

# arts, media & entertainment careers

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IN SAN BERNARDINO & RIVERSIDE COUNTIES

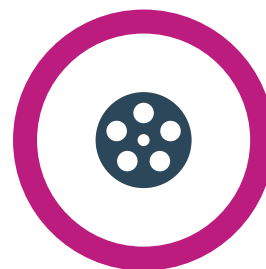


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California's community colleges provide academic education as well as career and technical training to the communities they serve. They play an important role in preparing the workforce to meet the needs of businesses in the 21st century. With the help of local business leaders, educators at community colleges continually monitor local job market trends to ensure that courses offered stay relevant to the employer demands.

Labor market trends in the Inland Empire/Desert region indicate many opportunities for graduates of community college career technical programs. These job opportunities often offer starting wages that are competitive with those that require a higher level of education for employment, such as a Bachelor's degree. Depending on where you are in your career path, community colleges can assist with the transition from school to work or advancement to a more highly skilled job.

The Inland Empire/Desert community colleges offer a variety of career technical programs to meet the needs of students. Keep reading to learn about the growing fields and well-paying jobs in each industry sector, as well as the educational opportunities that await you in our local community colleges.





# arts, media & entertainment careers //

CAREERS IN THE ARTS, MEDIA AND ENTERTAINMENT ARE WELL SUITED FOR CREATIVE TYPES WHO ARE MOTIVATED TO KEEP UP WITH EVER CHANGING TECHNOLOGY AND WHO WANT TO INSPIRE, INFORM AND CAPTIVATE. WORK IS OFTEN PROJECT-BASED, SPANNING MANY MEDIA PLATFORMS, FROM THE PRINTED PAGE TO ANIMATION AND WEBSITE DESIGN.

## community colleges

- Are located throughout San Bernardino and Riverside Counties
- Offer classes at flexible times
- Cost a fraction of private vocational school tuition and have financial assistance available

## regional occupational programs (ROP)

- Are offered at your high school or at a nearby training center
- Allow you to earn college credits while still in high school
- Provide career guidance and career planning assistance



Web  
Designer (p. 3)



Game Developer /  
Animator (p. 4)



Illustrator (p. 5)



Graphic  
Designer (p. 6)



Theater  
Technician (p. 7)



Commercial  
Photographer (p. 8)



Copywriter (p. 9)



# web designer

ARE YOU VISUALLY CREATIVE? DO YOU CARE ABOUT THE INTERSECTION OF AESTHETICS AND USABILITY?

## What do they do?

Web designers create graphics and layouts for web applications, mobile applications and websites. They have both the technical and design skills needed to develop web content. With the increased use of mobile devices and e-commerce, this is a growing field.

## A good fit, if you're:

Proficient in programming and have an eye for color, layout and design.



17% 10 year Regional Job Growth

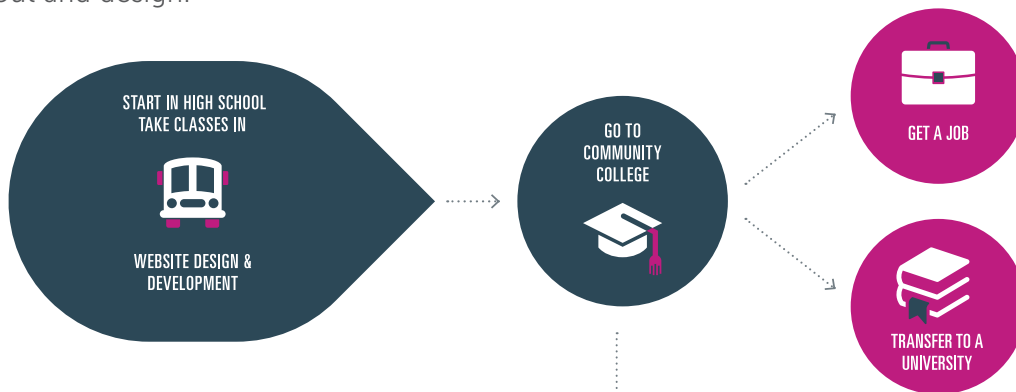


\$27.80 /hr Median Wages



## Skills & education you'll need

- Expertise in digital media
- Understanding of HTML and CSS
- Aptitude in creating engaging content
- Self-motivation and thoroughness



EARN A CERTIFICATE IN:

Web Design / Web Developer / Web & Multimedia Design  
YOU PAY: \$276 – \$1,702

EARN AN ASSOCIATE DEGREE IN:

Web Design  
YOU PAY: \$2,760

AT THESE COLLEGES:

Chaffey, Copper Mountain, Crafton Hills, Moreno Valley, Palo Verde, Riverside City, San Bernardino Valley



# game developer/ animator

ARE YOU A CREATIVE AND CRITICAL THINKER?  
ARE YOU INTERESTED IN CRAFTING NEW  
WORLDS AND ALTERNATE REALITIES?

