been 11,072 online job postings related to the occupations of interest. Exhibit 2 displays the number of job postings by occupation. The majority of job postings (46%) were for *graphic designers*, followed by *producers and directors* (31%). The highest number of job postings were for graphic designers, video editors, producers, junior graphic designers, and associate producers. The top skills were Adobe Photoshop, graphic design, Adobe InDesign, Adobe Illustrator, and Adobe Acrobat. The top employers, by number of job postings, in the region were Disney, NBC, and Amazon.

It is important to note that the job postings data included in this section reflects online job postings listed in the past 12 months and does not yet demonstrate the full impact of COVID-19. While employers have generally posted fewer online job postings since the beginning of the pandemic, the long-term effects are currently unknown.

Exhibit 2: 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:

- **Bachelor's degree:** *special effects artists and animators (27-1014); graphic designers (27-1024); producers and directors (27-2012); and film and video editors (27-4032)*
- **Postsecondary nondegree award:** *sound engineering technicians (27-4014)*

In the LA/OC region, the majority of annual job openings (94%) typically require a bachelor's degree. National-level educational attainment data indicates that between 19% and 38% of workers in the field have completed some college or an associate degree.

Educational Supply

Community College Supply – Exhibit 3 shows the annual and three-year average number of awards conferred in programs that have historically trained for the occupations of interest. The community colleges with the most completions in the region are Saddleback, Mt. San Antonio, and Santa Monica.

Exhibit 3: Regional community college awards (certificates and degrees), 2017-2020

TOP Code	Program	College	2017-18 Awards	2018-19 Awards	2019-20 Awards	3-Year Average
0604.00	Radio and Television	LA Valley	14	16	17	16
		Long Beach	10	4	2	5
		Mt San Antonio	-	2	-	1
		Santa Monica	27	8	29	21
		LA Subtotal	51	30	48	43
		Fullerton	2	3	-	2
		Saddleback	40	206	136	127
		Santa Ana	-	5	-	2
		Santiago Canyon	2	-	-	1
		OC Subtotal	44	214	136	131
Supply Subtotal/Average			95	244	184	174
0604.20	Television (including combined TV/Film/Video)	Compton	2	-	-	1
		El Camino	20	20	22	21
		Glendale	2	8	14	8
		LA City	56	39	34	43
		LA Pierce	5	11	26	14
		LA Valley	20	29	31	27
		Long Beach	9	39	35	28
		Mt San Antonio	21	48	54	41
		Pasadena	9	25	45	26
		LA Subtotal	144	219	261	208
		Cypress	-	3	15	6
		Fullerton	27	56	48	44
		Orange Coast	5	19	40	21
		Saddleback	6	2	2	3
		Santa Ana	11	14	17	14
OC Subtotal	49	94	122	88		
Supply Subtotal/Average			193	313	383	296
0612.20	Film Production	Cerritos	6	10	8	8
		LA City	34	61	62	52
		LA Valley	10	42	31	28
		Long Beach	4	3	-	2
		Santa Monica	27	40	59	42
		West LA	37	33	7	26

TOP Code	Program	College	2017-18 Awards	2018-19 Awards	2019-20 Awards	3-Year Average
		LA Subtotal	118	189	167	158
		Orange Coast	48	49	48	48
		Saddleback	9	7	3	6
		OC Subtotal	57	56	51	55
		Supply Subtotal/Average	175	245	218	213
0614.00	Digital Media	Glendale	-	-	1	0
		LA Mission	-	1	4	2
		LA Trade-Tech	7	19	11	12
		Long Beach	1	-	-	0
		Rio Hondo	-	-	2	1
		LA Subtotal	8	20	18	15
		Coastline	-	3	-	1
		Golden West	9	10	10	10
		Irvine Valley	15	9	1	8
		Santa Ana	-	-	1	0
		OC Subtotal	24	22	12	19
		Supply Subtotal/Average	32	42	30	35
0614.10	Multimedia	East LA	-	-	2	1
		LA Mission	12	21	18	17
		Long Beach	1	-	-	0
		Pasadena	5	6	1	4
		Santa Monica	5	5	5	5
		LA Subtotal	23	32	26	27
		Cypress	1	-	1	1
		Orange Coast	-	1	2	1
		Santiago Canyon	10	9	3	7
		OC Subtotal	11	10	6	9
		Supply Subtotal/Average	34	42	32	36
0614.20	Electronic Game Design	Pasadena	-	-	1	0
		LA Subtotal	-	-	1	0
		Golden West	1	3	2	2
		OC Subtotal	1	3	2	2
		Supply Subtotal/Average	1	3	3	2
0614.30	Website Design and Development	LA Pierce	-	3	2	2
		Mt San Antonio	9	9	7	8
		Pasadena	-	-	1	0
		Santa Monica	-	-	2	1
		LA Subtotal	9	12	12	11
		Coastline	-	1	1	1
		Fullerton	-	3	-	1
		Irvine Valley	2	3	-	2

