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*Skills Analysis for
UT Dallas Profiles - Part II:
Arts, Entertainment,
and Spectator Sports Workers
in DFW, 2021*

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This report is for C2ER's **Arts, Entertainment, and Spectator Sports Workers**, which is the more relevant occupational group for most UT Dallas ATEC graduates. Some specific occupations included in this group are Art Directors, Craft Artists, Fine Artists, Special Effects Artists, Photographers, and Camera Operators, just to name a few. This is part of a larger series that will evaluate in-demand skills for job seekers in the DFW area.

Many of the top skills listed in the UT Dallas profiles for these occupations **match** with the postings for both **entry-level** and **all other jobs**. Having a match implies that the skills developed in many of these programs align with industry needs and set our graduates up for success. Skills like **photography, videography, animation**, and expertise with the **Adobe Suite** have been consistently in demand for this occupation group.

Comparing UT Dallas profiles to recent job postings, it appears the main areas for improvement are **planning, communication** (face-to-face and through social media), and further expanding knowledge of the certain industry-standard programs like **Adobe InDesign**.

Some of the top skills in the UT Dallas profiles are more uncommon in the general labor market. For instance, **Autodesk Maya** was one of the **top reported skills** in this group but was **not** in the top ten of the **general workforce**. Going off recent postings, this **skill is in high demand for entry-level positions** and would be something of value for applicants with this knowledge to highlight.

Another important metric to monitor is the skills that saw the **largest percentage increases in demand**. Many of these, such as **business and marketing strategy**, demonstrate the demand for workers able to utilize art commercially, specifically for **social media** like **TikTok**.

Arts, Entertainment & Spectator Sports Workers in DFW

UT Dallas Profile Highlights

Top Occupations

- (1) Photographers
- (2) Art Directors
- (3) Special Effects Artists and Animators

Top Job Titles

- (1) Photographers
- (2) Creative Directors
- (3) 3D Artists

Top Companies

- (1) Gearbox Software
- (2) Rooster Teeth
- (3) Id Software

Top Qualifications or Certifications

- (1) Adobe Certified Associate
- (2) Certified Sales Executive
- (3) Microsoft Office Specialist

Skillset Comparison - UT Dallas Profiles vs. DFW Average Profile

UT Dallas Profiles

All DFW Profiles

All Recent Job Postings

Entry-Level Job Postings

Top Ten - Hard Skills	Frequency
Adobe Photoshop	45%
Photography	34%
Graphic Design	26%
Adobe Creative Suite	22%
Adobe Illustrator	21%
Autodesk Maya	20%
Animations	19%
3D Modeling	14%
Adobe After Effects	14%
Digital Photography	13%

Top Ten - Hard Skills	Frequency
Photography	26%
Adobe Photoshop	25%
Graphic Design	20%
Adobe Creative Suite	17%
Adobe Illustrator	16%
Art Direction	13%
Adobe InDesign	12%
Digital Photography	12%
Logos	11%
Logo Design	11%

Top Ten - Hard Skills	Frequency
Photography	36%
Adobe Photoshop	18%
Adobe Illustrator	14%
Graphic Design	11%
Adobe Creative Suite	11%
Animations	9%
Art Direction	9%
Adobe InDesign	9%
Branding	8%
Adobe After Effects	8%

Top Ten - Hard Skills	Frequency
Photography	35%
Adobe Photoshop	22%
Adobe Illustrator	17%
Adobe Creative Suite	15%
Animations	14%
Graphic Design	14%
Adobe InDesign	13%
Autodesk Maya	11%
Adobe After Effects	10%
Videography	9%

Top Ten - Common Skills	Frequency
Customer Service	30%
Microsoft Office	29%
Sales	25%
Marketing	24%
Research	20%
Management	20%
Leadership	20%
Editing	15%
Microsoft Word	15%
Microsoft Excel	15%

Common Skills	Frequency
Marketing	18%
Customer Service	17%
Sales	14%
Microsoft Office	14%
Management	12%
Social Media	10%
Leadership	10%
Editing	8%
Microsoft Excel	8%
Public Speaking	8%