## What do they do?

Game developers produce the graphics, storylines and interfaces for video games. They are adept at designing puzzles, mysteries and missions. They determine how to improve games by overcoming design challenges or weaknesses. They sometimes work long hours to meet grueling deadlines.

## A good fit, if you're:

Someone who likes to collaborate with a team and enjoys complex, yet creative, problem solving.



23% 10 year Regional  
Job Growth

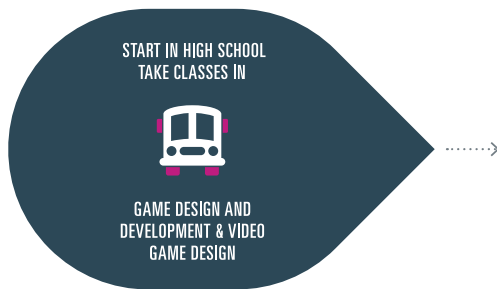


\$28.69/hr  
Median Wages



## Skills & education you'll need

- Ability to clearly articulate ideas
- Knowledge of programming languages
- Ease with giving and receiving feedback to improve product design
- Knowledge of apps and mobile games design



GET A JOB



TRANSFER TO A  
UNIVERSITY

### EARN A CERTIFICATE IN:

Motion Graphics & 3D Animation / Computer Game Development / Design for Multimedia / Digital Animation / Game Art / Game Audio / Game Design / Game Programming / Multimedia / Simulation and Gaming  
**YOU PAY: \$276 – \$1,702**

### EARN AN ASSOCIATE DEGREE IN:

Design for Multimedia / Game Art / Game Audio / Game Design / Game Programming / Multimedia / Simulation and Gaming  
**YOU PAY: \$2,760**

### AT THESE COLLEGES:

**Chaffey, Mt. San Jacinto, Moreno Valley, Norco, Palo Verde, Riverside City, Victor Valley**



# illustrator

DO YOU ENJOY DRAWING? WOULD YOU LIKE TO APPLY YOUR TALENTS TO BRINGING NEW CONCEPTS TO LIFE?

## What do they do?

Illustrators create images for print and online publications, and for commercial products, such as textiles, stationery, and merchandise. Commercial illustration involves submitting preliminary or finished artwork to clients for approval and incorporating feedback.

## A good fit, if you're:

Someone with artistic ability and originality.



10% 10 year State Job Growth

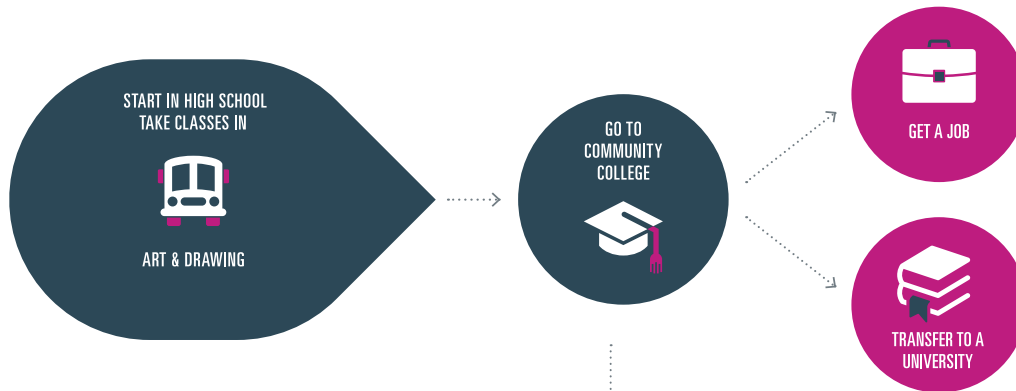


\$38.32/hr Median Wages



## Skills & education you'll need

- Artistic aptitude and training
- Ability to quickly come up with clever ideas on a given topic
- Proficiency using computer programs to create or upload illustrations
- Strong design portfolio



EARN A CERTIFICATE IN:

Basic Graphic Communication / Art & Visual Communication: Illustration / Visual Communication Print Production

YOU PAY: \$276 – \$1,702

EARN AN ASSOCIATE DEGREE IN:

Art & Visual Communication: Illustration

YOU PAY: \$2,760

AT THESE COLLEGES:

Chaffey, Riverside City, Victor Valley





# graphic designer

ARE YOU VISUALLY INCLINED? ARE YOU PROJECT-ORIENTED AND HAVE AN EYE FOR AESTHETICS?

