

**Career Pathways**  
**Administration & Support Sector**  
**Art, Design, Media and Communications Occupations**

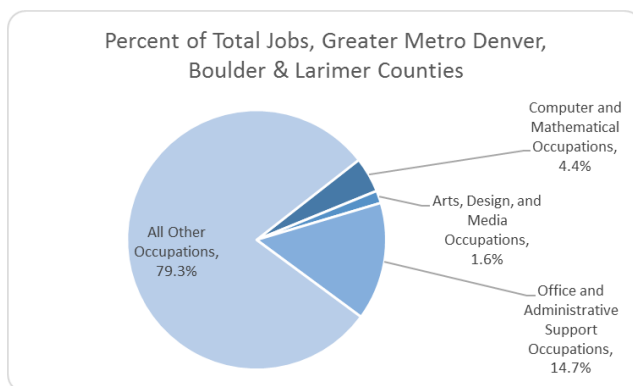
All industries are made up of three groups of people:

- The **core business group**, which produce the goods or provide the services
- The **business operations group**, which is charged with advertising, marketing, budgeting and sales
- The **administration & support** group, which performs tasks that support the core and business operations groups

The **administration & support** occupational groups can perform the same basic functions across all industry groups or 'sectors.' For this reason, these occupations groups are 'sectors' in their own right. For instance, there are graphic designers in hospitals and in financial services companies because companies in all industries need attractive websites and other marketing collateral. This table shows the number of jobs in each section of the **administration & support** occupational groups.

Administration & Support Occupational Groups, Greater Metro Denver, Boulder & Larimer Counties					
SOC	Description	2015 Jobs	2020 Jobs	2015 - 2020 Change	2015 - 2020 % Change
15-0000	Computer and Mathematical Occupations	81,942	90,660	8,718	10.6%
27-X000	Arts, Design, and Media Occupations	29,025	30,688	1,663	5.7%
43-0000	Office and Administrative Support Occupations	273,542	297,887	24,345	8.9%

Source: EMSI 2016.1 QCEW, Non-QCEW & Self-Employed Class of Worker



The **administration & support** group of occupations makes up over one in five jobs (20.7%) of employment in greater metro Denver, Boulder and Larimer counties. The **art, design, and media** occupational group makes up only 1.6% of total employment, but without these skilled workers, most industry sectors would suffer many lost sales, and would likely be outpaced in a global economy because all things being equal, the attractively marketed and packaged good or service is the one that sells.

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[www.adworks.org](http://www.adworks.org)

Art, design and media occupations are in steady demand throughout the region, and are expected to grow 6.9% over the next five years.

Selected Art, Design, Media & Communication Occupations, Colorado Central Planning Region					
SOC	Description	2015 Jobs	2020 Jobs	2015 - 2020 Change	Typical Entry Level Education
27-1011	Art Directors	874	908	34	Bachelor's degree
27-1021	Commercial and Industrial Designers	592	645	53	Bachelor's degree
27-1024	Graphic Designers	4,669	4,952	283	Bachelor's degree
27-1025	Interior Designers	1,784	1,928	144	Bachelor's degree
27-3031	Public Relations Specialists	3,768	4,126	358	Bachelor's degree
27-3041	Editors	1,497	1,347	(150)	Bachelor's degree
27-3042	Technical Writers	1,158	1,257	99	Bachelor's degree
27-3043	Writers and Authors	1,866	1,952	86	Bachelor's degree
27-3091	Interpreters and Translators	1,393	1,720	327	Bachelor's degree
27-3099	Media and Communication Workers, All Other	438	467	29	High school diploma or equivalent
27-4011	Audio and Video Equipment Technicians	1,208	1,305	97	Postsecondary non-degree award
27-4099	Media and Communication Equipment Workers, All Other	648	653	5	High school diploma or equivalent

Source: EMSI 2016.1 QCEW, Non-QCEW & Self-Employed Class of Worker

### ***How can I learn more about art, design and media career pathways?***

Use the table below to access information on job descriptions, local wage information, training programs, credentials and apprenticeship opportunities. Simply click on each link for the information you need.

Occupation Information	Local Wage Information	Job Postings	Training Opportunities	Credentials	Apprenticeship Opportunities
<a href="#">Art Directors</a>	<a href="#">Local Wage</a>	<a href="#">Jobs</a>	<a href="#">Training</a>	<a href="#">Credential</a>	<a href="#">Apprenticeship</a>
<a href="#">Commercial &amp; Industrial Designers</a>	<a href="#">Local Wage</a>	<a href="#">Jobs</a>	<a href="#">Training</a>	<a href="#">Credential</a>	<a href="#">Apprenticeship</a>
<a href="#">Graphic Designers</a>	<a href="#">Local Wage</a>	<a href="#">Jobs</a>	<a href="#">Training</a>	<a href="#">Credential</a>	<a href="#">Apprenticeship</a>
<a href="#">Interior Designers</a>	<a href="#">Local Wage</a>	<a href="#">Jobs</a>	<a href="#">Training</a>	<a href="#">Credential</a>	<a href="#">Apprenticeship</a>
<a href="#">Public Relations Specialists</a>	<a href="#">Local Wage</a>	<a href="#">Jobs</a>	<a href="#">Training</a>	<a href="#">Credential</a>	<a href="#">Apprenticeship</a>
<a href="#">Editors</a>	<a href="#">Local Wage</a>	<a href="#">Jobs</a>	<a href="#">Training</a>	<a href="#">Credential</a>	<a href="#">Apprenticeship</a>
<a href="#">Technical Writers</a>	<a href="#">Local Wage</a>	<a href="#">Jobs</a>	<a href="#">Training</a>	<a href="#">Credential</a>	<a href="#">Apprenticeship</a>
<a href="#">Writers &amp; Authors</a>	<a href="#">Local Wage</a>	<a href="#">Jobs</a>	<a href="#">Training</a>	<a href="#">Credential</a>	<a href="#">Apprenticeship</a>
<a href="#">Interpreters &amp; Translators</a>	<a href="#">Local Wage</a>	<a href="#">Jobs</a>	<a href="#">Training</a>	<a href="#">Credential</a>	<a href="#">Apprenticeship</a>
<a href="#">Media &amp; Communication Workers, All Other</a>	<a href="#">Local Wage</a>	<a href="#">Jobs</a>	<a href="#">Training</a>	<a href="#">Credential</a>	<a href="#">Apprenticeship</a>
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