Arts, Media & Entertainment

Date: 4/12/2024
Time: 8:30 -10:30
Location: Dorothy Inghram Learning Center
Hosted by: SBCROP
Facilitator: Deidra Puentes
Advisory Documents:
https://bit.ly/AME_Advisorydocs2024

Advisors:

Gabriela Molina, Owner, Mars Graphix
Gilbert Gonzales, Photographer, Shots Fired by G
Lillian Vasquez, Marketing Coordinator, KVCR
Lucas Cuny, Assistant Professor Co-Faculty Chair, San Bernardino Valley College Film TV Media
Nicole Dumaguidin, Founder, Solstice Theatre IE
Raymond Olivarez, Owner, Aperturity Collective Films
Tim Pryor, Owner, ArcanForge Studio

K12 Educational Participants:

Alex O'Brien, Art of Animation and Video Game Design Teacher, Colton-Redlands-Yucaipa ROP
Brandon Taylor, Counselor, Chaffey Joint Union High
Chee Yang, Art of Animation and Game Design Teacher, Colton-Redlands-Yucaipa ROP
Chelsea Ramirez, College and Career Coordinator, San Bernardino City Unified
Chris Jackson, CTE Teacher, Riverside County Office of Education
Daryl Hernandez
Doris Hernandez, Work Based Learning Technician, Colton Joint Unified
Evelia Terriquez, Work Based Learning Technician, Colton Joint Unified
Hermie Natividad, CTE Teacher, Colton-Redlands-Yucaipa ROP
James Hattar, Teacher on Assignment, Colton-Redlands-Yucaipa ROP
Jared Powell, CTE Teacher, Rim of the World Unified
Kim Terry, Coordinator, Workforce SBCSS
Laura Smith, Program Specialist, San Bernardino City Unified
Matt Widmann, Teacher, San Bernardino City Unified
Michael Richards, Coordinator, Workforce SBCSS
Rob Wilson, CTE Teacher, Rim of the World Unified
Seryna Thai, Digital Media Teacher, Fontana Unified
Shannon Rogers
Steve Dominguez

Minutes:

A panel of seven industry professionals representing a wide range of positions within the

Arts, Media and Entertainment industry sector participated by answering the following questions.

1. What trends do you see impacting your industry within the next 3-5 years?

Gabby Molina: The graphic design industry is seeing a growing use of mobile devices in design processes alongside significant advances in printing technologies, including direct-to-garment and direct-to-film printing, heat transfer vinyl, and embroidery. There are also constant updates in creative software, mainly Adobe Creative Cloud, coupled with an increased emphasis on accessing and utilizing free design programs.

Gilbert Gonzales: There is a noticeable resurgence in the use of old cameras and film photography, including trends like film dumps, cassettes, and CDs. Additionally, a new trend in wedding photography is shifting from natural light to using more flash film and stylizations that evoke old Hollywood. The interest in film photography is growing, especially among younger audiences, though it involves challenges like the cost of film and the maintenance of expensive, fragile equipment. Services like "Nice One-Hour Film," which develops film by hand within 24 hours, exemplify the demand for traditional film processing in a modern context.

Lillian Vasquez: In television and radio, there is an increasing trend for reporters to perform multiple roles, including taking their own videos and photos (photojournalism). This trend reflects the merging of content streams and the need for versatile skill sets in media production.

Lucas Cuny: Motion picture photography is upticking as it becomes more cost-effective, and there is a notable retirement wave among camera loaders, who play a crucial role in film production. Additionally, the resurgence of older filmmaking trends has been observed, indicating a revival of interest in traditional film techniques over digital. Artificial intelligence (AI) is also becoming more prevalent, suggesting a shift towards integrating new film and media production technologies.

Nicole Dumaguindin: The theater scene is traditionally "male, pale, and stale," indicating a need for broader diversity and innovation. Actors guilds are advocating more vigorously for their rights, and artificial intelligence is being integrated into the grassroots theater to protect and preserve the stories held by older members of the community. Additionally, there's a movement towards integrating theater with different sectors of society, such as environmental justice, reflecting a trend toward more socially responsive theater.

Raymond Olivarez: The introduction and expansion of AI in video production are significant, with technologies like "The Script" AI enabling video editing with the ease of editing a text document. Deepfake technology is also becoming a notable trend, allowing manipulation of voice and visual features. Moreover, the use of mobile devices for video production is reducing barriers to entry, making it easier for more people to create content.

Tim Pryor: The video game industry is witnessing significant technological advancements with the integration of Augmented Reality (AR), Virtual Reality (VR), Web3, Artificial Intelligence (AI), and Quantum Computing. These technologies are expected to revolutionize the field, creating a new paradigm of immersive and decentralized gaming experiences. AR, in particular, is noted for its practical applications beyond gaming, indicating a broader impact across various industries.

2. How would you recommend addressing these trends to better prepare students for your industry?

Gabby Molina: Educating them on the latest technology and free programs relevant to graphic design is essential. Emphasizing the importance of adapting to technological advancements and new software is crucial. There should also be a focus on raising awareness about industry changes, especially in printing technologies and ensuring students gain hands-on exposure to these new methods.