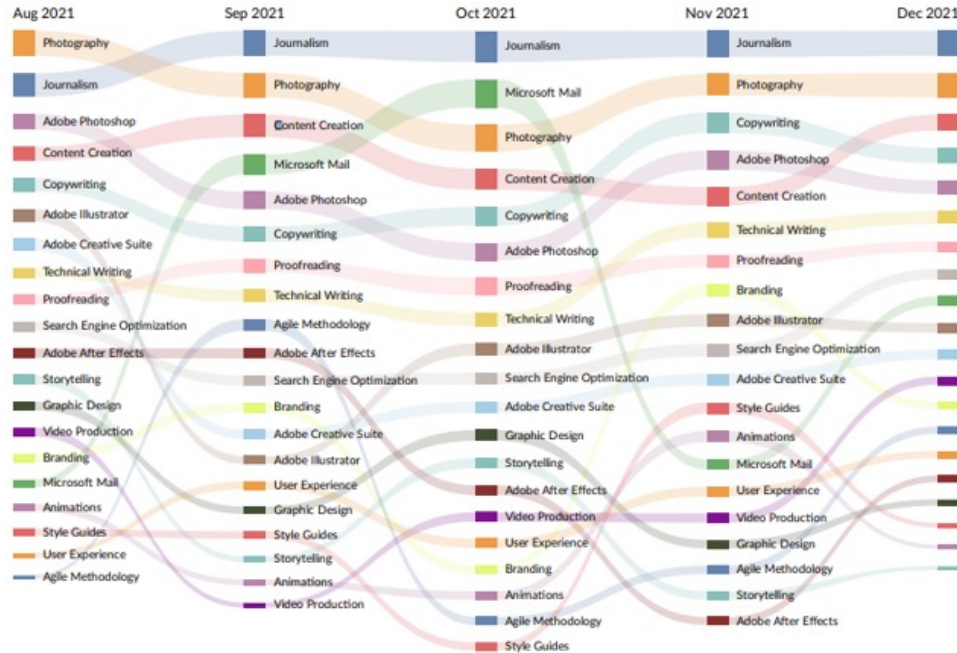
Common Skills	Frequency
Communications	35%
Marketing	24%
Detail Oriented	19%
Editing	18%
Valid Driver's License	17%
Customer Service	16%
Management	15%
Sales	14%
Presentations	12%
Planning	11%

Common Skills	Frequency
Communications	35%
Marketing	29%
Valid Driver's License	20%
Editing	20%
Detail Oriented	17%
Customer Service	16%
Planning	15%
Sales	14%
Social Media	10%
Management	10%

- Skill Matches with 'All Recent Job Postings'
- Highlighted Skill Not Found in 'All DFW Profile' Top Ten
- Skill Not Found in 'UT Dallas Profiles' Top Ten
- Skill Not Found in Either Profiles Top Ten

Common Skills for Arts, Entertainment & Spectator Sports Workers in DFW

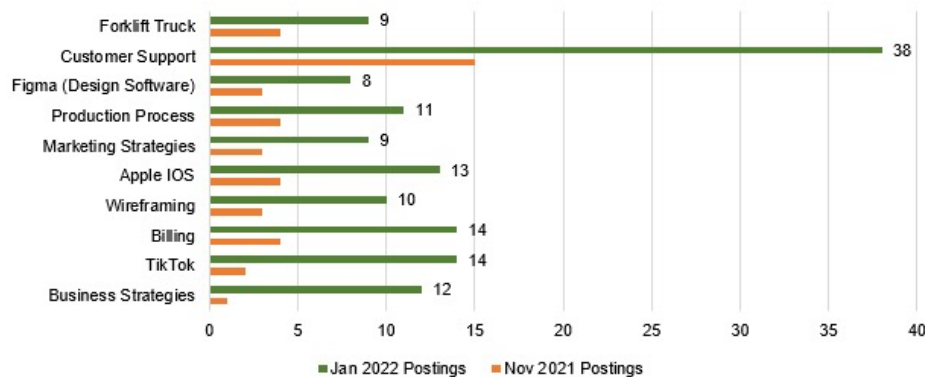
Skill Volatility Over Last Five Months



Largest Change in Demand for Last Three Months

Skill	Nov 2021 Postings	Jan 2022 Postings	Percent Change
Business Strategies	1	12	1100.0%
TikTok	2	14	600.0%
Billing	4	14	250.0%
Wireframing	3	10	233.3%
Apple IOS	4	13	225.0%
Marketing Strategies	3	9	200.0%
Production Process	4	11	175.0%
Figma (Design Software)	3	8	166.7%
Customer Support	15	38	153.3%
Forklift Truck	4	9	125.0%
Technical Writing	47	26	-44.7%
AP Stylebook	22	12	-45.5%
Business Development	15	8	-46.7%
Public Relations	19	10	-47.4%
Scripting	23	9	-60.9%
Animations	35	13	-62.9%
Autodesk Maya	27	9	-66.7%

