Preliminary Findings:

College of the Redwoods, Digital Media

**North/Far North Center of Excellence, May 2018**

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**Introduction**

College of the Redwoods is evaluating their existing Digital Media programs. The follow report provides summary data about the labor market for digital media related jobs.

This report uses labor market data from the Bureau of Labor Statistics (BLS), U.S. Census Bureau data from Emsi and job posting data from Burning Glass.

It contains the following sections:

* Occupational demand
* Wages and job postings

**Summary findings**

* The demand for digital media skilled workers has been essentially flat for the past five years throughout the North/Far North region.
* Of the four specialization tracts that students in the College of the Redwoods program can follow, Graphic design is the most sought after area compared to animation/game design and video production.
* Web site design and development is frequently listed within the job posting data as an essential skill or title.
* Working knowledge of design software packages such as those within Adobe Creative Suite (Photoshop, Illustrator, InDesign, etc) is a top skill for all specialized areas.
* The large majority of all job postings are for positions within the Sacramento metro area.

**Job Postings**

Burning Glass data on job postings provides information regarding employers, skills, titles and locations that relate to digital media occupations. This study identified a pool of 921 job postings in the North/Far North region between the twelve months from May 1, 2017 through April 30, 2018.

The job postings were filtered based on education requirements and occupation specific skills. The education filter included postings that listed an Associate’s degree, high school or vocational training or not listed. This was meant to exclude job postings that required a bachelor’s or higher degree. The skills filter used the following key words that correspond to the different specialization tracts offered in College of the Redwoods program:

|  |  |  |  |
| --- | --- | --- | --- |
| **General**  **(n=921)** | **Animation/Game Design**  **(n=36)** | **Video Production**  **(n=175)** | **Graphic Design**  **(n=379)** |
| Digital Media  Digital Design  E-Media Development  Media Development  Web Site Design  Desktop Publishing | Animation  2D Animation  3D Animation  Computer Animation  Game Development | Video Editing  Digital Video  Video Production  Video streaming  Digital Audio Workstation  Audio Editing  Audio Production  Audio Recording  Motion Graphics | Graphic Design  Digital Photography  Illustration |

In the analysis below, references to “all digital media” include all 23 skills listed in the four categories above. References to the three specializations filter based on the subset of skills that directly relate to those areas.

Exhibits 1a and 1b present the job postings trend for digital media job postings over the past 10 years for the North/Far North region. For exhibit 1a, all digital media job postings are compared to the median during the same period. For exhibit 1b, job trends are broken out by specialization.

**Exhibit 1a: Job posting trend for all digital media job postings in the North/Far North**[[1]](#footnote-1)

**Exhibit 1b: Job posting trend for specialized digital media job postings in the North/Far North**[[2]](#footnote-2)

Exhibits 2a and 2b show the top employers for digital media related jobs postings in the North/Far North region.

Of the 921 postings, there were 611 records that included an employer for all digital media postings. There was a similar response rate for specialized areas. As a result, the tables may not be representative of the full sample.

**Exhibit 2a: Top employers for all digital media job postings in the North/Far North[[3]](#footnote-3)**

|  |  |  |
| --- | --- | --- |
| **Top Employers** | **Number** | **Percent**  **(n=611)** |
| University California | 45 | 7.4% |
| California State University | 35 | 5.7% |
| Staples | 27 | 4.4% |
| American Consumer Panels | 20 | 3.3% |
| University California Davis | 20 | 3.3% |
| Tier 1 Event Management | 18 | 2.9% |
| Mcg | 15 | 2.5% |
| Oracle | 12 | 2.0% |
| UnitedHealth Group | 12 | 2.0% |
| Williams-Sonoma | 9 | 1.5% |

**Exhibit 2b: Top employers for specialized digital media job postings in the North/Far North[[4]](#footnote-4)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Animation / Game Design** | | | **Video Production** | | | **Graphic Design** | | |
| **Employer** | **Number** | **Percent**  **(n=28)** | **Employer** | **Number** | **Percent**  **(n=134)** | **Employer** | **Number** | **Percent**  **(n=226)** |
| Electronic Arts Incorporated | 4 | 14% | American Consumer Panels | 20 | 15% | University California | 20 | 9% |
| Edventure More | 3 | 11% | UnitedHealth Group | 12 | 9% | Tier 1 Event Mgmt | 18 | 8% |
| California State University | 2 | 7% | University California | 9 | 7% | Mcg | 15 | 7% |
| Franklin Templeton Investments | 2 | 7% | CBS Broadcasting | 7 | 5% | University California Davis | 13 | 6% |
| Powerschool Group Llc | 2 | 7% | Psav Presentation Services | 7 | 5% | California State University | 11 | 5% |
| University California Davis | 2 | 7% | University California Davis | 7 | 5% | Exl Company | 7 | 3% |

Exhibits 3a and 3b show the top skills for digital media related jobs postings in North/Far North region. All postings included one or more skills requirements for the position, therefore number counts will equal greater than the total job postings.