## What do they do?

Graphic designers develop design concepts for websites, print media and products. They are often involved in concept development and prepare mock ups using illustrations or photographs. They must have familiarity with marketing and design approaches that can attract consumers.

## A good fit, if you're:

Interested in the design of printed materials or online content produced for marketing or advertising purposes.



20% 10 year Regional Job Growth

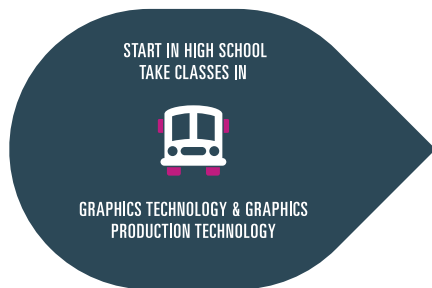


\$18.45/hr Median Wages



## Skills & education you'll need

- Adobe Photoshop and Illustrator
- Ability to prepare files for final production
- Capacity to make complex ideas accessible
- Ability to use text and imagery to communicate concepts



EARN A CERTIFICATE IN:

Applied Digital Media & Printing / Computer Graphic Design for Print Media / Graphic Design / Computer and Digital Design & Production / Visual Communications Graphic Design

YOU PAY: \$276 – \$1,702

EARN AN ASSOCIATE DEGREE IN:

Applied Digital Media & Printing / Computer Graphic Design for Print Media / Graphic Design / Computer and Digital Design & Production

YOU PAY: \$2,760

AT THESE COLLEGES:

Chaffey, Copper Mountain, Crafton Hills, College of the Desert, Norco, Riverside City, San Bernardino Valley, Victor Valley



# theater technician

DO YOU LIKE WORKING BEHIND THE SCENES? ARE YOU CAPTIVATED BY STAGE PERFORMANCES?

## What do they do?

Theater technicians support the technical operations of theater productions. Theater technicians are often involved in set up and maintenance of audio and electrical equipment and rigging needed for stage productions.

## A good fit, if you're:

Skilled at trouble shooting and interested in the technical side of stage performance, from installing chains and motors to balancing electrical loads.



5% 10 year State Job Growth

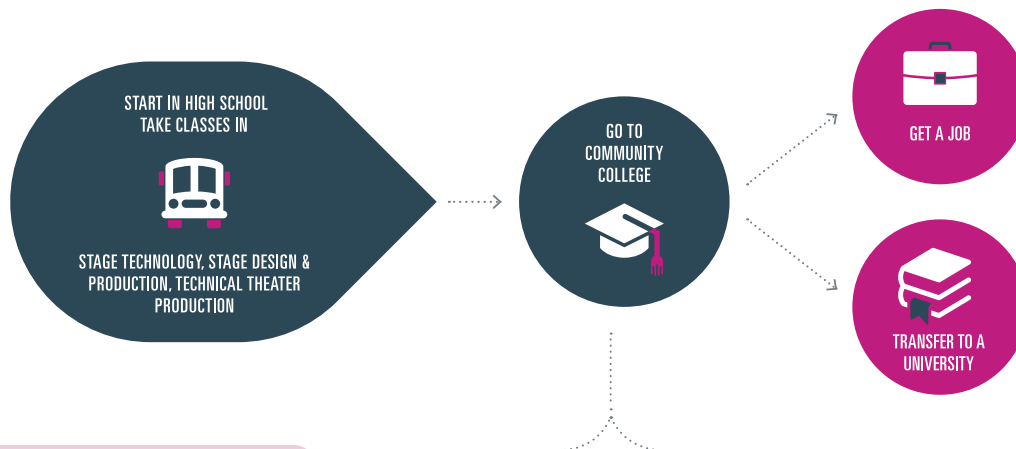


\$27.83/hr Median Wages



## Skills & education you'll need

- Ability to interpret and implement drawings, blueprints and light plots
- Capability to set up stage equipment (including lighting, rigging and speakers)
- Proficiency with digital audio mixing equipment
- Knowledge of computer controlled lighting boards



EARN A CERTIFICATE IN:

Advanced Audio Technology / Audio Technology / Technical Theater  
**YOU PAY: \$276 – \$1,702**

EARN AN ASSOCIATE DEGREE IN:

Advanced Audio Technology / Audio Technology / Technical Theater / Theater Arts  
**YOU PAY: \$2,760**

AT THESE COLLEGES:

Chaffey, Crafton Hills, Mt. San Jacinto





# commercial photographer

DO YOU WANT TO TELL STORIES THROUGH IMAGES? ARE YOU OBSESSED WITH GETTING THE PERFECT SHOT?

