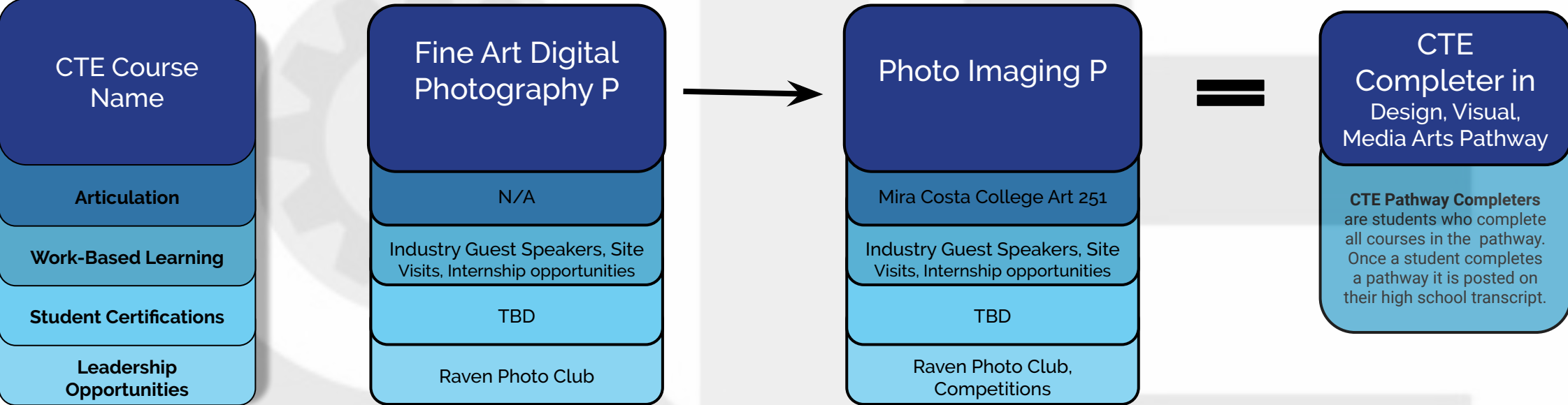




The Design, Visual, and Media Arts pathway includes those occupations that use visual art, digital media, and Web-based tools and materials as the primary means of communication and expression. In addition to an understanding of current workplace practice, this career pathway requires the development 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: ▶ Digital Art & Design ▶ Video/ Film

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)
<b>Design, Visual and Media Arts</b>	Mira Costa College: <a href="#">Certificate in Graphic Design</a>	Mira Costa College: <a href="#">A.A. Graphic Design</a>	San Diego State University: <a href="#">B.A. Applied Arts &amp; Sciences</a>
	Mira Costa College: <a href="#">Certificate in Video and Media Design</a>	Mira Costa College: <a href="#">A.A. in Web Development &amp; Design</a>	CSU San Marcos: <a href="#">School of Arts</a>
	Mira Costa College: <a href="#">Certificate in Web Development &amp; Design</a>	Mira Costa College: <a href="#">A.A in Retail Management</a>	Point Loma Nazarene Univ.: <a href="#">B.A. Graphic Design</a>
	Palomar College: <a href="#">3D Modeling &amp; Animation</a>	Palomar College: <a href="#">A.S. Graphic Design</a>	Platt College: <a href="#">B.A. Visual Communication</a>
	Palomar College: <a href="#">Multimedia Design</a>	Palomar College: <a href="#">A.S. Illustration</a>	

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

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