



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 Communication Studies	TSTC Digital Media Design (online) Web Design & Development (online)
Texas Tech Waco Communication Studies (online)	MCC Digital Media
Baylor Communication Film and Digital Media	Texas Tech Waco Digital Media and Professional Communication
	Baylor Graphic Design



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Area Industry Employers

Digital Communications

His Grace Productions	M & M Broadcasters, Ltd.
iHeart Media	Prophecy Media Group
KCEN-HD, Channel 6	Rogue Media Network
KWBU-FM 103.3	Spectrum Reach
KWKT FOX 44	Studio CTX
KWTX-TV News Channel 10	Willow Film Co
KXXV-TV, News Channel 25	

Graphic Design and Interactive Media

360 Solutions	Jackson Sign & Lighting, Inc.
A-1 Banner & Sign Co., Inc.	L.A.I. Communications
Accent Printing & Copy Center	Lamar Advertising Company
Ad Spectations	Mango Branding
AMA Graphics	Market Approach Consulting
Anchor Branding Co.	Modeforge
Axiom Advertising/Custom Data Products	Modern Texas Living Magazine
Baylor Sports Properties/Playfly	Outpour Brand + Web Studio
D. Scott & Christine A. Smith	Rock Ready Printing & Design, LLC
Digital Media Butterfly	Seedhouse Creative
FASTSIGNS of Waco	SEO is Local
Fire Source Media	Starr Strategies Co.
Firmin Business Forms	Sticker Universe
George Andrie & Associates, Inc.	Waco Tribune-Herald
Heart of Texas Digital Media Group (Hot Digital Media)	WACOAN Waco's Magazine
Hibu	WELCOME to Waco magazine - Southern Media Specialists
Hole In The Roof Marketing	WSI Internet Partners
Hornet Sign Co.	
Integ	



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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