## What do they do?

Photographers produce visual compositions for advertising firms, print publications and digital media. Photographers must be able to coordinate shoots whether outdoors or in a studio, communicate well with clients and be punctual for assignments.

## A good fit, if you're:

Detail oriented, patient and creative.



9% 10 year Regional Job Growth

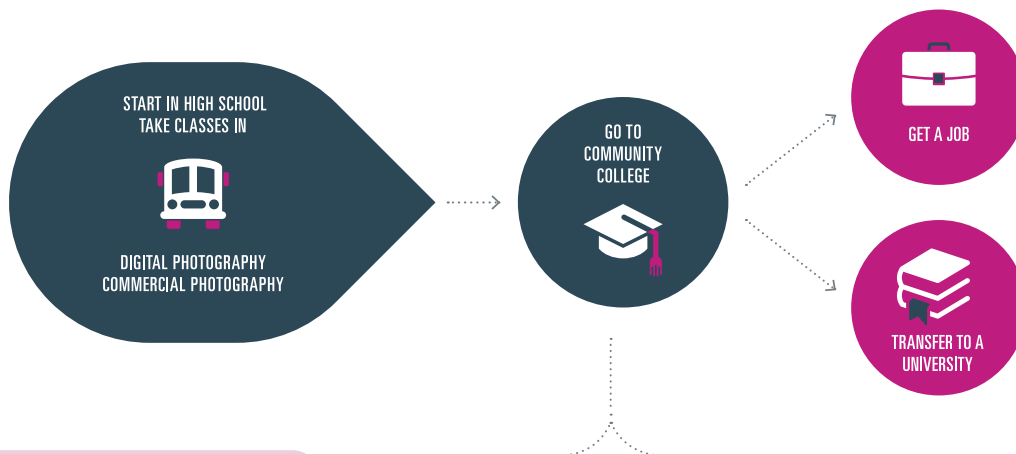


\$14.39/hr  
Median Wages



## Skills & education you'll need

- A distinct, recognizable photography style
- Proficiency with photography equipment, such as digital cameras, tripods, filters and flash attachments
- Knowledge of Adobe Photoshop
- A strong business sense since many photographers are freelancers



EARN A CERTIFICATE IN:

Applied Photography / Photography / Still Photography  
YOU PAY: \$276 – \$1,702

EARN AN ASSOCIATE DEGREE IN:

Applied Photography / Photography  
YOU PAY: \$2,760

AT THESE COLLEGES:

Barstow, Chaffey, Mt. San Jacinto, Riverside City



# copywriter

DO YOU HAVE A GREAT VOCABULARY AND WAY WITH WORDS? ARE YOU IMAGINATIVE AND INVENTIVE WITH LANGUAGE?

## What do they do?

Copywriters produce content for printed material, online publications, advertisements, and all types of media, from movie scripts to radio announcements. Writers often must work collaboratively with a creative team to develop content.

## A good fit, if you're:

Skilled at using language to attract and retain an audience, and attuned to tone, cadence and storyline.



5% 10 year Regional Job Growth

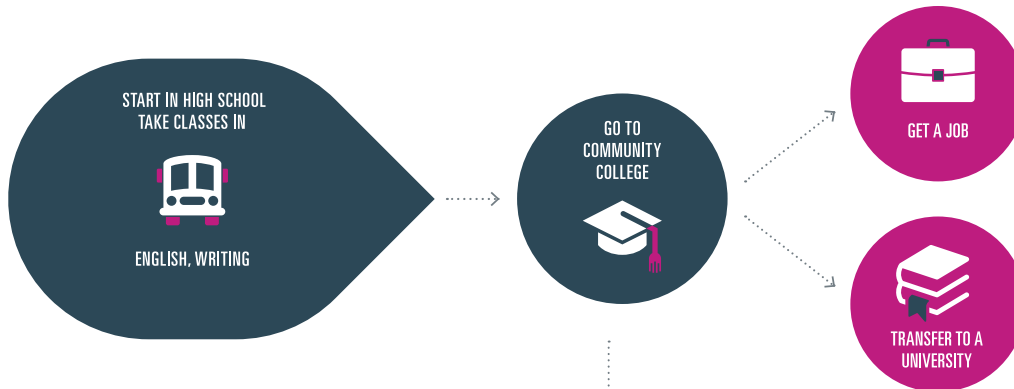


\$21.90/hr Median Wages



## Skills & education you'll need

- Terrific grammar and a knack for writing
- Proficiency in gathering information and conducting research
- Ability to write about any topic
- Knowledge of media production



