

BAY COUNTY

- Career Pathways -



DIGITAL DESIGN

If you are creative and like to work on the computer, Digital Design would be a great Career Pathway for you. In this Pathway, you will the opportunity to produce, experience and create using Adobe Products such as Photoshop, Illustrator, and Premier Pro and more. Digital Design is the cornerstone of the 21st Century. Join the Digital Design Career Pathway and unleash your creative genius! Many students in this career pathway are part of the Communications Technology Academy which features a unique small learning community environment.

FIRST

Requires on-the-job training, work experience and/or a High School Diploma.

| Job | 2023 Avg. Hr. Rate |
|--------------------|--------------------|
| Desktop Publishers | \$22.41 |
| Photographers | \$20.59 |

NEXT

Requires 2-4 years of education beyond high school.

| Job | 2023 Avg. Hr. Rate |
|------------------------------------------------------------|--------------------|
| Web and Digital Interface Designers | \$36.27 |
| Film and Video Editors | \$26.58 |
| Arts, Design, Entertainment, Sports, and Media Occupations | \$27.46 |
| Art Directors | \$39.11 |

LATER

Requires 4 or more years of education beyond high school plus work experience.

| Job | 2023 Avg. Hr. Rate |
|-------------------------------------------------|--------------------|
| Market Research Analyst & Marketing Specialists | \$32.99 |
| Graphic Designers | \$25.83 |
| Web Developers | \$40.82 |
| Advertising and Promotions Managers | \$41.92 |



* See back for Training Pathways >>

TRAINING PATHWAYS in

DIGITAL DESIGN



FIRST

Programs are middle & high school career exploration or career pathways. Students enrolled in the Digital Design Career Pathway at Rutherford HS can earn **Adobe Photoshop, Adobe InDesign, Animate, Premiere Pro, Adobe Illustrator and Python Industry Certifications**.

Training Program

- Digital Information Technology
- Digital Design 1
- Digital Design 2
- Digital Design 3

Institutions / School

Rutherford High School
Rutherford High School
Rutherford High School
Rutherford High School

**Through completion of this portion of the pathway, you could qualify for the Bright Futures Gold Seal Vocational Scholarship*

NEXT

Programs are certifications, technical programs or 2 year degrees.

Training Program

Computer Systems and Information Technology

- A.S. Digital Media/Multi-Media Technology
- A.A. Journalism Option, Liberal Arts

Institutions / School

Tom P. Haney Technical College

Gulf Coast State College

LATER

Requires 4 or more years of education beyond high school plus work experience.

Training Program

- B.A.S. Digital Media
- B.S. Digital Media Productions

Institutions / School

Florida State University-Panama City

SOURCES:

*Bureau of Workforce Statistics and Economic Research, Florida Department of Economic Opportunity, Florida Statewide Demand Occupations List, 2022-2023

*U.S. Department of Labor, Bureau of Labor Statistics, Florida Occupational Employment and Wages Report, 2021

The district's career and technical programs are open to all eligible students and are committed to a nondiscrimination policy in employment and educational opportunity. Questions or complaints may be sent to Holly Buchanan, Executive Director/Equity Coordinator/ Human Resources and Employee Support Services @ 850-767-4100 (buchahda@bay.k12.fl.us).