

Media Production Arts Education Report

CIP 09.0702

Cochise, Pima, SC

Digital Communication and Media/Multimedia

CIP 2010: A program that focuses on the development, use, critical evaluation, and regulation of new electronic communication technologies using computer applications; and that prepares individuals to function as developers and managers of digital communications media. Includes instruction in computer and telecommunications technologies and processes; design and development of digital communications; marketing and distribution; digital communications regulation, law, and policy; the study of human interaction with, and use of, digital media; and emerging trends and issues. * *Program Description – Settings*

Target Occupations

453 Jobs (2016) 8% below National average		1.8% % Change (2017-2022) Nation: 4.7%		\$16.31/hr Median Hourly Earnings Nation: \$21.24/hr	
Occupation	2017 Jobs	Annual Openings	Median Hourly Earnings	Growth (2017 - 2022)	Location Quotient (2017)
Audio and Video Equipment Technicians	262	7	\$15.36/hr	4.20%	1.01
Multimedia Artists and Animators	108	3	\$17.11/hr	2.78%	0.73
Broadcast Technicians	83	2	\$18.28/hr	-7.23%	0.93


* *Target Occupations - Settings*

Programs by Institution				
CIP Code	Title	Institution	Award Level	Completions (2015)
09.0702	Digital Communication and Media/Multimedia	Pima Community College	Award of at least 1 but less than 2 academic years	7
09.0702	Digital Communication and Media/Multimedia	Pima Community College	Associates degree	0
10.0105	Communications Technology/Technician	Pima Community College	Award of less than 1 academic year	5
10.0304	Animation, Interactive Technology, Video Graphics and Special Effects	Cochise County Community College District	Award of less than 1 academic year	4
10.0304	Animation, Interactive Technology, Video Graphics and Special Effects	Pima Community College	Associates degree	0
10.0304	Animation, Interactive Technology, Video Graphics and Special Effects	Cochise County Community College District	Associates degree	0
10.0304	Animation, Interactive Technology, Video Graphics and Special Effects	Southwest University of Visual Arts-Tucson	Bachelors degree	15
10.0304	Animation, Interactive Technology, Video Graphics and Special Effects	The Art Institute of Tucson	Bachelors degree	0
10.0304	Animation, Interactive Technology, Video Graphics and Special Effects	ITT Technical Institute-Tucson	Bachelors degree	0
11.0801	Web Page, Digital/Multimedia and Information Resources Design	Pima Community College	Award of less than 1 academic year	0
11.0801	Web Page, Digital/Multimedia and Information Resources Design	The Art Institute of Tucson	Award of less than 1 academic year	0
11.0801	Web Page, Digital/Multimedia and Information Resources Design	Cochise County Community College District	Award of less than 1 academic year	0
11.0801	Web Page, Digital/Multimedia and Information Resources Design	Brown Mackie College-Tucson	Award of less than 1 academic year	0
11.0801	Web Page, Digital/Multimedia and Information Resources Design	Pima Community College	Award of at least 1 but less than 2 academic years	0
11.0801	Web Page, Digital/Multimedia and Information Resources Design	The Art Institute of Tucson	Award of at least 1 but less than 2 academic years	0
11.0801	Web Page, Digital/Multimedia and Information Resources Design	ITT Technical Institute-Tucson	Associates degree	0

11.0801	Web Page, Digital/Multimedia and Information Resources Design	The Art Institute of Tucson	Associates degree	0
11.0801	Web Page, Digital/Multimedia and Information Resources Design	The Art Institute of Tucson	Bachelors degree	1
11.0801	Web Page, Digital/Multimedia and Information Resources Design	University of Arizona	Bachelors degree	1
11.0801	Web Page, Digital/Multimedia and Information Resources Design	University of Phoenix-Southern Arizona Campus	Bachelors degree	0
11.0899	Computer Software and Media Applications, Other	Pima Community College	Award of less than 1 academic year	0
11.0899	Computer Software and Media Applications, Other	ITT Technical Institute-Tucson	Associates degree	0
11.0899	Computer Software and Media Applications, Other	ITT Technical Institute-Tucson	Bachelors degree	0
50.0102	Digital Arts	Pima Community College	Award of at least 1 but less than 2 academic years	0
50.0102	Digital Arts	Pima Community College	Associates degree	23
50.0409	Graphic Design	Brown Mackie College-Tucson	Associates degree	12
50.0409	Graphic Design	The Art Institute of Tucson	Associates degree	8
50.0409	Graphic Design	ITT Technical Institute-Tucson	Associates degree	1
50.0409	Graphic Design	Southwest University of Visual Arts-Tucson	Associates degree	0
50.0409	Graphic Design	Southwest University of Visual Arts-Tucson	Bachelors degree	7
50.0409	Graphic Design	The Art Institute of Tucson	Bachelors degree	5
50.0411	Game and Interactive Media Design	Cochise County Community College District	Award of less than 1 academic year	0
50.0411	Game and Interactive Media Design	Pima Community College	Associates degree	20
50.0411	Game and Interactive Media Design	Cochise County Community College District	Associates degree	0
50.0411	Game and Interactive Media Design	The Art Institute of Tucson	Bachelors degree	4
50.0706	Intermedia/Multimedia	The Art Institute of Tucson	Bachelors degree	8

Occupational Programs						
9.00	121.00	20.00				
Programs (2015)	Completions (2015)	Openings (2015)				
CIP Code	Program	Completions (2011)	(2012)	(2013)	(2014)	(2015)
50.0409	Graphic Design	15	28	33	36	33
50.0411	Game and Interactive Media Design	11	11	14	19	24
50.0102	Digital Arts	29	75	28	32	23
10.0304	Animation, Interactive Technology, Video Graphics and Special Effects	21	13	11	12	19
50.0706	Intermedia/Multimedia	0	0	0	0	8
09.0702	Digital Communication and Media/Multimedia	0	0	0	5	7
10.0105	Communications Technology/Technician	0	0	0	3	5
11.0801	Web Page, Digital/Multimedia and Information Resources Design	2	3	4	5	2
11.0899	Computer Software and Media Applications, Other	2	2	0	0	0

Regional Completions by Award Level

Award Level	Completions (2015)	Percent
• Award of at least 1 but less than 2 academic years	7	100.0% 
Award of less than 1 academic year	0	0.0%
Associates degree	0	0.0%
Award of at least 2 but less than 4 academic years	0	0.0%
Bachelors degree	0	0.0%
Postbaccalaureate certificate	0	0.0%
Masters degree	0	0.0%
Post-masters certificate	0	0.0%
Doctors degree	0	0.0%

* Regional Completions by Award Level - Settings

Regional Completions by Institution

Institution	Certificates (2015)	Degrees (2015)	Total Completions (2015)
Pima Community College	7	0	7

* Regional Completions by Institution - Settings

Appendix A - Data Sources and Calculations

Location Quotient

Location quotient (LQ) is a way of quantifying how concentrated a particular industry, cluster, occupation, or demographic group is in a region as compared to the nation. It can reveal what makes a particular region unique in comparison to the national average.

Occupation Data

EMSI occupation employment data are based on final EMSI industry data and final EMSI staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates also affected by county-level EMSI earnings by industry.

State Data Sources

This report uses state data from the following agencies: Arizona Department of Administration, Office of Employment and Population Statistics