

# Arts + Communication PATHWAY

Do you like to  
– design, perform,  
and create new things?  
Are fine arts, English, and  
media production some of  
your favorite classes?



## Berks County Workforce Development Board Priority Occupations in Arts + Communication for 2018

Cultivating students' awareness, understanding, and application in career areas that include:

- JOURNALISM
- PUBLIC RELATIONS (PR)
- MARKETING AND ADVERTISING
- WRITING
- INTERNET DESIGN
- VIDEO PRODUCTION
- GRAPHIC DESIGN
- ART/CREATIVE DIRECTION

High School Diploma and Training

### photographer

Employment in Berks

**\$20,000**  
Entry Wage

**\$33,200**  
Average Annual Wage

2 or 3 Years  
Post-Secondary  
Training

### audio visual equipment technicians

Employment in Berks

**\$25,800**  
Entry Wage

**\$36,600**  
Average Annual Wage

### graphic designer

Employment in Berks

**\$30,700**  
Entry Wage

**\$44,600**  
Average Annual Wage

## Major Berks Arts + Communication EMPLOYERS:

The Anderson Group, DaBrian Marketing Group, Comcast Spotlight, WFMZ-TV, CrossRoads Studios, Reading Eagle Company, Berks County Living Magazine

**CAREER  
READY  
Berks**

Program  
Sponsors:



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### What courses are offered in the Arts + Communication Pathway?

High School courses may vary  
by high school but may include  
the following:

- Journalism
- Creative Writing
- Art
- Music
- Theatre
- Graphic Design
- Photography
- Media Production

Berks Career & Technology Center  
+ Reading Muhlenberg Career &  
Technology Center Programs

- Advertising Art and Design Technology
- Communication and Media Technology
- Graphic Imaging Technology
- Photo Imaging Technology
- Printing and Graphic Communication

4-Year  
Degree  
or More

graphic  
designer

**\$30,700**  
Entry Wage

**\$44,600**  
Average Annual Wage

writers +  
authors

**\$31,300**  
Entry Wage

**\$54,500**  
Average Annual Wage

multimedia  
artists +  
animators

**\$33,700**  
Entry Wage

**\$62,000**  
Average Annual Wage

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