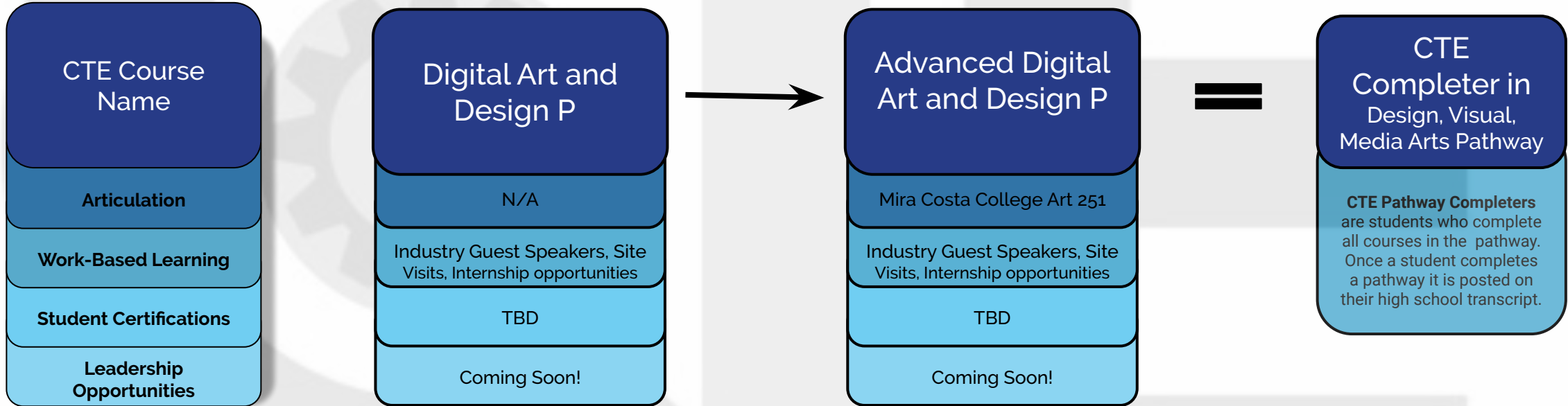




The Design, Visual, and Media Arts pathway includes those occupations that use visual art, digital media, and Web-based tools and materials as the primary means of communication and expression. In addition to an understanding of current workplace practice, this career pathway requires the development of knowledge and skills in both visual art concepts as well as new and emerging digital processes by which individuals are able to create and communicate complex concepts in a broad range of occupations and professions.



Related Complementary Courses: ▶ Design Studio ▶ Yearbook

P = UC/CSU Approved Course

Articulation = College Credit Opportunity

Post High School Options (San Diego County):

Pathway	Certificate Programs	2 Year (A.A.) Degree	4 Year (B.A./ B.S Degree)
Design, Visual and Media Arts	Mira Costa College: Certificate in Graphic Design	Mira Costa College: A.A. Graphic Design	San Diego State University: B.A. Applied Arts & Sciences
	Mira Costa College: Certificate in Video and Media Design	Mira Costa College: A.A. in Web Development & Design	CSU San Marcos: School of Arts
	Mira Costa College: Certificate in Web Development & Design	Mira Costa College: A.A in Retail Management	Point Loma Nazarene Univ.: B.A. Graphic Design
	Palomar College: 3D Modeling & Animation	Palomar College: A.S. Graphic Design	Platt College: B.A. Visual Communication
	Palomar College: Multimedia Design	Palomar College: A.S. Illustration	

Key Design, Visual and Media Arts Occupations in SD County 2017*

Occupations	Typical Entry- Level Education	2017 Jobs in Industry	Median Hourly Earnings
General & Operations Managers	B.A./B.S. Degree	24,132	\$49.33
Managers	B.A./ B.S. Degree	10,415	\$32.36
Market Research Analysts and Marketing Specialists	B.A./ B.S. Degree	8,083	\$29.97
Commercial and Industrial Designers	B.A./ B.S. Degree	479	\$29.17
Fashion Designers	B.A./ B.S. Degree	282	\$27.44
Graphic Designers	B.A./ B.S. Degree	3,853	\$20.28
Web Developers	A.A/ A.S. Degree	2,727	\$21.55
Sales Representatives, Services, All Other	H.S. Diploma or equivalent	12,427	\$24.11

*Source: San Diego Workforce Partnership
11/17

Skills that Employers say are VERY IMPORTANT

Communication ♦ Creativity ♦ Technology ♦ Time Management ♦ Typology