**Exhibit 3a: Top skills for all digital media job postings in the North/Far North[[5]](#footnote-5)**

|  |  |  |
| --- | --- | --- |
| **Top Skills** | **Number** | **Percent** |
| Graphic Design | 297 | 32% |
| Web Site Design | 260 | 28% |
| Adobe Photoshop | 202 | 22% |
| Customer Service | 196 | 21% |
| Teamwork / Collaboration | 165 | 18% |
| Social Media | 155 | 17% |
| Desktop Publishing | 149 | 16% |
| Scheduling | 148 | 16% |
| Adobe Indesign | 133 | 14% |
| Project Management | 116 | 13% |

**Exhibit 3b: Top skills for specialized digital media job postings in the North/Far North[[6]](#footnote-6)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Animation / Game Design** | | | **Video Production** | | | **Graphic Design** | | |
| **Employer** | **Number** | **Percent** | **Employer** | **Number** | **Percent** | **Employer** | **Number** | **Percent** |
| Game Development | 21 | 58% | Video Editing | 66 | 38% | Graphic Design | 297 | 78% |
| Teamwork/Collaboration | 14 | 39% | Adobe Photoshop | 56 | 32% | Adobe Photoshop | 118 | 31% |
| Adobe Photoshop | 12 | 33% | Social Media | 53 | 30% | Customer Service | 87 | 23% |
| Animation | 11 | 31% | Video Production | 45 | 26% | Adobe Indesign | 83 | 22% |
| Teaching | 10 | 28% | Broadcast Industry Knowledge | 42 | 24% | Adobe Illustrator | 70 | 18% |
| Adobe Aftereffects | 9 | 25% | Adobe Indesign | 33 | 19% | Digital Photography | 70 | 18% |

Exhibit 4 shows the top titles for all digital media related jobs postings in North/Far North region.

**Exhibit 4: Top titles for all digital media job postings in the North/Far North[[7]](#footnote-7)**

|  |  |  |
| --- | --- | --- |
| **Top Titles** | **Number** | **Percent** |
| Graphic Designer | 40 | 4.3% |
| Marketing Associate | 37 | 4.0% |
| Administrative Assistant | 30 | 3.3% |
| Web Designer | 19 | 2.1% |
| Product Tester | 18 | 2.0% |
| Web Developer | 16 | 1.7% |
| Student Assistant | 15 | 1.6% |
| Administrative Coordinator | 13 | 1.4% |

Exhibit 5 shows the counties where digital media job postings are located in the North/Far North region.

**Exhibit 5: Top counties listed in all digital media job postings in the North/Far North[[8]](#footnote-8)**

**Wages**

Digital Media is a wide reaching industry with occupations that span a broad range of jobs. For this review, COE selected six Standard Occupational Classification (SOC) codes that most closely relate to the program curriculum at College of the Redwoods:

* Audio and Video Techs (27-4011)
* Broadcast Technicians (27-4012)
* Multimedia Artists and Animators (27-1014)
* Film and Video Editors (27-4032)
* Graphic Designers (27-1024)
* Desktop Publishers (43-9031)

Exhibit 6 displays hourly wages for digital media occupations in the North, Far North and California compared to the Sacramento living wage for a one-adult, one-child household.[[9]](#footnote-9) The chart highlights the difference between the median wage rates of the six occupations.

**Exhibit 6: Wages for digital media occupations in the North, Far North and California**[[10]](#footnote-10)

**Appendix A: Sources**

Sources used for data analysis purposes in this report include:

* U.S. Department of Labor/Employment and Training Administration (DOLETA) O\*NET Online
* Burning Glass, Labor Insight/Jobs
* Economic Modeling Specialists, International (EMSI)
* California Employment Development Department, Labor Market Information Division (EDD, LMID)
* Bureau of Labor Statistics, Occupational Employment Statistics (OES)
* California Community Colleges Chancellor’s Office, Cal-PASS Plus LaunchBoard
* Living Insight Center for Community Economic Development, Self-Sufficiency Standard Tool for California
* California Community Colleges Chancellor’s Office Management Information Systems (MIS Data Mart)
* U.S. Department of Education, National Center for Education Statistics, Integrated Postsecondary Education Data System (IPEDS

**For more information, please contact:**

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1. Burning Glass Technologies, “Labor Insight Real-Time Labor Market Information Tool,” 2018. [↑](#footnote-ref-1)
2. Burning Glass Technologies, “Labor Insight Real-Time Labor Market Information Tool,” 2018. [↑](#footnote-ref-2)
3. Ibid. [↑](#footnote-ref-3)
4. Ibid. [↑](#footnote-ref-4)
5. Ibid. [↑](#footnote-ref-5)
6. Ibid. [↑](#footnote-ref-6)
7. Ibid. [↑](#footnote-ref-7)
8. Ibid. [↑](#footnote-ref-8)
9. Living Wage Calculator: Counties and Metropolitan Statistical Areas in California,<http://livingwage.mit.edu/states/06/locations>. [↑](#footnote-ref-9)
10. Emsi 2018.1; QCEW Employees, Non-QCEW Employees and Self-Employed. [↑](#footnote-ref-10)