

Arts, A/V Technology, and Communications

Business and Industry Endorsement

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



Programs of Study

Design and Multimedia Arts
Digital Communications



Fastest Growing Careers

Audio/Video Equipment Technician, Sound Engineering Technician, Graphic Designer, Multimedia Artist and Animator.

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

Programs of Study in Pasadena ISD

	Grade 9	Grade 10	Grade 11	Grade 12
Digital Communications (Video Production Pathway) CTHS, DHS, PHS, PMHS, SHHS, SRHS	Principles of Arts, A/V Technology, and Communications	Audio Video Production I	Audio Video Production II with Lab	Practicum in Audio/Video Production
Design and Multimedia Arts (Graphic Design Pathway) CTHS, DHS, TEG, PMHS	Principles of Arts, A/V Technology, and Communications	Graphic Design & Illustration I	Graphic Design & Illustration II with Lab	Practicum in Graphic Design
Design and Multimedia Arts (Fashion Design Pathway) SRHS	Principles of Arts, A/V Technology, and Communications	Fashion Design I	Fashion Design II 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 - Illustrator
Adobe Certified Associate - Photoshop
Adobe Certified Associate - Premier Pro



Career and Technical Student Organization—SkillsUSA

SkillsUSA is a partnership of students, teachers, and industry working together to ensure America has a skilled workforce. It 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.



Non-Discrimination Notice

