

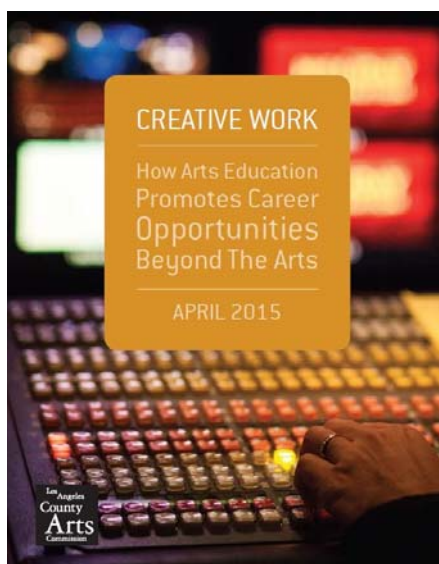
New Models for Developing the Creative Workforce for 21st Century Creative Industries



First published in 2007, the Otis Report on the Creative Economy of the Los Angeles Region is prepared annually by the Los Angeles County Economic Development Corporation to document the economic impact of the creative sector throughout the region.



Beginning in 2013, the California Arts Council supported an expanded Otis Report to quantify the economic impact of the creative sector on the entire State of California.



In 2015, the Los Angeles County Arts Commission released a correlated study that examines the required job training, annual earnings and projected growth of the 79 creative occupations identified in the Otis Report, with a particular emphasis on jobs that do not require a bachelor's degree.



As defined in the 2014 Otis Report on the Creative Economy of the Los Angeles Region

Creative Industries:

Commercial/nonprofit firms that produce and distribute cultural, consumer and commercial goods and services

- Architecture and Interior Design
- Art Galleries
- Communication Arts
- Digital Media
- Entertainment
- Fashion
- Fine and Performing Arts Schools
- Furniture and Decorative Arts
- Product and Industrial Design
- Publishing and Printing
- Toys
- Visual and Performing Arts

Creative Occupations:

Jobs that require some kind of creativity, but may be found in a variety of industries

Management

- Advertising and Promotion Managers
- Marketing Managers
- Public Relations and Fundraising Managers

Business and Financial Operations

- Agents and Business Managers

Computer and Mathematical

- Software Developers, Applications
- Software Developers, System Software

Architecture and Engineering

- Architects, Except Landscape and Naval
- Landscape Architects
- Architectural and Civic Drafters

Education, Training and Library Operations

- Architecture Teachers, Postsecondary
- Anthropology and Archeology Teachers, Postsecondary
- Area, Ethnic and Cultural Studies Teachers, Postsecondary
- Library Science Teachers, Postsecondary
- Art, Drama and Music Teachers, Postsecondary
- Communications Teachers, Postsecondary
- English Language and Literature Teachers, Postsecondary
- Foreign Language and Literature Teachers, Postsecondary
- History Teachers, Postsecondary
- Archivists
- Curators
- Museum Technicians and Conservators
- Librarians
- Library Technicians
- Audio-Visual and Multimedia Collections Specialists

Art, Design, Entertainment and Media

- Art Directors
- Craft Artists
- Fine Artists, including painters, Sculptors and Illustrators
- Multimedia Artists and Animators
- Artists and Related Workers, All Other
- Commercial and Industrial Designers
- Fashion Designers
- Floral Designers
- Graphic Designers
- Interior Designers
- Merchandise Displayers and Window Trimmers
- Set and Exhibit Designers
- Designers, All Other
- Actors
- Producers and Directors
- Dancers
- Choreographers

- Music Directors and Composers
- Musicians and Singers
- Radio and Television Announcers
- Public Address System and other Announcers
- Broadcast News Analysts
- Reporters and Correspondents
- Public Relations Specialists
- Editors
- Technical Writers
- Writers and Authors
- Media and Communications Workers, All Other
- Audio and Visual Equipment Technicians
- Broadcast Technicians
- Radio Operators
- Sound Engineering Technicians
- Photographers
- Camera Operators, Television, Video and Motion Picture
- Film and Video Editors
- Media and Communication Equipment Workers, All Other

Personal Care and Service

- Motion Picture Projectionists
- Costume Attendants
- Makeup Artists, Theatrical and Performing

Sales and Related Occupations

- Advertising Sales Agents

Office and Administrative Support

- Library Assistants, Clerical
- Desktop Publishers

Installation, Maintenance and Repair

- Electronic Home Entertainment Equip, Installers and Repairers
- Camera and Photographic Equipment Repairers
- Musical Instrument Repairers and Tuners
- Watch Repairers

Production

- Bindery Workers
- Bookbinders
- Sewers, Hand
- Tailors, Dressmakers, and Costume Sewers
- Fabric and Apparel Patternmakers
- Cabinetmakers and Bench Carpenters
- Jewelers and Precious Stone and Metal Workers
- Painting, Coating and Decorating Workers
- Photographic Process Workers
- Etchers and Engravers