

Occupations in Digital Media

- > 3-D Animator
- > Instructional Designer
- > Product Manager
- > Multimedia Artist/Animator
- > Multimedia Designer
- > Multimedia Developer
- > Multimedia Engineer
- > Web Administrator
- > Web Developer

Digital Media Facts

- The Provo-based company Millenniata created the world's first permanent optical archival disc, called the M-DISC™, which is projected to last 1,000 years.¹
- Men outnumber women in this IT workforce by over three to one.²
- In 1985, women received 37 percent of all U.S. computer science undergraduate degrees; however, by the year 2005 that number had fallen to 22 percent.³
- According to an Arbitron Edison Research study, more than six in ten households with Internet access have a Wi-Fi network at home, enabling the consumption of digital media in any room of the house.

¹ *Utah Business Magazine*, "The Super Highway," July 9, 2010

² <http://www.zeldman.com/2007/04/19/women-in-web-design/>

³ Tracy Camp, "Women in Computer Sciences: Reversing the Trend," <http://tiny.cc/uechb>

Break free of the traditions and barriers that limit your choices.
What's stopping you? Be different! Try something new!
Is a nontraditional career in your future?

Digital Media (Multimedia)

A NONTRADITIONAL CAREER PATH FOR WOMEN



Talk to your school counselor
about a nontraditional career in digital media.

Break free of the barriers that limit your career choices.

www.UtahCTE.org



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Larry K. Shumway, Ed.D., State Superintendent of Public Instruction
Mary Shumway, State Director of Career and Technical Education



INFORMATION TECHNOLOGY EDUCATION

Nontraditional Careers

Did you know a nontraditional career is any occupation in which women or men comprise 25 percent or less of its total employment?

Women in nontraditional occupations earn more money than those in female-oriented fields.

Choosing a nontraditional career path can mean:

- > Greater job satisfaction.
- > Higher wages and better benefits.
- > Great advancement opportunities.
- > Economic self-sufficiency.
- > Broader job opportunities.
- > Freedom to pursue a career related to your interests and abilities.

BREAK with tradition and explore a nontraditional career!

Digital Media (Multimedia) as a Career

Information technology (IT) careers involve the design, development, support and management of hardware, software, multimedia, and systems integration services. The IT industry is a dynamic and entrepreneurial working environment that has a revolutionary impact on the economy and society. IT careers are available in every sector of the economy, and nine out of ten IT workers are found in banks, insurance companies, manufacturing plants, or other non-IT business.

In 1985, women received 37 percent of all U.S. computer science undergraduate degrees; however, by the year 2000 that number had fallen to 28 percent. In 2008, 18 percent of computer science degrees were earned by women.¹

The percentage of women in the IT workforce has declined by 18.5 percent since 1996, from a high of 41 percent.²

CTE Pathways

High school is a great time to try out a wide range of Career Pathways by enrolling in Career and Technical Education (CTE) courses. As an added bonus, you will be developing work-related skills that can be put to immediate and profitable use.

CTE provides courses and Pathways consistent with industry training and certification, thus providing depth and meaning for both visual and hands-on learning and education that can be applied in today's job market.

Through participation in CTE, Information Technology (IT) Education can guide you as you take courses in the Digital Media (Multimedia) Pathway.

By taking Information Technology courses, you will learn the latest in computer technology with hands-on application. You will also gain an important foundation of knowledge and skills necessary for continuing your education in IT.

¹ National Center for Women and Information Technology (NCWIT)

² Zeldman.com, "Women in Web Design: Just the Stats," April 2007, <http://tiny.cc/8w4w1>

Employment

In 2008, multimedia artists and animators held approximately 79,000 jobs in the United States.¹

The majority of multimedia artists are employed with advertising firms; newspaper agencies; periodical, book, and software publishers; motion picture and video industries; specialized design services; and computer systems designers.

Many multimedia artists are self-employed and contract with advertising agencies, design firms, and publishing houses, as well as other businesses.

In Utah, an entry-level position for a multimedia artist generally starts at an average hourly wage of \$13.60, or \$28,288 per year.² With further training and experience, the average salary can range from \$33,000 to \$67,000.

Working Conditions

A position as a multimedia artist is a sedentary occupation with medium social interaction and travel. They normally work in well-lit, comfortable offices, and usually work a set schedule, of about 40 hours a week; however, depending on the project, overtime may be necessary.

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Outlook

As consumers continue to demand more realistic video games, movie and television special effects, and 3D animated movies, the demand for talented multimedia artists will increase. However, competition among salaried and freelance workers will be fierce, as the number of available openings will be fewer than those interested and qualified to work in this field.

In Utah, the annual growth rate in this occupation is expected to be 4.4 percent through the year the 2016, with employment totaling 1,770.²

UtahFutures

Log on to UtahFutures.org to learn more about a career in digital media. From the home page, click on the "occupations" option to find an occupation that interests you and link to the description for that occupation. (Refer to the sample list of occupations on the back of this page.) Check out employment opportunities, working conditions, outlook, skills and abilities, and wages for your selected occupation.

Is a nontraditional career in your future?

¹ U.S. Bureau of Labor Statistics

² Utah Department of Workforce Services

³ Zeldman.com, "Women in Web Design: Just the Stats," April 2007, <http://tiny.cc/8w4w1>