Gilbert Gonzales: To adapt to these evolving trends, students should learn to use both modern and traditional photography techniques. These techniques include becoming proficient in cloud-based and free photo editing programs, such as Lightroom and Photoshop. Knowledge of videography is also increasingly essential in maintaining competitiveness in the industry.

Lillian Vasquez: Students aiming for careers in TV or radio reporting should be proficient in writing and capable of crafting intros, outros, and bridging commentary. It's crucial to train students to manage various forms of content creation beyond traditional reporting, including photojournalism and video production skills.

Lucas Cuny: Students should be taught the fundamental aspects of film and how to incorporate AI into their skill set. It is crucial to emphasize the cost implications of different production methods, including the potential higher costs of replicating old films compared to shooting new ones. Additionally, education should embrace the evolution of technology while maintaining a strong foundation in traditional film techniques.

Nicole Dumaguindin: Community-based theaters should equip themselves with tools to protect their arts, suggesting the need for intellectual property and rights management education within theater. Financial literacy is also needed to manage creative projects effectively, encompassing skills like budgeting for reels and simulations and securing funding for sustainable artistic ventures. It is essential to create inclusive educational environments that support neurodiverse students and others who may face challenges in traditional learning settings. Techniques such as "body doubling," where students can work alongside a partner to stay focused and manage tasks, should be integrated into educational practices. Additionally, educators should embrace principles of "disability justice" to ensure that all students, regardless of their physical or cognitive abilities, receive equitable opportunities and support in their

training. This approach can help prepare students for the diverse and adaptive skills needed in modern theater production.

Raymond Olivarez: Students must balance learning AI technology with maintaining the fundamentals of video production. Authentic storytelling and maintaining authenticity in content will become increasingly important as AI technologies proliferate. Students should be taught how to effectively use mobile devices for content creation, focusing on visual and audio quality and understanding their audience. Additionally, preparing students for the dynamics of freelance work is essential, such as navigating freelance platforms such as Fiverr and Upwork and developing a solid business plan to manage their careers as independent contractors. Understanding how to start projects, even if initial attempts are not perfect ("Make it bad first and then make it better"), can help overcome procrastination and fear, which are common barriers in the freelance community.

Tim Pryor: Students should be encouraged to engage with and understand these emerging technologies. Emphasizing a curriculum that includes AR/VR development, understanding the principles of decentralized web platforms like Web3, and exploring the potentials of Quantum Computing will be crucial. Additionally, fostering soft skills such as critical thinking and the ability to consider and debate opposing viewpoints will prepare students for the complex and evolving nature of tech industries.

3. What are the necessary skills/education/certification (s) needed for a student to obtain employment within your industry?

Gabby Molina: Gaining practical experience and developing a strong portfolio are more crucial than formal degrees. Essential skills for employment include meeting deadlines, understanding proper file structure, and storytelling, which is highly valued within the industry.

Gilbert Gonzales: Essential skills for employment in photography include proficiency in traditional photography methods and digital editing software. Familiarity with Adobe Creative Cloud, Devinche for video editing, and other free programs capable of professional work is crucial. Additionally, understanding videography and modern web platforms like Squarespace can enhance a photographer's marketability.

Lillian Vasquez: Essential skills for employment in media include strong writing abilities and an understanding of the technical aspects of photo and video production. Practical knowledge in planning budgets and anticipating costs, such as obtaining city permits, is also essential. Furthermore, proficiency in handling the pressures and requirements of live production deadlines is critical.

Lucas Cuny: Students should be well-versed in traditional and modern film technologies, including understanding financial literacy, budgeting, and production management. They

should also have strong soft skills, such as delivering an effective elevator speech. Being adept at using AI as a tool in media production can also give them a competitive edge in the job market.

Nicole Dumaguindin: While formal theater certifications are noted as mostly for clout, practical dramaturgy skills are increasingly valued, highlighting the importance of understanding theater history and literary analysis. Additionally, it is crucial to support neurodiverse students with specialized guidance to manage industry demands like deadlines and collaborative projects.

Raymond Olivarez: Students should develop strong writing and editing skills as these continue to be crucial in the industry. Learning to use advanced video editing tools like Capcut and AI technologies will keep them competitive. Additionally, familiarity with social media platforms and obtaining relevant certifications, such as those offered by Facebook and Google, can enhance a student's marketability.

Tim Pryor: Proficiency in new technologies such as AR/VR and AI and an understanding of quantum computing are becoming increasingly important. Exposure to video game assurance/testing (VFA/Quality Assurance) is also valuable for practical experience and application of these skills in real-world settings.

4. What skills or practices should educators focus on to support emerging technologies, equipment, regulations, or laws in your industry?

Gabby Molina: Educators should teach students how to effectively use and understand advanced and free software tools available for graphic design. They should also stress the importance of meeting industry-specific deadlines and maintaining correct file structures in professional work.

Gilbert Gonzales: Educators should focus on teaching a blend of traditional and digital photography skills. This includes understanding film photography, digital editing, and the integration of videography into their curriculum to reflect the industry's current needs and trends.

