



ARTS AND AV

Program of Study: Graphic Design and Interactive Media

The **Graphic Design and Interactive Media** program of study teaches students about jobs where they make pictures, designs, or videos to help sell products or share ideas. They learn how to design things like logos, clothes, and cool effects for games, movies, music videos, and commercials using computers and other tools.



Academics

CAMPUSES

Bellaire HS	Kashmere HS	Northside HS	Wheatley HS
Chavez HS	Kinder HSPVA	Sharpstown Int.	Yates HS
HAIS	Lamar HS	Waltrip HS	
Heights HS	Mickey Leeland	Westside HS	

INDUSTRY-BASED CERTIFICATIONS OFFERED

- Adobe Certified Associate (ACA) - After Effects
- Adobe Certified Associate (ACA) - Premiere Pro (Digital Video using Adobe Premiere Pro)
- Adobe Certified Associate (ACA) - Animate (Multiplatform Animations using Adobe Animate CC)
- Adobe Certified Associate (ACA) - Illustrator (Graphic Design & Illustration using Adobe Illustrator)
- Adobe Certified Associate (ACA) - Visual Design Specialist - 3 Exams (Illustrator + InDesign + Photoshop)
- Adobe Certified Associate (ACA) - Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro, and Animate)
- Adobe Certified Associate (ACA) InDesign (Print & Digital Media Publication using Adobe InDesign)
- Adobe Certified Associate (ACA) - Creative Suite 6 (Photoshop, Flash, Premiere Pro)
- Adobe Certified Associate (ACA) - Web Design Specialist - 3 Exams (Flash Professional CS6 or Animate CC + Photoshop)
- Adobe Certified Expert (ACE) - After Effects
- Adobe Certified Expert (ACE) - Illustrator
- Adobe Certified Expert (ACE) - InDesign
- Adobe Certified Expert (ACE) - Photoshop

CAREER OCCUPATIONS

HIGH SCHOOL DEGREE

Installer and Repairer
Median Salary: \$49,470
Annual Openings:

Etchers and Engravers:
Median Salary: \$43,165.97
Annual Openings:

MASTER'S DEGREE

Art, Drama, and Music Teacher, Postsecondary
Median Salary: \$94,068.89
Annual Openings: 671

ASSOCIATE'S DEGREE

Audio/Visual Equipment Technician
Median Salary: \$57,090.08
Annual Openings: 525

Camera Operators, TV and Video
Median Salary: \$69,179
Annual Openings: 169

BACHELOR'S DEGREE

Commercial and Industrial Designer
Median Salary: \$105,097.66
Annual Openings: 120

Web and Digital Interface Designers
Median Salary: \$93,700
Annual Openings: 971

Art Directors
Median Salary: \$89,683
Annual Openings: 1,025

OTHER OCCUPATIONS

DESCRIPTION	MEDIAN SALARY	ANNUAL OPENINGS	10-YEAR GROWTH
Film and Video Editor	\$68,927	235	18.5%
Producer and Director	\$80,445	808	9.3%
Art Director	\$94,993	1,025	18.5%

To learn more about our CTE Programs please visit
<https://www.HoustonISD.org/CareerReadiness> or any of the campuses listed.

Cite Sources:

*Rice University Kinder Institute Workforce Demand Dashboard ([Click Here](#))

*"Employment Projections - Texas Wages and Employment Projections" ([Click Here](#))



ARTS AND AV



Program of Study: Digital Communications

The **Digital Communications** program teaches students about jobs where they make videos, movies, or sounds for things like TV, ads, or online videos. They learn how to use equipment like cameras, microphones, and sound boards to record and mix pictures and sound.

Academics

CAMPUSES

Chavez HS	Sharpstown HS
Furr HS	Waltrip HS
Heights HS	Westside HS
Houston MSTC	Wheatley HS
Lamar HS	Yates HS
Northside HS	

INDUSTRY-BASED CERTIFICATIONS OFFERED

- Adobe Certified Associate (ACA) - Premiere Pro (Digital Video using Adobe Premiere Pro)
- Adobe Certified Associate (ACA) - Visual Design Specialist - 3 Exams (Illustrator + InDesign + Photoshop)

CAREER OCCUPATIONS

HIGH SCHOOL DEGREE

Etchers and Engravers

Median Salary:	\$43,165.97
Annual Openings:	421

Photographer

Median Salary:	\$36,882.69
Annual Openings:	1,457

MASTER'S DEGREE

Art, Drama, and Music Teacher, Postsecondary

Median Salary:	\$98,290
Annual Openings:	671

ASSOCIATE'S DEGREE

Broadcast Technician

Median Salary:	\$49,842
Annual Openings:	216

Sound Engineering Technician

Median Salary:	\$72,345.12
Annual Openings:	84

BACHELOR'S DEGREE

Broadcast Announcers and Radio Disc Jockeys

Median Salary:	\$37,202
Annual Openings:	31

Music Director and Composer

Median Salary:	\$62,376
Annual Openings:	90

OTHER OCCUPATIONS

DESCRIPTION	MEDIAN SALARY	ANNUAL OPENINGS	10-YEAR GROWTH
Film and Video Editor	\$68,927	235	18.5%
Producer and Director	\$80,445	808	9.3%
Art Director	\$94,993	1,025	18.5%
Public Relations Specialists	\$70,959	2,791	16%

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