TOP Code	Program	College	2017-18 Awards	2018-19 Awards	2019-20 Awards	3-Year Average
		Orange Coast	-	-	9	3
		Saddleback	4	7	2	4
		Santa Ana	1	-	2	1
		Santiago Canyon	9	24	3	12
		OC Subtotal	16	38	17	24
Supply Subtotal/Average			25	50	29	35
0614.40	Animation	Cerritos	3	7	13	8
		East LA	6	14	12	11
		El Camino	1	5	5	4
		Glendale	6	2	6	5
		LA Mission	4	8	11	8
		Mt San Antonio	53	67	58	59
		Pasadena	-	2	1	1
		Rio Hondo	11	11	9	10
		Santa Monica	17	9	19	15
		LA Subtotal	101	125	134	120
		Cypress	3	7	1	4
		Fullerton	1	-	1	1
		Irvine Valley	1	1	1	1
		Orange Coast	-	-	1	0
		Santa Ana	2	15	-	6
		OC Subtotal	7	23	4	11
		Supply Subtotal/Average			108	148
0614.60	Computer Graphics and Digital Imagery	Citrus	23	13	12	16
		East LA	-	16	1	6
		LA Subtotal	23	29	13	22
		Coastline	2	5	1	3
		Cypress	1	7	5	4
		Fullerton	1	2	1	1
		North Orange Adult	4	9	3	5
		Orange Coast	35	38	21	31
		Saddleback	7	4	4	5
		Santa Ana	3	-	11	5
OC Subtotal	53	65	46	55		
Supply Subtotal/Average			76	94	59	76
1030.00	Graphic Art and Design	Cerritos	10	11	11	11
		East LA	10	18	3	10
		El Camino	2	-	1	1
		Glendale	9	6	4	6
		LA City	5	6	22	11

TOP Code	Program	College	2017-18 Awards	2018-19 Awards	2019-20 Awards	3-Year Average
		LA Pierce	15	22	15	17
		LA Valley	3	2	5	3
		Long Beach	2	1	2	2
		Mt San Antonio	11	15	11	12
		Pasadena	7	9	7	8
		Rio Hondo	-	30	20	17
		Santa Monica	26	31	50	36
		LA Subtotal	100	151	151	134
		Fullerton	14	12	12	13
		Golden West	22	57	32	37
		Irvine Valley	-	5	16	7
		Saddleback	15	23	15	18
		Santa Ana	1	4	3	3
		Santiago Canyon	9	5	1	5
		OC Subtotal	61	106	79	82
		Supply Subtotal/Average	161	257	230	216
		Supply Total/Average	900	1,438	1,306	1,215

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 of interest. Exhibit 4 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 2016 to 2019. Between 2016 and 2019, non-community college institutions in the region conferred an average of 2,633 awards.

Exhibit 4: Regional non-community college awards, 2016-2019

CIP	Program	Institution	2016-17 Awards	2017-18 Awards	2018-19 Awards	3-Year Average
09.0701	Radio and Television	CSU-Fullerton	191	174	205	190
		CSU-Long Beach	-	-	1	0
		CSU-Los Angeles	152	174	158	161
		CSU-Northridge	448	414	399	420
		Pepperdine University	26	26	25	26
		The Academy of Radio and TV Broadcasting	11	23	34	23
		University of La Verne	9	11	22	14
09.0702	Digital Communication and Media/Multimedia	CSU-Dominguez Hills	50	41	58	50
		Fremont College	1	1	1	1
		Los Angeles ORT College-(CLOSED)	15	10	8	11
		Marymount California University	-	-	3	1
		Vanguard University of Southern California	12	7	8	9
10.0202	Radio and Television Broadcasting Technology/Technician	East San Gabriel Valley ROP	13	18	1	11
		The Academy of Radio and TV Broadcasting	3	13	3	6
10.0301	Graphic Communications, General	CSU-Los Angeles	2	5	10	6
10.0304	Animation, Interactive Technology, Video Graphics and Special Effects	Art Center College of Design	28	9	18	18
		Gnomon	36	36	40	37
		Laguna College of Art and Design	22	11	37	23
		Los Angeles Film School	11	44	51	35
		Loyola Marymount University	12	20	15	16
		Mt Sierra College	3	6	-	3
		New York Film Academy	28	14	19	20