Lillian Vasquez: Educators should emphasize the importance of internships that provide hands-on experience with professional equipment and real-world scenarios in TV and radio settings. This practical training should be diverse, offering students exposure to different aspects of media production and helping them build a broad skill set.

Lucas Cuny: Educators should integrate AI and other modern technologies into the curriculum while maintaining a strong emphasis on storytelling rather than mere content creation. Bringing experts into classrooms and exposing students to diverse viewpoints can foster critical thinking and adaptability. Promoting soft skills development alongside technical skills is also essential.

Nicole Dumaguindin: Educators should focus on integrating technology into the curriculum, mainly on how AI can be used in theater production and story preservation. There's also an emphasis on teaching soft skills and disability justice to ensure inclusivity and accessibility in theater education and practice.

Raymond Olivarez: Educators should focus on integrating AI into the curriculum, teaching students both the technological and ethical aspects of using such tools in video production. Emphasis should also be placed on storytelling, critical thinking, and understanding the dynamics of freelance work, including navigating platforms like Fiverr and Upwork.

Tim Pryor: Educators should focus on integrating cutting-edge technologies into the game design curriculum, providing students with hands-on experience in AR/VR, Web3, and AI. Additionally, teaching the implications of these technologies on privacy, security, and industry-specific regulations will equip students with a well-rounded perspective necessary to navigate the future landscape.

5. Can you provide us with a few other occupations within your industry that may not require the highest degree/credential but provide a living wage?

Lillian Vasquez: Roles such as marketing coordinators, assistant producers, and technical support staff in media production are typically accessible with practical experience and may not necessarily require advanced degrees.

Lucas Cuny: Production assistants, camera loaders, and other support staff in film production can earn significant incomes without extensive preparation.

Nicole Dumaguindin: Community-based theater managers, dramaturgy researchers, and technical support staff for theater productions may fit this category, given the emphasis on practical skills and community engagement over formal education.

Raymond Olivarez: Occupations such as freelance video editors, content creators using mobile devices, and social media strategists can provide a living wage without necessarily requiring the highest academic credentials. These roles benefit more from practical experience and proficiency in specific tools and platforms than formal degrees.

Tim Pryor: Critical roles such as quality assurance testers, AR/VR support technicians, and community managers within gaming companies may not require the highest credentials but offer viable career paths with competitive compensation. These positions often require specific technical skills and an understanding of gaming mechanics rather than advanced degrees.

Key Takeaways and Action Items by Panelist

These key takeaways and action item lists highlight each respondent's insights, concerns, and suggested actions to address industry trends and to prepare students for the evolving landscape within their respective industries.

Gabriela Molina, Owner, Mars Graphix

Key Takeaways

- Significant use of mobile devices and advancements in printing technologies in graphic design.
- Emphasis on keeping up with technological advancements and software updates.
- Importance of practical experience and a strong portfolio over formal education.

Action Items

- Integrate education on the latest technology and software relevant to graphic design in curricula.
- Increase hands-on exposure to new printing technologies for students.
- Focus on the development of storytelling and understanding proper file structure.

Gilbert Gonzales, Photographer, Shots Fired by G

Key Takeaways

- Resurgence in old camera usage and new trends in wedding photography.
- Growing interest in film photography among younger audiences.
- Importance of proficiency in both traditional and digital photography techniques.

Action Items

- Teach both modern and traditional photography techniques.
- Include training in cloud-based and free photo editing programs.
- Educate on the blend of film and digital photography skills.

Lillian Vasquez, Marketing Coordinator, KVCR

Key Takeaways

- Reporters in TV and radio are increasingly taking on multiple roles, including photojournalism.
- Strong writing skills and technical understanding of media production are essential.
- Versatility and ability to handle various forms of content creation are critical.

Action Items

- Provide students with internships that offer real-world media production experience.
- Train students in writing and technical aspects of media production.
- Emphasize the importance of versatility in content creation roles.

Lucas Cuny, Assistant Professor Co-Faculty Chair, San Bernardino Valley College Film TV Media

Key Takeaways

- Shift towards integrating AI in film production and the resurgence of traditional film techniques.
- Cost-effectiveness of traditional film methods compared to digital.
- Need for strong soft skills alongside technical proficiency.

Action Items

- Integrate AI and traditional film techniques into the curriculum.
- Emphasize cost implications of different production methods.
- Foster soft skills development such as effective communication and adaptability.

Nicole Dumaguidin, Founder, Solstice Theatre IE

Key Takeaways

- Need for diversity and innovation in theater; emergence of actors' guilds.
- Integration of AI in grassroots theater for story preservation.
- Importance of intellectual property and rights management education.

Action Items

- Provide tools and education in intellectual property within theater education.
- Support inclusive educational environments and embrace disability justice.
- Teach financial literacy and project management for theater productions.

Raymond Olivarez, Owner, Aperturity Collective Films

Key Takeaways

- AI and mobile devices are significantly impacting video production.
- Authentic storytelling and video production fundamentals remain crucial.
- Freelance work dynamics and the use of platforms like Fiverr and Upwork are important.

Action Items

- Balance AI technology education with video production fundamentals.
- Teach effective use of mobile devices for high-quality content creation.
- Prepare students for freelance work and business management in the video industry.

