Thirty percent of BA Film & Digital Media degrees had plans to pursue graduate education.
The majority of graduates with an FDM Major (79%) had plans to pursue a masters degree.
Over half (54%) of FDM BA graduates were interested in an advanced degree in Visual & Performing Arts.
UCSC Film & Digital Media BA Graduates
Employment Plans

34% of graduates with a BA degree in FDM reported being employed within 6 months of graduation.

Data from 2014-2015 Graduating Class
UCSC First Destination Survey
UCSC Film & Digital Media BA Graduates
Employed vs Seeking Employment

FDM Major

Arts Division (excluding FDM Major)

- Self-Employed
- Full Time
- Part Time
- Paid Intern
- Seeking Employment

Data from 2014-2015 Graduating Class
UCSC First Destination Survey
Of those employed, the majority of BA Film & Digital Media graduates (79%) reported working in the Business sector within 6 months of graduation.
UCSC Film & Digital Media BA Graduates
Employers & Job Titles

Innovation Lab
United Television Broadcasting
Cash Studies
Grainey Pictures
Whole Foods Market
Bunim Murray Productions
Mobile App Company
American Apparel
Trader Joe’s

Zoho
Artist
US Forest Services
Firefall Coffee Roaster
Film Production Company

Video Production Assistant
Postproduction Assistant
Media Creator
Activity Leader
Producer
Content Manager
Marketing Coordinator
Editor Intern
Assistant
Beverage Associate
Counselor
Set Design Production Assistant
Creative Assistant
Development Project Leader
Production Assistant
Sales Associate
UCSC Film & Digital Media BA Graduates

Median Annual Salary

Overall UCSC Graduates: $31,320
Arts Division (excluding FDM major): $25,056
FDM BA: $27,144

Fifty percent of graduates with a BA degree in Film & Digital Media reported earning $27,144 annually or higher within 6 months of graduation.

Data from 2014-2015 Graduating Class
UCSC First Destination Survey
UCSC Film & Digital Media BA Graduates
Geographic Destinations

More than half (57%) of FDM BA graduates plan to work in the Santa Cruz, Bay Area, or Northern California.
UCSC Film & Digital Media BA Graduates
When did they start looking for a job? (employed & seeking employment)

A third of FDM BA graduates began looking for a job more than 6 months before graduation.

Data from 2014-2015 Graduating Class
UCSC First Destination Survey
UCSC Film & Digital Media BA Graduates
How many job offers did they receive?

Of those employed, about a third (28%) of graduates with a BA degree in Film & Digital Media received 2 or more job offers.

Data from 2014-2015 Graduating Class
UCSC First Destination Survey
Nearly half (48%) found their internship by networking through UCSC or personal contacts.

Over half (54%) had at least 1 or more internship during their studies at UCSC.

Data from 2014-2015 Graduating Class
UCSC First Destination Survey