



# CAREER PATHWAYS

## Arts, Audio Video Technology & Communications

### High School CTE Programs

Digital Communications	Graphic Design and Interactive Media
Connally La Vega Lorena Mart McGregor Midway Robinson Rapoport Waco ISD	Bosqueville Bruceville-Eddy Chilton China Spring Connally La Vega Lorena Mart McGregor Midway Robinson Rapoport Waco ISD

### Post-Secondary Education & Training

Digital Communications	Graphic Design and Interactive Media
MCC <a href="#">Communication Studies</a>	TSTC <a href="#">Digital Media Design (online)</a> <a href="#">Web Design &amp; Development (online)</a>
Texas Tech Waco <a href="#">Communication Studies (online)</a>	MCC <a href="#">Digital Media</a>
Baylor <a href="#">Communication</a> <a href="#">Film and Digital Media</a>	Texas Tech Waco <a href="#">Digital Media and Professional Communication</a>
	Baylor <a href="#">Graphic Design</a>



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### Area Industry Employers

#### Digital Communications

His Grace Productions  
iHeart Media  
KCEN-HD, Channel 6  
KWBU-FM 103.3  
KWKT FOX 44  
KWTX-TV News Channel 10  
KXXV-TV, News Channel 25

M & M Broadcasters, Ltd.  
Prophecy Media Group  
Rogue Media Network  
Spectrum Reach  
Studio CTX  
Willow Film Co

#### Graphic Design and Interactive Media

360 Solutions  
A-1 Banner & Sign Co., Inc.  
Accent Printing & Copy Center  
Ad Spectations  
AMA Graphics  
Anchor Branding Co.  
Axiom Advertising/Custom Data Products  
Baylor Sports Properties/Playfly  
D. Scott & Christine A. Smith  
Digital Media Butterfly  
FASTSIGNS of Waco  
Fire Source Media  
Firmin Business Forms  
George Andrie & Associates, Inc.  
Heart of Texas Digital Media Group (Hot Digital Media)  
Hibu  
Hole In The Roof Marketing  
Hornet Sign Co.  
Integ

Jackson Sign & Lighting, Inc.  
L.A.I. Communications  
Lamar Advertising Company  
Mango Branding  
Market Approach Consulting  
Modeforge  
Modern Texas Living Magazine  
Outpour Brand + Web Studio  
Rock Ready Printing & Design, LLC  
Seedhouse Creative  
SEO is Local  
Starr Strategies Co.  
Sticker Universe  
Waco Tribune-Herald  
WACOAN Waco's Magazine  
WELCOME to Waco magazine - Southern Media Specialists  
WSI Internet Partners



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### Career Opportunities in Waco

#### Digital Communications

Occupation	Median Wage Waco	Education
Camera Operator, Television and Film	\$49,890	Associate's Degree
Audio & Video Technician	\$44,580	Bachelor's Degree
Producer or Director	\$55,810	Bachelor's Degree

#### Graphic Design and Interactive Media

Occupation	Median Wage Waco	Education
Graphic Designer	\$50,210	Associate's or Bachelor's Degree
Art Director	\$79,930	Bachelor's Degree
Web and Digital Interface Designers	\$83,420	Bachelor's Degree

\*Source: [mynextmove.org](http://mynextmove.org)