Tim Pryor, Owner, ArcanForge Studio

Key Takeaways

- Significant advancements in AR, VR, Web3, AI, and Quantum Computing in the gaming industry.
- Need for proficiency in emerging technologies and understanding their implications on privacy and security.
- Importance of soft skills like critical thinking and adaptability.

Action Items

- Emphasize a curriculum that includes development in AR/VR and an understanding of Web3 and Quantum Computing.
- Provide hands-on experience with the latest gaming technologies.
- Teach implications of new technologies on privacy, security, and regulations.

Labor Market Information

The following labor market information was sourced from https://www.onetonline.org/ on April 23, 2024.

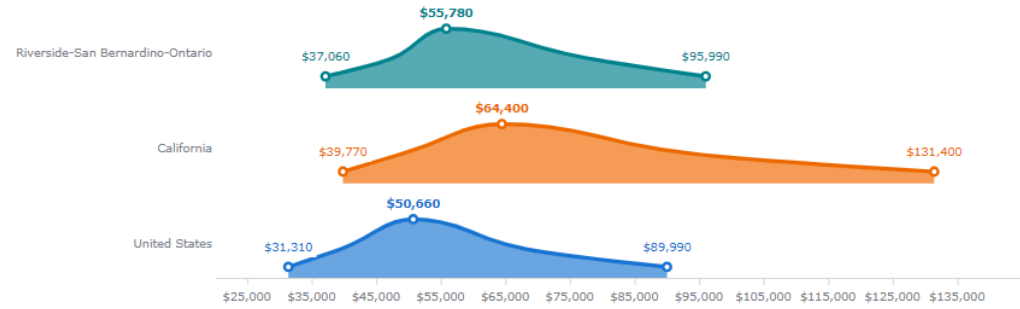
Local Wages

27-4011.00 - Audio and Video Technicians Bright Outlook

Wages for state: California Go

Wages near ZIP Code: 92408 Go

Annual Wages | Hourly Wages



In Riverside-San Bernardino-Ontario, CA:

- Workers on average earn **$55,780**.
- 10% of workers earn **$37,060 or less**.
- 10% of workers earn **$95,990 or more**.

In California:

- Workers on average earn **$64,400**.
- 10% of workers earn **$39,770 or less**.
- 10% of workers earn **$131,400 or more**.

In the United States:

- Workers on average earn **$50,660**.
- 10% of workers earn **$31,310 or less**.
- 10% of workers earn **$89,990 or more**.

Source: Bureau of Labor Statistics 2022 wage data.

California Employment Trends

27-4011.00 - Audio and Video Technicians Bright Outlook

View trends for state: California Go

In California:

Employment data for **Audio and Video Equipment Technicians**.

Employment (2020)	10,000 employees
Projected employment (2030)	13,000 employees
Projected growth (2020-2030)	30%
Projected annual job openings (2020-2030)	1,440

In the United States:

Employment data for **Audio and Video Technicians**.

Employment (2022)	74,800 employees
Projected employment (2032)	78,300 employees
Projected growth (2022-2032)	■■■■ 5% Faster than average
Projected annual job openings (2022-2032)	7,100

California source: Projections Central 2020-2030 long-term projections. United States source: Bureau of Labor Statistics 2022-2032 employment projections. "Projected growth" represents the estimated change in total employment over the projections period. "Projected annual job openings" represent openings due to growth and replacement.

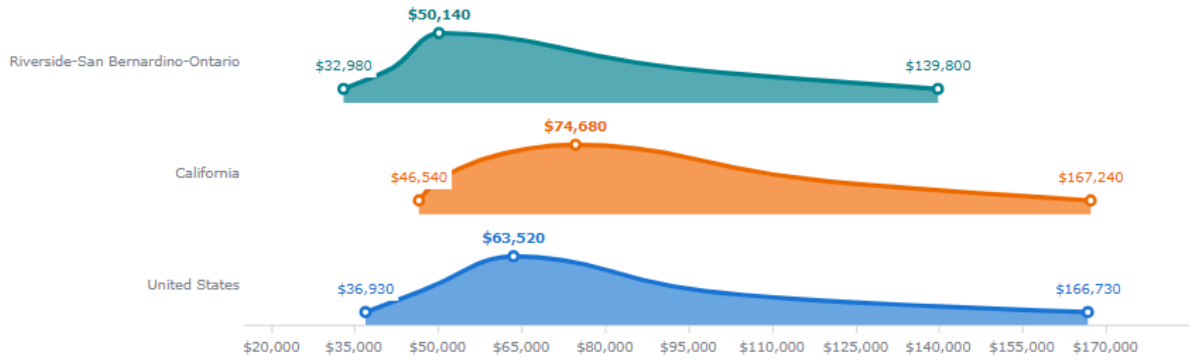
Local Wages

27-4032.00 - Film and Video Editors Bright Outlook

Wages for state: California Go

Wages near ZIP Code: 92408 Go

Annual Wages | Hourly Wages



In Riverside-San Bernardino-Ontario, CA:

- Workers on average earn **$50,140**.
- 10% of workers earn **$32,980 or less**.
- 10% of workers earn **$139,800 or more**.

