

# Arts, AV Technology & Communications

Business & Industry Endorsement  
Arts, Audio Video Technology, and  
Communications Program of Study

## Do you...

wonder what happens behind the  
scenes of your favorite show?

create new ideas, write stories, or  
design brochures?

have a passion for the creative  
arts?

enjoy working with computers?

love fashion and design?

**Then start designing your  
dreams and create your career  
in Arts, A/V Technology and  
Communications!**

Combine your natural talents, self  
expression, technical skills and  
hands-on experience to prepare  
for a career in this field. Learn  
skills used in industry to produce  
TV broadcasts, advertising, video  
productions, or fashion design.  
Learn graphic design technology  
used in today's leading industries.

**Career and Technical  
Education  
Pasadena ISD**

## Pasadena ISD Pathways

Graphic Design  
Video Production  
Fashion Design



## Fastest Growing Careers

Audio/Video Equipment Technicians,  
Sound Engineering Technicians, Graphic  
Designers, Multimedia Artists and  
Animators.

## Highest Paying Careers

Motion Picture Dir.	\$84,770
Technical Writer	\$74,020
Fashion Designer	\$72,720
Animator	\$72,520
Industrial Designer	\$66,590
Graphic Designer	\$51,380

## Careers To Consider

**4 Year College Degree & Higher:**  
Production Manager, Curator,  
Conductor, Screenwriter,  
Journalist, Fashion Designer,  
Animator

**2-Year College Degree:**  
Performer, Photographer,  
Graphic Illustrator, Display  
Designer, Audio Systems  
Technician

**Certification and HS Diploma:**  
Production Assistant, Set  
Assistant, Sales Associate,  
A/V Assistant

## Career Pathways in Pasadena ISD

	Grade 9	Grade 10	Grade 11	Grade 12
<b>Video Production</b> CTHS, DHS, PHS, PMHS, SHHS, SRHS	Principles of Arts, A/V Technology & Communications	Audio Video Production 1	Audio Video Production 2 With Lab	Practicum in Audio/Video Production
<b>Graphic Design</b> CTHS, DHS, TEG, PMHS, SHHS, SRHS	Principles of Arts, A/V Technology & Communications	Graphic Design & Illustration 1 or Commercial Photography	Graphic Design & Illustration 2 With Lab or Commercial Photography 2 With Lab	Practicum in Graphic Design
<b>Fashion Design</b> SRHS	Principles of Arts, A/V Technology & Communications	Fashion Design 1	Fashion Design 2 With Lab	Practicum in Fashion Design

*Please refer to the Pasadena Course Selection and Registration Guide for more  
information on career pathways, endorsements, course requirements, and  
certification opportunities offered at each high school campus.*

## Earn Industry Certifications

Adobe Certified Associate Photoshop  
Adobe Certified Associate Illustrator



## Career and Technical Student Organization—SkillsUSA

SkillsUSA is a partnership of students,  
teachers and industry working together to  
ensure America has a skilled workforce.  
SkillsUSA teaches the importance of  
developing leadership skills, positive attitudes  
and pride in workmanship. SkillsUSA prepares students for employment  
by introducing them to corporate quality culture. SkillsUSA emphasizes  
respect for the dignity of work, high standards in trade ethics, superior  
workmanship, quality and safety.



**INDEPENDENT  
SCHOOL DISTRICT**