

Career Paths in Interactive Media

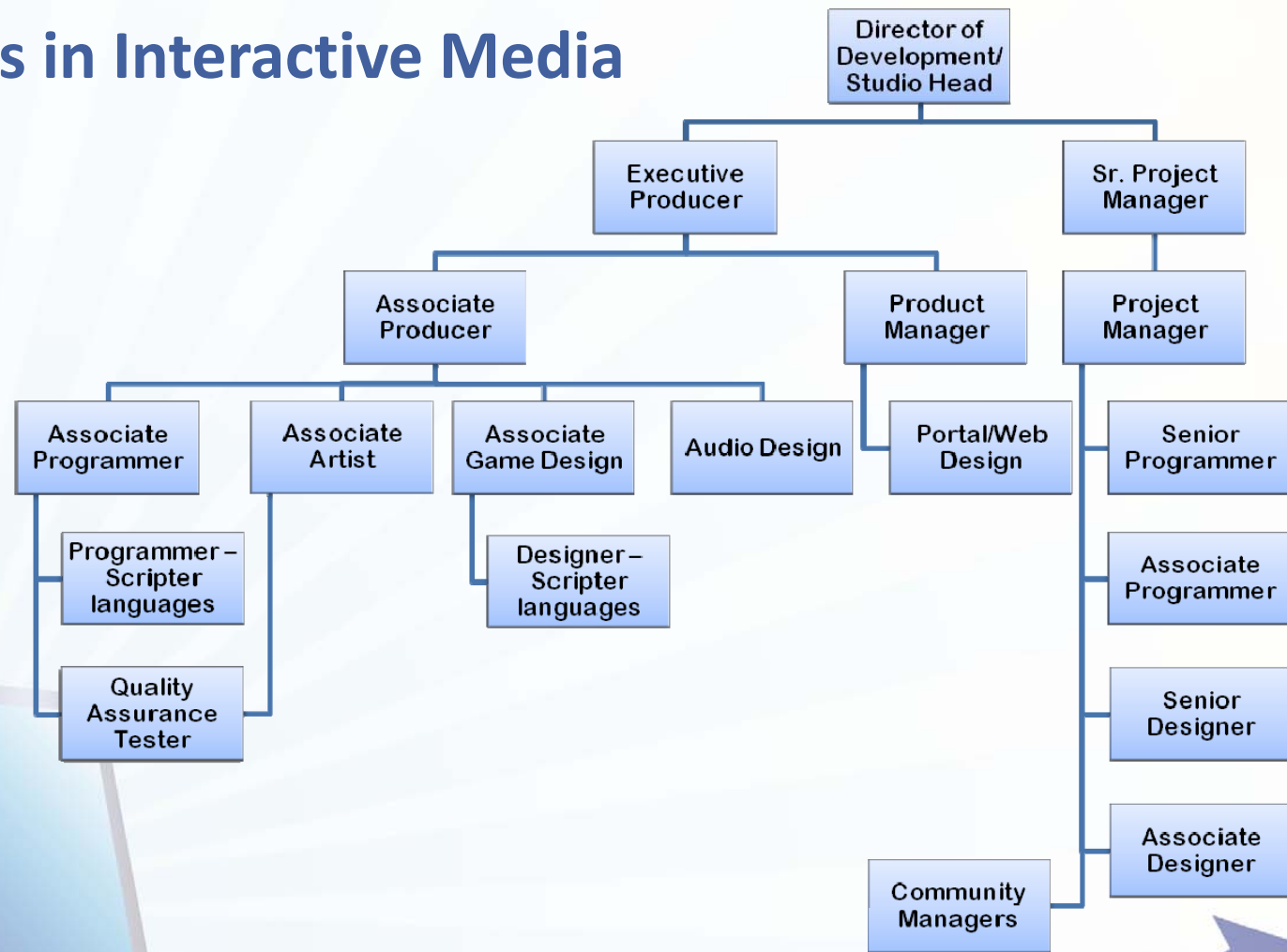


Chart Source: enterpriseSeattle/Workforce Development Council of Seattle-King County
 *Wage data is from www.workforceexplorer.com.
 Wages are representative of the Seattle+Bellevue-Everett MSA, March 2010.

A wide range of certificates and degrees are offered by King County's Community and Technical Colleges and private training providers. To learn more about the training programs available, visit www.checkoutacollege.com or www.careerbridge.wa.gov.

Hourly Wage Ranges*	
	Starting → + Experience/Education
Production	\$16.80 - \$77.03
Community Managers, Associate Producer, Executive Producer, Director of Development/Studio Head Designer, Game Designers, Design Scripter, Audio Design	\$16.93 - \$38.73
Programming (aka Engineering) Programmers, Programmer Scripter Language	\$28.49 - \$64.58
Artist and Associate Artist	\$19.27 - \$47.99
Project Management, Project Manager, Sr. Project Manager	\$17.40 - \$62.05
Product Management, Quality Assurance, Portal/Web Design, Product Manager	\$13.36 - \$30.56

Interactive Media

Trends:

Trend information taken from the recently released “Interactive Media Competitiveness Study” prepared by Community Attributes on behalf of enterpriseSeattle and the Workforce Development Council of Seattle-King County.

The Interactive Media industry, a subsector of Information Technology, is a talent-driven industry that draws on the region’s highly educated and talented workforce. Video game and digital media content development is a desirable industry from an economic development perspective because of the talent the industry attracts, along with its entrepreneurial energy and well-paying jobs for skilled workers. Seattle’s economic development and Interactive Media leaders are working together to support and grow the industry regionally, and to keep Seattle at the forefront of the industry worldwide. Relative to other markets, Seattle is known for having a highly developed and diverse video game industry.

enterpriseSeattle’s 2007 Interactive Media Study found a robust industry with 15,000 jobs among 150 companies, experiencing rapid growth of 8.0% per year from 2003 to 2006. Recently gathered data confirm continued growth in the region’s Interactive Media sector. From 2006 to 2008, Interactive Media jobs among established firms grew 14% in the Puget Sound region and 33% in the City of Seattle (these figures exclude Microsoft, for which data were not available for this study). During the same time period, the region produced an additional 15,440 computer programming and engineering positions (more than New York, San Jose and Chicago combined) and 25% more multimedia artist and animator positions, growing its highly-skilled talent pool. Industry leaders state that demand for top talent exceeds supply in the increasingly competitive environment.

Wages:

The starting annual wage in King County in March 2010 for selected game occupations ranged from \$13.36 for Quality Assurance Testers to \$28.49 for Programmers (Source: WA State Employment Security Department). Another entry-level occupation is Community Manager, responsible for managing online customer communities through blogs, social media, etc.

[Note: Wages are averages of all occupations within the IT sector – including entry level and high level positions.]

For detailed information about occupations within this sector (e.g. current wage ranges per occupation, training schools, employment projections, and a link to jobs listed at WorkSource):

1. Go to www.workforceexplorer.com,
2. Click on the ‘Wage and Benefit Information’ link, and
3. Click on the ‘Occupation Explorer’ link to start your search.