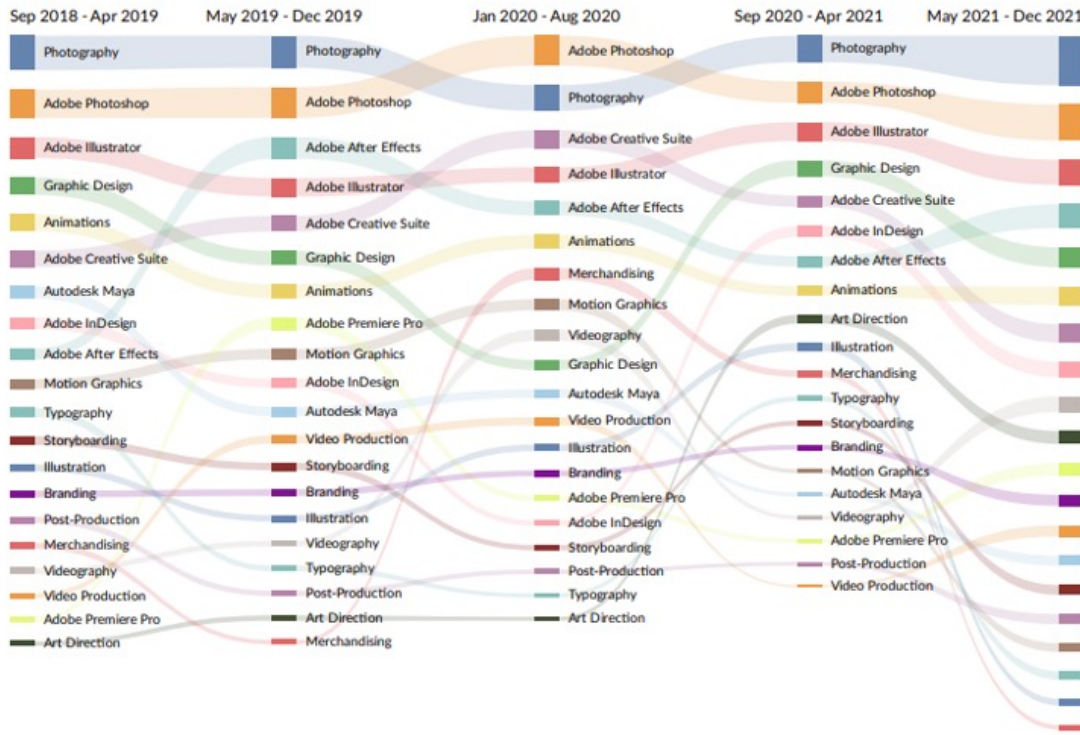
Change by Total Number of Postings



While there has been decreased demand for **Autodesk Maya**, it remains a top skill for entry-level positions, suggesting it is valuable in the short-term. **Writing** skills have become less popular as digital skills like **Apple IOS**, **Figma**, and **wireframing** have become more popular.

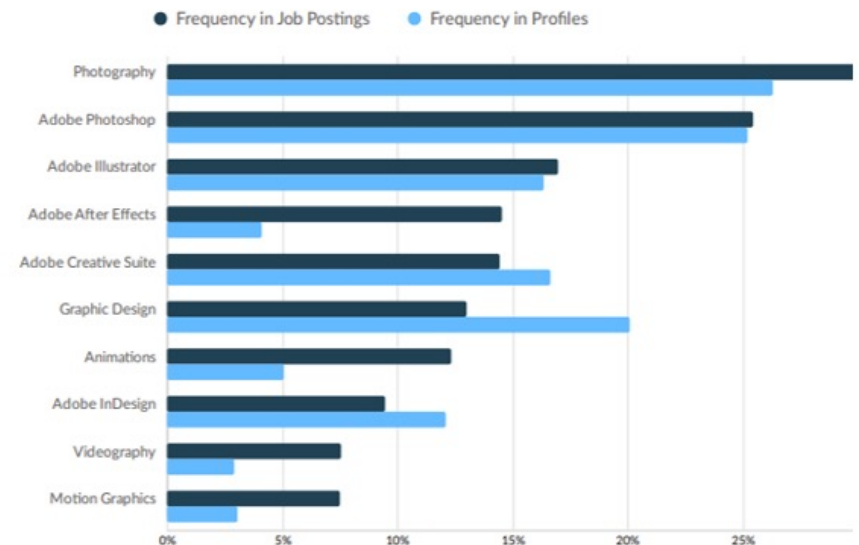
Long-term Trends for Arts, Entertainment & Spectator Sports Entry-level Workers in DFW

Skill Volatility Over Last Three Years



Top Hard Skills for Last Three Years

Skills	Postings	% of Total Postings	Profiles	% of Total Profiles
Photography	458	30%	3,491	26%
Adobe Photoshop	390	25%	3,344	25%
Adobe Illustrator	260	17%	2,174	16%
Adobe After Effects	223	15%	543	4%
Adobe Creative Suite	221	14%	2,210	17%
Graphic Design	199	13%	2,667	20%
Animations	189	12%	671	5%
Adobe InDesign	145	9%	1,608	12%
Videography	116	8%	390	3%
Motion Graphics	115	8%	409	3%



Motion graphics is the one of the only skills that is popular long-term, but not short-term, suggesting it has fallen out of favor since 2020. On the other hand, skills like **graphic design** and the **Adobe Creative Suite** appear volatile because they compete for top spots but are in fact consistently sought after. Certain skills, like **Adobe After Effects**, **animations**, and **videography** have a large mismatch between the percentage of profiles and postings, which could lead to more competitive markets for these rarer skills.

Questions or Custom Reports?

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