In California:

- Workers on average earn **$74,680**.
- 10% of workers earn **$46,540 or less**.
- 10% of workers earn **$167,240 or more**.

In the United States:

- Workers on average earn **$63,520**.
- 10% of workers earn **$36,930 or less**.
- 10% of workers earn **$166,730 or more**.

Source: Bureau of Labor Statistics 2022 wage data.

California Employment Trends

27-4032.00 - Film and Video Editors Bright Outlook

View trends for state: California Go

In California:

Employment (2020)	16,000 employees
Projected employment (2030)	19,500 employees
Projected growth (2020-2030)	22%
Projected annual job openings (2020-2030)	2,010

In the United States:

Employment (2022)	51,000 employees
Projected employment (2032)	55,800 employees
Projected growth (2022-2032)	■■■■ 9% Much faster than average
Projected annual job openings (2022-2032)	5,000

California source: Projections Central 2020-2030 long-term projections. United States source: Bureau of Labor Statistics 2022-2032 employment projections. "Projected growth" represents the estimated change in total employment over the projections period. "Projected annual job openings" represent openings due to growth and replacement.

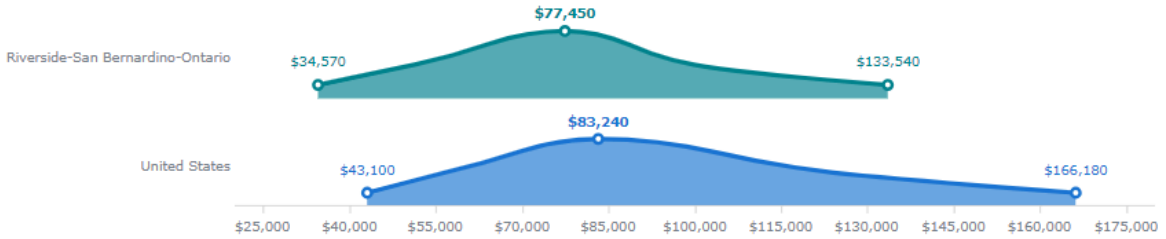
Local Wages

15-1255.01 - Video Game Designers Bright Outlook

Wages for state: California Go

Wages near ZIP Code: 92408 Go

Annual Wages | Hourly Wages



In Riverside-San Bernardino-Ontario, CA:

Wage data for **Web and Digital Interface Designers**.

- Workers on average earn **$77,450**.
- 10% of workers earn **$34,570 or less**.
- 10% of workers earn **$133,540 or more**.

In California:

Wage data for **Web and Digital Interface Designers**.

- Workers on average earn **$102,820**.
- 10% of workers earn **$51,260 or less**.
- 10% of workers earn **$239,200+ or more**.

In the United States:

Wage data for **Web and Digital Interface Designers**.

- Workers on average earn **$83,240**.
- 10% of workers earn **$43,100 or less**.
- 10% of workers earn **$166,180 or more**.

Source: Bureau of Labor Statistics 2022 wage data.

California Employment Trends

15-1255.01 - Video Game Designers Bright Outlook

View trends for state: California Go

In California:

Employment data for **Web Developers and Digital Interface Designers**.

Employment (2020)	28,800 employees
Projected employment (2030)	36,000 employees
Projected growth (2020-2030)	25%
Projected annual job openings (2020-2030)	3,070

In the United States:

Employment data for **Web and Digital Interface Designers**.

Employment (2022)	117,900 employees
Projected employment (2032)	135,800 employees
Projected growth (2022-2032)	■■■■ 15% Much faster than average
Projected annual job openings (2022-2032)	10,700

California source: Projections Central 2020-2030 long-term projections. United States source: Bureau of Labor Statistics 2022-2032 employment projections. "Projected growth" represents the estimated change in total employment over the projections period. "Projected annual job openings" represent openings due to growth and replacement.

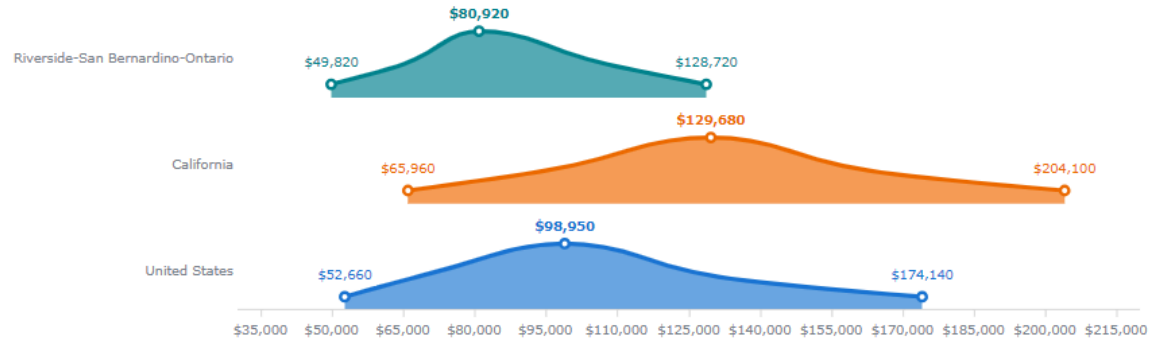
Local Wages

27-1014.00 - Special Effects Artists and Animators Bright Outlook

Wages for state: California Go

Wages near ZIP Code: 92408 Go

Annual Wages | Hourly Wages



In Riverside-San Bernardino-Ontario, CA:

- Workers on average earn **$80,920**.
- 10% of workers earn **$49,820 or less**.
- 10% of workers earn **$128,720 or more**.

