

Multimedia: Freelance Opportunities

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Purpose of Brief

To locate and find information on 'Freelance' occupational opportunities within the multimedia division and associated computer information system divisions.

Summary of Findings

- Freelance employees are self-employed actors and classified differently than a traditional company employee performing a request service.
- Freelance work is an outsourced and as-needed option for large projects and time sensitive assignments.
- On average, the Freelance median hourly earnings range between \$12.63 - \$34.40.

Overview

Within the Multimedia and Computer-based divisions, the optimal freelance opportunity for a Crafton Hills College (CHC) student is to become skilled in multiple sub-fields within the multimedia and computer-based divisions. The freelance opportunities are classified as self-employed in the search engines used to perform the research request. The contents of the report expand upon the self-employed financial and occupational trends within the San Bernardino, Riverside, Los Angeles, and San Diego counties.

Methodology

Using the Economic Modeling System of Information (EMSI)¹, a search was performed using the Taxonomy of Programs (TOP), Classification of Instructional Programs (CIP), and the Standard Occupational Classification (SOC) numerical identification for the self-employed within the various programs of study in the Computer Information Systems, Multimedia, and various Web Development subfields.

The Taxonomy of Programs (TOP) is a standardized system used by the California Community College systems to classify programs and courses that are intended to achieve the same outcome. The report for Freelance in Multimedia and associated studies will be classified under the designated TOP code for each discipline of the occupation and subfields.

The Classification of Instructional Programs (CIP) is a standardized coding system used at the federal level to facilitate accurate tracking, evaluation, reporting of the fields of study and program completion at educational institutions throughout the country.

The Standard Occupational Classification (SOC) system is used by federal agencies to classify workers into occupational categories. was used in this report to map TOP codes to CIP and SOC codes. This crosswalk allows the user to estimate labor market demand for program completers using SOC-based projections from the California Labor Market Information Division.

Findings

The results of the search performed for Freelance opportunities within the division of Multimedia and Computer Information Systems indicate the occupation opportunities are primarily an 'as needed' environment with a requirement to perform several skillsets and have a well-rounded knowledge base of their craft or specialty.

Table 1: Occupational/ Industry Employment Identificationⁱⁱ

Industry Identifications	Definitions
<u>Freelance Worker</u>	"Working on a contract basis for a variety of companies, as opposed to working as an employee for a single company. Freelancers are often considered to be self-employed, and have the freedom to pick and choose their projects and companies they would like to be associated with." ⁱⁱⁱ
<u>Self-employed/Independent Contractor</u>	"person who renders service for a specified recompense for a specified result, under the control of his principal as to the result of his work only and not as to the means by which such result is accomplished." ^{iv}

Table 2: The divisions and disciplines of Multimedia and Computer Information based sub divisions

TOP 6	TOP 6 Title	CiP	CiP Title	SOC	SOC Title	Education
0614.30	Website Design and Development	11.0801	Web Page, Digital/Multimedia and Information Resources Design	15-1134	Web Developers	Associate Degree
0614.50	Desktop Publishing	10.0303	Prepress/Desktop Publishing and Digital Imaging Design	43-9031	Desktop Publishers	Associate Degree
0614.50	Desktop Publishing	10.0303	Prepress/Desktop Publishing and Digital Imaging Design	51-5111	Prepress Technicians and Workers	Postsecondary Non-Degree Award
0702.10	Software Applications	11.0601	Data Entry/Microcomputer Applications, General	43-9021	Data Entry Keyers	On-The-Job Training, No College Required
0709.00	World Wide Web Administration	11.1004	Web/Multimedia Management and Webmaster	15-1134	Web Developers	Associate Degree
0707.30	Computer Systems Analysis	11.0501	Computer Systems Analysis/Analyst	15-1152	Computer Network Support Specialists	Associate Degree
0708.00	Computer Infrastructure and Support	11.1003	Computer and Information Systems Security/Information Assurance	15-1152	Computer Network Support Specialists	Associate Degree
0708.10	Computer Networking	11.0901	Computer Systems Networking and Telecommunications	15-1152	Computer Network Support Specialists	Associate Degree
0708.20	Computer Support	1110.06	Computer Support Specialist	15-1152	Computer Network Support Specialists	Associate Degree
0708.20	Computer Support	1110.06	Computer Support Specialist	15-1151	Computer User Support Specialists	Some College, No Degree
0706.00	Computer Science (transfer)	1107.01	Computer Science	15-1152	Computer Network Support Specialists, Web Developers	Associate Degree
0707.00	Computer Software Development	1102.01	Computer Programming/Programmer, General	15-1134	Web Developers	Associate Degree
0707.10	Computer Programming	1102.01	Computer Programming/Programmer, General	15-1134	Web Developers	Associate Degree

The option to hire freelance or independent contractors' benefits both parties involved in the agreement.¹ Table 3 shows the 2018-2028 forecasted financial earnings of a self-employed individual performing the tasks of a Web Developer, Multimedia, and all Computer Information related work within the selected region of study. The 'Median and Hourly Wage' columns provide an overview of the average financial earnings for a self-employed contractor in the field within the selected region. The 'Pct. 10 Hourly Earnings' column shows the wage made by the lowest 10 percent of earners in the occupation; The information in this column provides transparency to the overview of potential earnings or wages a self-employed contractor may earn.

