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**BUILD YOUR FUTURE**  
**ARTS, MEDIA &**  
**ENTERTAINMENT**



**Kern County**  
Career Education  
BUILD YOUR FUTURE

*Kern County*  
**Superintendent  
of Schools**  
*Office of Mary C. Barlow*  
*...advocates for children*



## ARTS, MEDIA & ENTERTAINMENT

Do you have a brain that loves to create? **Arts, Media & Entertainment** is an ideal pathway for your creativity. Graphic design, video production, web design – they are all career paths within this pathway. Explore this path to find out just how much you can do once you learn how to use industry programs, such as Photoshop, Adobe Illustrator and InDesign for graphic design, and techniques that lead to the best designs, videos and websites.



### Go farther by continuing your education at these schools:

- Bakersfield College
- Taft College
- Cerro Coso College
- CSU Bakersfield



### ARTS HIGHLIGHTS

Arts, Media & Entertainment includes designing, producing, exhibiting, performing, writing, and publishing multimedia content including visual and performing arts and design, journalism, and entertainment services.<sup>1</sup> Employment among audio and video technicians is expected to increase by 11% between 2016-2026.<sup>2</sup>

### JOBS IN THIS CLUSTER<sup>3</sup>

#### Graphic Designer

Average wage range: \$15.49 - \$27.01 per hour

#### Audio and Video Technician

Average wage range: \$15.72 - \$31.49 per hour

#### Radio and Television Announcer

Average wage range: \$15.72 - \$45.31 per hour

#### Interpreter and Translator

Average wage range: \$17.52 - \$31.08 per hour

### TYPICAL EMPLOYERS IN THIS CLUSTER

Professional and Technical Services  
Radio and Television Broadcasting  
Commercial and Advertising Art  
Spectator Sports

#### SOURCES:

<sup>1</sup>California Community Colleges Career Coach

<sup>2</sup>U.S. Dept. of Labor, CareerOneStop Occupation Profile

<sup>3</sup>California Employment Development Department, Labor Market Information, 2020