In California:

- Workers on average earn **$129,680**.
- 10% of workers earn **$65,960 or less**.
- 10% of workers earn **$204,100 or more**.

In the United States:

- Workers on average earn **$98,950**.
- 10% of workers earn **$52,660 or less**.
- 10% of workers earn **$174,140 or more**.

Source: Bureau of Labor Statistics 2022 wage data.

California Employment Trends

27-1014.00 - Special Effects Artists and Animators Bright Outlook

View trends for state: California Go

In California:

Employment data for **Multimedia Artists and Animators**.

Employment (2020)	18,200 employees
Projected employment (2030)	21,100 employees
Projected growth (2020-2030)	16%
Projected annual job openings (2020-2030)	2,270

In the United States:

Employment data for **Special Effects Artists and Animators**.

Employment (2022)	89,300 employees
Projected employment (2032)	96,600 employees
Projected growth (2022-2032)	8% Faster than average
Projected annual job openings (2022-2032)	9,400

California source: Projections Central 2020-2030 long-term projections. United States source: Bureau of Labor Statistics 2022-2032 employment projections. "Projected growth" represents the estimated change in total employment over the projections period. "Projected annual job openings" represent openings due to growth and replacement.

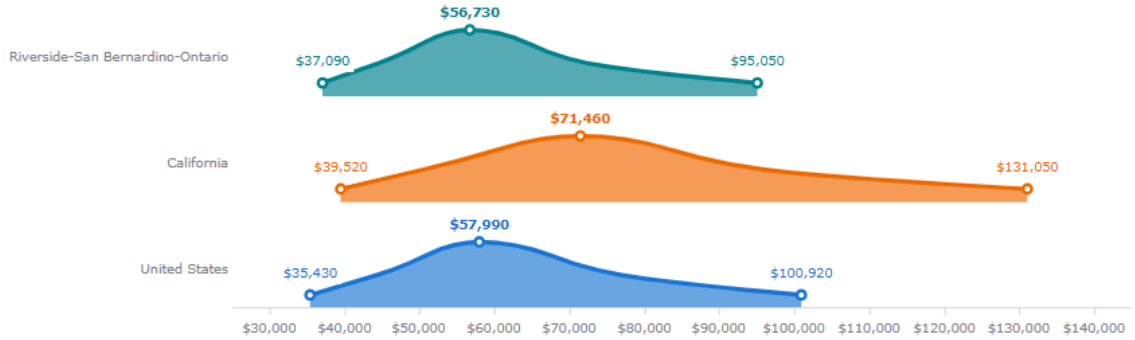
Local Wages

27-1024.00 - Graphic Designers

Wages for state: California Go

Wages near ZIP Code: 92408 Go

Annual Wages | Hourly Wages



In Riverside-San Bernardino-Ontario, CA:

- Workers on average earn **$56,730**.
- 10% of workers earn **$37,090 or less**.
- 10% of workers earn **$95,050 or more**.

In California:

- Workers on average earn **$71,460**.
- 10% of workers earn **$39,520 or less**.
- 10% of workers earn **$131,050 or more**.

In the United States:

- Workers on average earn **$57,990**.
- 10% of workers earn **$35,430 or less**.
- 10% of workers earn **$100,920 or more**.

Source: Bureau of Labor Statistics 2022 wage data.

California Employment Trends

27-1024.00 - Graphic Designers

View trends for state: California Go

In California:

Employment (2020)	35,500 employees
Projected employment (2030)	39,500 employees
Projected growth (2020-2030)	11%
Projected annual job openings (2020-2030)	3,780

In the United States:

Employment (2022)	270,900 employees
Projected employment (2032)	279,800 employees
Projected growth (2022-2032)	3% Average
Projected annual job openings (2022-2032)	22,800

California source: Projections Central 2020-2030 long-term projections. United States source: Bureau of Labor Statistics 2022-2032 employment projections. "Projected growth" represents the estimated change in total employment over the projections period. "Projected annual job openings" represent openings due to growth and replacement.

