



Arts, AV Technology & Communication

CAREER PATHWAYS

You could find yourself working with advertising agencies, design firms and other creative teams on a range of projects and in various media. This pathway provides many opportunities to apply your skills in different job settings.



Note: In each potential pathway, the ability to transfer credits from one program level to the next is dependent on a variety of factors. Statewide articulation agreements may assist in these efforts but are not available for all potential career pathways. Ongoing guidance from academic career advisors and supervisors throughout your education and training pathway is recommended.

FIRST

Requires on-the-job training, work experience, and/or a high school diploma.

JOB	AVG HOURLY RATE*
Photographer	\$19.57
Broadcast Technician	\$23.07
Web Developer and Digital Interface Designer	\$33.24
Sound Engineering Technician	\$23.07
Telecommunication Line Installations and Repair	\$20.15

NEXT

Requires two years of education beyond high school or on-the-job experience.

JOB	AVG HOURLY RATE*
Audio and Video Technician	\$23.07
Film and Video Editor	\$24.73
Graphic Designer	\$23.54

LATER

Requires four or more years of education beyond high school plus work experience.

JOB	AVG HOURLY RATE*
Public Relations Specialist	\$26.75
Interior Designer	\$27.23
Arts Director	\$32.49
Marketing Manager	\$53.82

Salary Information Source: Florida Department of Economic Opportunity, Bureau of Labor Market Statistics.
*The final education requirement and wage rate is the decision of the hiring employer.

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TRAINING PATHWAYS

FIRST

Middle and high school career exploration or career academy programs

TRAINING PROGRAMS

INSTITUTION/SCHOOL

Cox Telecommunications
Multimedia Technology

West Florida High School

Design Services
New Media

Pine Forest High School

Digital Design
Media Production

Escambia High School

Digital/Social Media

Penascola High School

Graphic Arts

Northview High School
Ernest Ward Middle School

Media

Booker T Washington High School

Multimedia

Ransom Middle School
Workman Middle School

Multimedia (TV Production)

JM Tate High School

NEXT

Certifications, technical programs or two-year degree programs

TRAINING PROGRAMS

INSTITUTION/SCHOOL

Graphic Design Technology
Photographic Technology

Pensacola State College

Digital Marketing Certificate

University of West Florida

LATER

Bachelor's, master's or doctoral programs

TRAINING PROGRAMS

INSTITUTION/SCHOOL

Advertising
Art History
Communication
Journalism
Public Relations
Studio Art
Telecommunications

University of West Florida

Business and Management - Graphic Design Management

Pensacola State College

Important Note: Ongoing guidance from academic career advisors and supervisors throughout your education and training pathway is recommended.

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For more information, please visit
EscambiaCareerPathways.com

