

ARTS, MEDIA AND ENTERTAINMENT

DIGITAL MEDIA

IS THIS FOR ME?

Are you creative and like working with technology?

Do you have an eye for details?

Do you collaborate well with others?



WHAT IS IT?

Design, visual and media arts can help you take your creative talent, combine it with skills and technology, and turn you in to an in-demand multimedia or graphic designer. Multimedia design involves computers, animation, photography, video and printing, creating all sorts of things from posters and magazines, to websites and online video games, to photos and videos.

WHAT WILL I DO?

Design, visual and media arts professionals work in the entertainment, video game, or advertising industries, or "in-house" at a traditional business. Animators create visuals for computer programs or games. Marketing departments design artwork and campaigns for presentations or marketing materials. Graphic designers create designs for print, video, and online applications.

OFFERED AT THIS MVLA SCHOOL:



CONNECTS TO PROGRAMS AT:

- De Anza College (AA)
- Foothill College (AA)
- Fullerton State
- UC Irvine
- UCLA
- UC San Diego

LEADS TO THESE JOBS:

- 2D & 3D Animator
- Creative Director
- Desktop Publisher
- Digital Media Designer
- Filmmaker
- Graphic Designer
- Marketing Specialist
- Photographer
- Social Media Manager

FEATURED OCCUPATION

DIGITAL MEDIA DESIGNER

Digital Media Designers work with computers, animation, video, and photography to create digital and online products that engage the user, including websites, online advertising and marketing campaigns, and interactive video games.



IN DEMAND OCCUPATIONS IN AROUND SANTA CLARA COUNTY

Education Needed	Occupation	Average Salary	Job Growth Projected Over Next 10 Years	Job Openings Projected Over Next 10 Years
Certification	Music Production Specialist	\$87,804	5%	190
Associate Degree	Web Developer	\$162,144	12%	1,230
	Web and Digital Interface Designer	\$178,895	9%	3,800
Bachelor's Degree	Graphic Designer	\$99,168	5%	1,460
	Digital Film and Video Editor	\$105,091	13%	320
	Marketing Specialist	\$137,135	11%	12,690
	Art Director	\$154,479	4%	1,360
	Multimedia Artist and Animator	\$155,365	-3%	930
	Software Developer	\$205,114	20%	78,440

Source - State of California Employment Development Department, 2025

NEXT STEPS

IF YOU ARE INTERESTED IN PURSUING A CAREER IN **DIGITAL MEDIA** talk to your high school counselor or teachers about what classes to take.