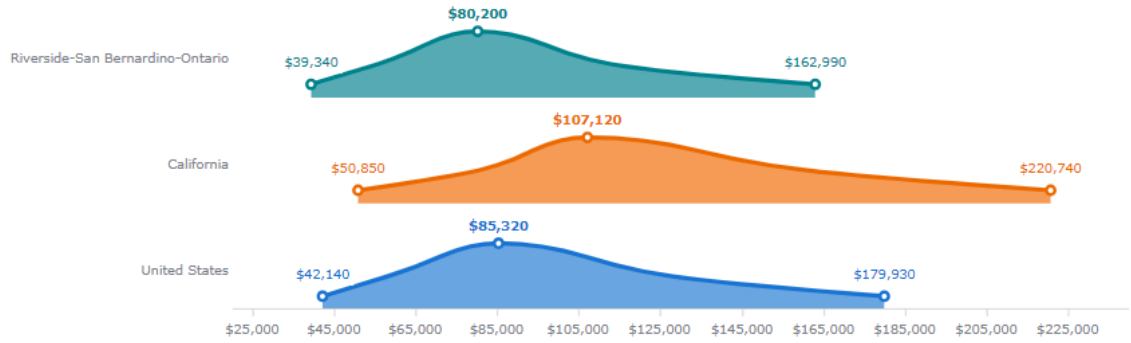
Local Wages

27-2012.00 - Producers and Directors Bright Outlook

Wages for state: California Go

Wages near ZIP Code: 92408 Go

Annual Wages | Hourly Wages



In Riverside-San Bernardino-Ontario, CA:

- Workers on average earn **$80,200**.
- 10% of workers earn **$39,340 or less**.
- 10% of workers earn **$162,990 or more**.

In California:

- Workers on average earn **$107,120**.
- 10% of workers earn **$50,850 or less**.
- 10% of workers earn **$220,740 or more**.

In the United States:

- Workers on average earn **$85,320**.
- 10% of workers earn **$42,140 or less**.
- 10% of workers earn **$179,930 or more**.

Source: Bureau of Labor Statistics 2022 wage data.

California Employment Trends

27-2012.00 - Producers and Directors Bright Outlook

View trends for state: California Go

In California:

Employment (2020)	49,200 employees
Projected employment (2030)	58,600 employees
Projected growth (2020-2030)	19%
Projected annual job openings (2020-2030)	5,520

In the United States:

Employment (2022)	175,300 employees
Projected employment (2032)	187,000 employees
Projected growth (2022-2032)	■■■■ 7% Faster than average
Projected annual job openings (2022-2032)	16,000

California source: Projections Central 2020-2030 long-term projections. United States source: Bureau of Labor Statistics 2022-2032 employment projections. "Projected growth" represents the estimated change in total employment over the projections period. "Projected annual job openings" represent openings due to growth and replacement.

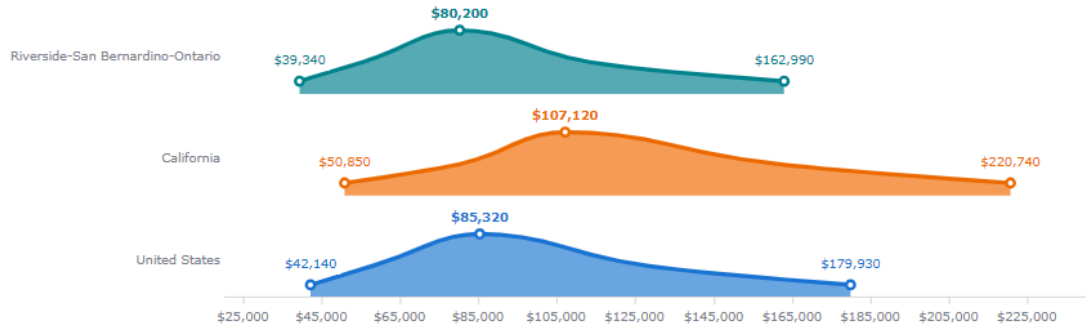
Local Wages

27-2012.05 - Media Technical Directors/Managers Bright Outlook

Wages for state: California Go

Wages near ZIP Code: 92408 Go

Annual Wages | Hourly Wages



In Riverside-San Bernardino-Ontario, CA:

Wage data for **Producers and Directors**.

- Workers on average earn **$80,200**.
- 10% of workers earn **$39,340 or less**.
- 10% of workers earn **$162,990 or more**.

In California:

Wage data for **Producers and Directors**.

- Workers on average earn **$107,120**.
- 10% of workers earn **$50,850 or less**.
- 10% of workers earn **$220,740 or more**.

In the United States:

Wage data for **Producers and Directors**.

- Workers on average earn **$85,320**.
- 10% of workers earn **$42,140 or less**.
- 10% of workers earn **$179,930 or more**.

Source: Bureau of Labor Statistics 2022 wage data.

California Employment Trends

27-2012.05 - Media Technical Directors/Managers Bright Outlook

View trends for state: California Go

In California:

Employment data for **Producers and Directors**.

Employment (2020)	49,200 employees
Projected employment (2030)	58,600 employees
Projected growth (2020-2030)	19%
Projected annual job openings (2020-2030)	5,520

In the United States:

Employment data for **Producers and Directors**.

Employment (2022)	175,300 employees
Projected employment (2032)	187,000 employees
Projected growth (2022-2032)	■■■■ 7% Faster than average
Projected annual job openings (2022-2032)	16,000

California source: Projections Central 2020-2030 long-term projections. United States source: Bureau of Labor Statistics 2022-2032 employment projections. "Projected growth" represents the estimated change in total employment over the projections period. "Projected annual job openings" represent openings due to growth and replacement.