EARN A CERTIFICATE IN:

Journalism / Screenwriting  
YOU PAY: \$276 – \$1,702

EARN AN ASSOCIATE DEGREE IN:

Journalism / Screenwriting  
YOU PAY: \$2,760

AT THESE COLLEGES:

Chaffey, College of the Desert, Riverside City

# TIPS for SUCCESS

## RESOURCES

- » *America's Job Center of California*  
[caljobs.ca.gov](http://caljobs.ca.gov)
- » *California Career Café*  
[cacareercafe.com](http://cacareercafe.com)
- » *California Community Colleges  
Chancellor's Office*  
[californiacolleges.edu](http://californiacolleges.edu)
- » *Riverside County Job Search Site*  
[rivcojobs.com](http://rivcojobs.com)
- » *San Bernardino County Job Search Site*  
[csb-win.org](http://csb-win.org)
- » *Salary Surfer*  
[salarysurfer.cccco.edu](http://salarysurfer.cccco.edu)
- » *Who Do U Want 2B?  
The 15 Career Pathways*  
[whodouwant2b.com](http://whodouwant2b.com)

### TIP No. 1

know  
**your**  
style.

WHAT'S YOUR FAVORITE  
WAY TO LEARN AND WHY  
IS THIS IMPORTANT?

### TIP No. 2

make  
**math**  
matter.

THE MORE MATH YOU  
TAKE, THE MORE MONEY  
YOU'LL MAKE.

### TIP No. 3

**get** the  
study  
**habit.**

DON'T WAIT 'TIL THE  
LAST MINUTE TO  
COMPLETE ASSIGNMENTS.

### TIP No. 4

read,  
read,  
**read.**

IT'S A FACT. READING  
MAKES YOU SMARTER.

### TIP No. 5

**keep**  
your  
focus.

STICK TO ONE THING  
AT A TIME & YOU'LL GET  
MORE DONE.

### TIP No. 6

be  
money  
**wise.**

BE ALERT. MAKE SURE  
YOU KNOW BEFORE  
YOU OWE.

## community colleges

### Barstow College

760 252 2411  
barstow.edu

### Crafton Hills College

909 794 2161  
craftonhills.edu

### Palo Verde College

760 921 5500  
paloverde.edu

### Chaffey College

909 652 6000  
chaffey.edu

### Moreno Valley College

951 571 6100  
mvc.edu

### Riverside City College

951 222 8000  
rcc.edu

### College of the Desert

760 346 8041  
collegeofthedesert.edu

### Mt. San Jacinto College

951 487 6752  
msjc.edu

### San Bernardino Valley College

909 384 4400  
valleycollege.edu

### Copper Mountain College

760 366 3791  
cmccd.edu

### Norco College

951 372 7000  
norcollege.edu

### Victor Valley College

760 245 4271  
vvc.edu

## regional occupational centers & programs

### Baldy View ROP

909 980 6490  
baldyviewrop.com

### Riverside County Office of Education CTE/ROP

951 826 6648  
rcoe.us/career-technical-  
education/cterop

### San Bernardino County ROP

909 252 4550  
rop.cc

### Colton-Redlands-Yucaipa ROP

909 793 3115  
cryrop.org



CALIFORNIA COMMUNITY COLLEGES

**Doing What MATTERS™**  
FOR JOBS AND THE ECONOMY

### About Doing What Matters for Jobs & the Economy

Doing What Matters for Jobs and the Economy is an initiative of the California Community Colleges Chancellor's Office. The goals of Doing What Matters for Jobs and the Economy are to supply in-demand skills for employers, create relevant career pathways and stackable credentials, promote student success and get Californians into open jobs. For more information visit [www.doingwhatmatters.cccco.edu](http://www.doingwhatmatters.cccco.edu)

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For alternate formats of this material for individuals requiring disability accommodation, contact IE/Desert Regional Consortium, Julie Pehkonen, (951) 222-8026.