CIP	Program	Institution	2016-17 Awards	2017-18 Awards	2018-19 Awards	3-Year Average
11.0801	Web Page, Digital/Multimedia and Information Resources Design	DeVry University-CA	36	18	7	20
		University of Phoenix-CA	1	1	2	1
50.0102	Digital Arts	Los Angeles Academy of Figurative Art	3	-	3	2
		Marymount California University	12	17	15	15
		Otis College of Art and Design	63	92	69	75
		USC	22	16	14	17
		Woodbury University	3	4	1	3
50.0401	Design and Visual Communications, General	Bethesda University	3	-	-	1
		Biola University	3	2	5	3
		Fashion Institute of Design & Merchandising-LA	181	155	142	159
		Gnomon	28	37	48	38
		Otis College of Art and Design	37	43	34	38
		Platt College-Los Angeles	-	5	-	2
		University of La Verne	1	-	-	0
50.0409	Graphic Design	Art Center College of Design	71	50	73	65
		California Institute of the Arts	11	11	9	10
		California State Polytechnic University - Pomona	123	128	92	114
		CSU-Dominguez Hills	-	1	-	0
		Chapman University	24	19	17	20
		Concordia University - Irvine	12	9	7	9
		Fashion Institute of Design & Merchandising-LA	44	36	38	39
		Laguna College of Art and Design	24	21	24	23
		Los Angeles Film School	-	-	3	1
		Los Angeles Pacific College	-	-	1	0
		Mt Sierra College	15	10	-	8

CIP	Program	Institution	2016-17 Awards	2017-18 Awards	2018-19 Awards	3-Year Average
		New York Film Academy	-	3	3	2
		Otis College of Art and Design	-	-	1	0
		Platt College-Los Angeles	7	3	-	3
		University of La Verne	1	-	-	0
50.0411	Game and Interactive Media Design	Chapman University	1	-	1	1
		Laguna College of Art and Design	24	29	20	24
		Los Angeles Film School	12	27	9	16
		Mt Sierra College	13	9	-	7
		New York Film Academy	15	4	4	8
		UC Irvine	3	-	-	1
		USC	32	23	31	29
		Woodbury University	2	1	3	2
50.0602	Cinematography and Film/Video Production	Art Center College of Design	32	28	18	26
		Biola University	49	42	62	51
		California Institute of the Arts	17	10	11	13
		Chapman University	162	160	174	165
		Fashion Institute of Design & Merchandising-LA	14	13	14	14
		Los Angeles Film School	77	145	220	147
		Loyola Marymount University	82	71	71	75
		Mount Saint Mary's University	16	8	12	12
		New York Film Academy	94	230	205	176
		University of La Verne	1	-	-	0
		USC	96	101	105	101
		Woodbury University	8	16	13	12
Supply Total/Average			2,548	2,655	2,697	2,633

Appendix A: Occupational demand and wage data by county

Exhibit 5. Los Angeles County

Occupation (SOC)	2020 Jobs	2025 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75th Percentile)
Special Effects Artists and Animators (27-1014)	7,030	7,572	542	8%	841	\$22.69	\$40.39	\$61.98
Graphic Designers (27-1024)	13,809	13,597	(212)	(2%)	1,286	\$19.01	\$28.24	\$39.74
Producers and Directors (27-2012)	26,799	28,405	1,606	6%	2,649	\$30.17	\$48.19	\$77.86
Sound Engineering Technicians (27-4014)	3,251	3,485	234	7%	382	\$16.95	\$29.84	\$51.69
Film and Video Editors (27-4032)	9,237	10,419	1,182	13%	1,154	\$25.74	\$41.20	\$71.83
Total	60,126	63,478	3,352	6%	6,312	-	-	-

Exhibit 6. Orange County

Occupation (SOC)	2020 Jobs	2025 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Entry-Level Hourly Earnings (25th Percentile)	Median Hourly Earnings	Experienced Hourly Earnings (75th Percentile)
Special Effects Artists and Animators (27-1014)	789	791	2	0%	82	\$15.89	\$30.71	\$52.22
Graphic Designers (27-1024)	4,429	4,558	129	3%	431	\$18.88	\$27.72	\$38.72
Producers and Directors (27-2012)	1,321	1,330	9	1%	123	\$24.95	\$40.82	\$67.26
Sound Engineering Technicians (27-4014)	245	251	6	2%	29	\$15.54	\$27.88	\$48.98
Film and Video Editors (27-4032)	397	445	48	12%	50	\$19.96	\$33.83	\$60.65
Total	7,181	7,376	195	3%	715	-	-	-

Exhibit 7. Los Angeles and Orange Counties

Occupation (SOC)	2020 Jobs	2025 Jobs	5-Yr Change	5-Yr % Change	Annual Openings	Typical Entry-Level Education
Special Effects Artists and Animators (27-1014)	7,819	8,363	544	7%	923	Bachelor's degree
Graphic Designers (27-1024)	18,238	18,156	(82)	0%	1,717	Bachelor's degree
Producers and Directors (27-2012)	28,120	29,735	1,615	6%	2,772	Bachelor's degree
Sound Engineering Technicians (27-4014)	3,495	3,736	241	7%	411	Postsecondary nondegree award
Film and Video Editors (27-4032)	9,634	10,864	1,230	13%	1,204	Bachelor's degree
Total	67,307	70,853	3,546	5%	7,027	-

Appendix B: Sources

- O*NET Online
- Labor Insight/Jobs (Burning Glass)
- Economic Modeling Specialists, International (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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