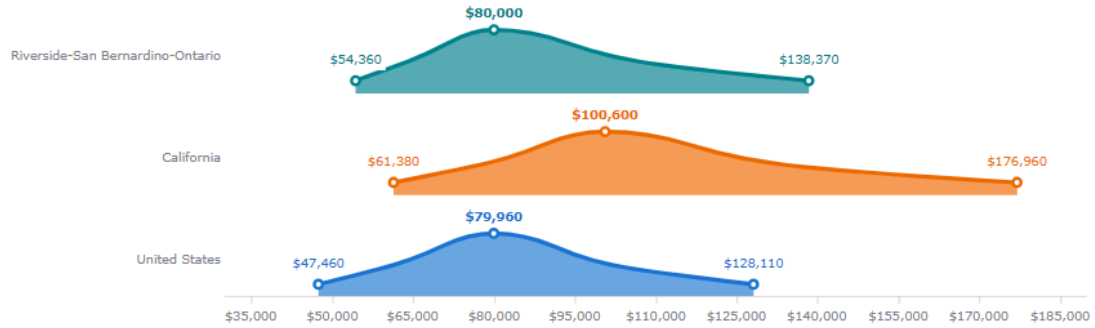
Local Wages

27-3042.00 - Technical Writers Bright Outlook

Wages for state: California Go

Wages near ZIP Code: 92408 Go

Annual Wages | Hourly Wages



In Riverside-San Bernardino-Ontario, CA:

- Workers on average earn **$80,000**.
- 10% of workers earn **$54,360 or less**.
- 10% of workers earn **$138,370 or more**.

In California:

- Workers on average earn **$100,600**.
- 10% of workers earn **$61,380 or less**.
- 10% of workers earn **$176,960 or more**.

In the United States:

- Workers on average earn **$79,960**.
- 10% of workers earn **$47,460 or less**.
- 10% of workers earn **$128,110 or more**.

Source: Bureau of Labor Statistics 2022 wage data.

California Employment Trends

27-3042.00 - Technical Writers Bright Outlook

View trends for state: California Go

In California:

Employment (2020)	5,700 employees
Projected employment (2030)	6,800 employees
Projected growth (2020-2030)	19%
Projected annual job openings (2020-2030)	670

In the United States:

Employment (2022)	53,300 employees
Projected employment (2032)	57,000 employees
Projected growth (2022-2032)	7% Faster than average
Projected annual job openings (2022-2032)	4,800

California source: Projections Central 2020-2030 long-term projections. United States source: Bureau of Labor Statistics 2022-2032 employment projections. "Projected growth" represents the estimated change in total employment over the projections period. "Projected annual job openings" represent openings due to growth and replacement.

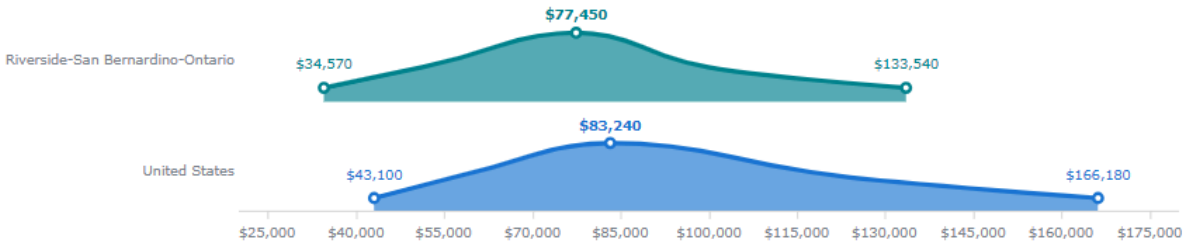
Local Wages

15-1255.00 - Web and Digital Interface Designers Bright Outlook

Wages for state: California Go

Wages near ZIP Code: 92408 Go

Annual Wages | Hourly Wages



In Riverside-San Bernardino-Ontario, CA:

- Workers on average earn **$77,450**.
- 10% of workers earn **$34,570 or less**.
- 10% of workers earn **$133,540 or more**.

In California:

- Workers on average earn **$102,820**.
- 10% of workers earn **$51,260 or less**.
- 10% of workers earn **$239,200+ or more**.

In the United States:

- Workers on average earn **$83,240**.
- 10% of workers earn **$43,100 or less**.
- 10% of workers earn **$166,180 or more**.

Source: Bureau of Labor Statistics 2022 wage data.

California Employment Trends

15-1255.00 - Web and Digital Interface Designers Bright Outlook

View trends for state: California Go

In California:

Employment data for **Web Developers and Digital Interface Designers**.

Employment (2020)	28,800 employees
Projected employment (2030)	36,000 employees
Projected growth (2020-2030)	25%
Projected annual job openings (2020-2030)	3,070

In the United States:

Employment data for **Web and Digital Interface Designers**.

Employment (2022)	117,900 employees
Projected employment (2032)	135,800 employees
Projected growth (2022-2032)	■■■■ 15% Much faster than average
Projected annual job openings (2022-2032)	10,700

California source: Projections Central 2020-2030 long-term projections. United States source: Bureau of Labor Statistics 2022-2032 employment projections. "Projected growth" represents the estimated change in total employment over the projections period. "Projected annual job openings" represent openings due to growth and replacement.