Table 3: 2018-2028 Financial Forecast for self-employed contractors

Description	SOC Code	2018-2028 Median Hourly Earnings	2018-2028 Avg. Hourly Earnings	2018-2028 Pct. 10 Hourly Earnings
Computer Systems Analysts	15-1152	\$33.80	\$33.18	\$27.69
Computer Programmers	15-1134	\$28.86	\$28.67	\$25.23
Software Developers, Applications	43.9021	\$29.98	\$29.78	\$25.15
Web Developers	15-1134	\$19.80	\$19.75	\$16.64
Computer User Support Specialists	15-1152	\$25.68	\$25.13	\$20.90
Computer Occupations, All Other	15-1151	\$25.40	\$25.14	\$21.48
Multimedia Artists and Animators	15-1134	\$12.63	\$12.63	\$9.88
Desktop Publishers	15-5111	\$34.40	\$34.27	\$31.90

¹ Large name corporations may elect to "hire-by-the-job" and not for traditional full-time employment. 'Hire-by-the-job' is a process in which the corporation or company will elect to hire the 'freelance' employee for the specific job. Employers often elect to hire freelance employees, or self-employed entrepreneurs, to avoid paying payroll taxes, minimum wage or overtime, or complying with indigenous state wage and hourly requirements such as providing meal periods and rest breaks, etc. Additionally, employers do not have to cover independent contractors under Workers' Compensation Insurance. Therefore, it behooves the student to become a self-employed for freelance work opportunities.

Table 4 identifies the employment forecast for the self-employed contractor within the Multimedia and Computer Information System sub divisions yield higher quantities of opportunities for contractors with a Bachelor's degree or higher. Opportunities are available for a self-employed contractor with an Associate's degree and a broad range skill-set. Due to the nature of self-employed contract work, it is difficult to forecast a quantifiable value of new job openings or new job opportunities within the field. The annual replacement rate is the percent of the occupation estimated to be retiring or otherwise permanently leaving the occupation. The annual replacement rate is calculated by the Bureau of Labor Statistics and accessed by the national average of the selected occupation.

The information presented in Table 4 shows the small variance between the numbers in job openings and replacement jobs. The small variance indicates the market is saturated with self-employed contractors with parallel abilities and skill-sets.

Table 4: Employment forecast for sub divisions of Multimedia and Computer Information based skill-set

Description	Annual Openings	2018 - 2028 Replacement Jobs	2018 - 2028 Job Openings	Annual Replacement Jobs	Annual Replacement Rate	Typical Entry Level Education
Computer Systems Analysts	75	747	747	75	0.063	Bachelor's degree
Computer Programmers	76	760	760	76	0.062	Bachelor's degree
Software Developers, Applications	94	810	943	81	0.063	Bachelor's degree
Computer Network Support Specialists	23	200	232	20	0.072	Associate's degree
Computer Occupations, All Other	54	537	541	54	0.066	Bachelor's degree
Multimedia Artists and Animators	183	1,732	1,833	173	0.078	Bachelor's degree
Data Entry Keyers	89	813	885	81	0.116	High school diploma or equivalent
Desktop Publishers	13	128	128	13	0.107	Associate's degree

Table 5 identifies the national overview of the work environment for the Multimedia and Computer-based sub fields are predominantly self-employed, freelance contractors. Table 5 indicates the more than half of the working environments are self-employed or freelance. The environment is understood to be the working conditions of the actor performing the solicited services.

Table 5: National Overview of Multimedia Occupational Environments^v

Multimedia Occupation Environments	% of Environments
Self-Employed Workers: Freelance for contract hire	59 %
Motion Picture and Video Industries	11%
Computer Systems Design and Related Services	6%
Software Publishers	5%
Advertising, Public Relations, and Related Services	4%

ⁱ <https://w.economicmodeling.com/analyst/?t=2TTPV#h=D8P4g&page=occupations>

ⁱⁱ <https://www.opm.gov/policy-data-oversight/classification-qualifications/>

ⁱⁱⁱ <http://www.businessdictionary.com/definition/freelance.html>

^{iv} California Labor Code section 3353. https://www.dir.ca.gov/dlse/faq_independentcontractor.htm

^v <https://www.bls.gov/ooh/arts-and-design/mobile/multimedia-artists-and-animators.htm>