



# ARTS & COMMUNICATION PATHWAY



**Are you a creative thinker,  
imaginative, innovative, and original?**

***If so, this pathway may be for you!***

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

PERFORMING ARTS  
VISUAL ARTS  
PUBLISHING ARTS

### **Sample Employers from this Pathway:**

Backyard Broadcasting PA LLC, Community Arts Center Inc., Contrast Communications, RiverStage Community Theatre, Seven Mountains Media LLC, Snyder County Times, Sunbury Broadcasting Corp., The Daily Item, The Graphic Hive, The Mifflinburg Free Press, The Standard-Journal, The Union County Times Inc., etc.

## Central Pennsylvania's Arts & Communications Occupations

Prepared by **Advance Central PA**  
Source: Center for Workforce Information and  
Analysis ([www.workstats.dli.pa.gov](http://www.workstats.dli.pa.gov))

### **Recreation Workers**

*Short-Term On-the-Job Training*

**\$19,260**

Entry Level Wages

**\$31,540**

Average Wages

### **Coaches & Scouts**

*Bachelor's Degree*

**\$17,020**

Entry Level Wages

**\$41,850**

Average Wages

### **Graphic Designers**

*Bachelor's Degree*

**\$28,190**

Entry Level Wages

**\$40,760**

Average Wages

### **Software Developers, Applications**

*Bachelor's Degree*

**\$58,340**

Entry Level Wages

**\$89,290**

Average Wages

### **Art, Drama & Music Teachers, Postsecondary**

*Master's Degree*

**\$35,780**

Entry Level Wages

**\$65,680**

Average Wages

**2022  
CAREER READY  
Central PA**

# CAREER PLANNING

## KNOW YOURSELF

Identify your values, strengths, and skills and how they relate to your career goals.

## TRY OUT CAREERS

Interview a professional, participate in a job shadow or internship, and network.

## WORK YOUR PLAN

Apply to the job, post-secondary training or education option that aligns with your career interests.



## RESEARCH CAREERS

Know the required education or training; the job outlook; and the potential earning and advancement opportunities.

## RESEARCH REQUIREMENTS

Look at all the options (on-the-job training, apprenticeships, or programs and costs) aligned with your career interests.

**What courses are offered in the Arts & Communication Pathway? Choices vary at each school but may include the following:**

Principles of Design      Media and Technology  
 Photojournalism      Web Design  
 Music Theory      Technical Writing  
 Creative Writing

**SUN Area Technical Institute offers state of the art programs:**

Advertising Art & Design  
 Computer & Networking Technology

In addition to courses, students may have opportunities to experience careers in the Arts & Communications fields through job shadows, internships and other real world experiences.



## Additional Central PA Arts & Communications Occupations

Occupation	Education Level	Entry Annual Wage	Average Annual Wage	2026 Jobs (Projected)
Fine Artists	BD+	\$23,530	\$34,140	n/a
Commercial & Industrial Designers	BD	\$39,960	\$53,270	50
Floral Designers	MT OJT	\$17,450	\$24,300	70
Radio & Television Announcers	BD	\$19,830	\$33,700	180
Public Relations Specialists	BD	\$27,130	\$48,420	410
Audio & Video Equipment Technicians	PS	\$29,010	\$46,420	130
Painting, Coating & Decorating Workers	MT OJT	\$29,030	\$37,610	n/a
Commercial & Industrial Designers	BD	\$39,960	\$53,270	50
Interior Designers	BD	\$28,960	\$60,760	n/a
Photographers	MT OJT	\$22,610	\$31,440	150
Camera Operators: TV, Video & Motion Picture	BD	\$23,680	\$32,380	n/a
Market Research Analysts & Marketing Specialists	BD	\$37,440	\$71,410	900
Computer Programmers	BD	\$50,770	\$70,240	330
Web Developers	AD	\$46,350	\$70,170	220
Editors	BD+	\$24,300	\$40,590	210
Writers & Authors	BD+	\$34,280	\$65,080	100
Advertising Sales Agents	MT OJT	\$26,770	\$53,730	160

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**LEGEND:** **ST OJT:** Short-Term, On-the-Job Training      **MT OJT:** Moderate-Term, On-the-Job Training      **LT OJT:** Long-Term, On-the-Job Training  
**WK EXP:** Related Work Experience      **PS/PS+:** Post-Secondary Training      **AD/AD+:** Associate Degree  
**BD/BD+:** Bachelor's Degree      **MD/MD+:** Master's Degree      **PhD/PROF:** Professional Degree

Members of Career Ready Central PA, a regional organization whose mission is to “implement a comprehensive career education strategy to create and share resources and opportunities for schools, students, families and businesses that will produce a skilled, sustainable workforce,” developed this brochure. Career Ready Central PA members represent area school districts, universities, workforce development agencies, local business/industry, and nonprofit organizations. Learn more at [www.pathtocareers.org](http://www.pathtocareers.org).