It not only satisfied my desire to school that fulfilled my passions. I was able to take classes in high school that were exciting and motivating to be in. Fashion design was one of them. I found it fulfilling to learn about the theories and application of fashion design. The CTE classes provided me with the knowledge and skills necessary to succeed in life and careers.

Workforce Trends
Employment growth for fashion designers will stem from a growing population that demands more clothing, footware, and accessories. The best job opportunities will be in design firms that design for retail chains, and clothing mass market clothing sold in department stores and retail chain stores, such as apparel wholesale firms.

CTSO Information
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Student Testimonial
“...the CTE classes provided me with a knowledge base about the theories and application of fashion design. I found it exciting and motivating to be able to take classes in high school that fulfilled my passions. It not only satisfied my desire to learn about this field but the CTE classes also made me more knowledgeable and more prepared for college and employment in my field of study.”

Tyllar Hubbard

Utah Business and Industry Facts
From theater and dance to music and acting numerous performing arts companies call Utah home, employing individuals in fashion design, fashion merchandising, costume making, technical apparel design, and custom dressmaking.

CTE Credentials of Value
In 2017-2018, 112,867 CTE Skill Certifications were awarded to secondary students and 19,189 third-party certifications were earned by secondary students.

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## Career Cluster: Arts, Audio/Visual Technology & Communication
### Career Pathway: Broadcasting:
#### Audio/Visual Production Professional

<table>
<thead>
<tr>
<th>CORE CODE</th>
<th>FOUNDATION COURSES (required)</th>
<th>CREDITS</th>
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<td>.50</td>
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<tr>
<td>40.01.00.00.035</td>
<td>Video Production 2 *</td>
<td>.50</td>
</tr>
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**ELECTIVE COURSES**

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<th>CREDITS</th>
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</thead>
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<td>40.13.00.00.012</td>
<td>Basic Digital Photography *</td>
<td>.50</td>
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<tr>
<td>35.02.00.00.030</td>
<td>Computer Programming 1</td>
<td>1.00</td>
</tr>
<tr>
<td>35.02.00.00.010</td>
<td>Digital Media 1</td>
<td>.50</td>
</tr>
<tr>
<td>38.01.00.00.021</td>
<td>Electronics 1 *</td>
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<tr>
<td>41.00.00.00.050</td>
<td>CTE Internship</td>
<td>.50</td>
</tr>
<tr>
<td>41.00.00.00.030</td>
<td>Workplace Skills</td>
<td>.50</td>
</tr>
</tbody>
</table>

3.00 credits for completion

* Course can be taken up to 1.00 credit.

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---

### Student Testimonial

"I knew a lot about how to film, but I didn’t know much about the technical aspects. The CTE classes helped me gain that understanding. Not only did I learn the technical aspects of cameras, but I also learned the technical aspects of sound, lighting."

Morgan Taylor

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### HIGH SCHOOL TO POSTSECONDARY EDUCATION AND TRAINING

There are a number of options for education and training beyond high school, depending on your career goals.

<table>
<thead>
<tr>
<th>12th Grade</th>
<th>1-Year Certificate</th>
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<th>4-Year Bachelor’s Degree</th>
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<td></td>
<td></td>
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</tr>
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### Utah Business and Industry Facts

According to the Utah Department of Workforce Services, the broadcasting industry in Utah employs 2,091 workers.

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### CTE Credentials of Value

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In 2017-2018, the graduation rate for students who concentrated in a CTE Career Pathway was 95 percent, compared to Utah’s statewide graduation rate of 87 percent.
Utah Career and Technical Education Career Pathway
2019-2020 School Year

CTSO Information
Career and Technical Student Organizations (CTSO) align with the national Career Clusters® and the Utah CTE Career Pathways. SkillsUSA is the CTSO for students in the Broadcasting Professional Career Pathway. SkillsUSA provides quality education experiences for students in leadership, teamwork, citizenship, and character development.

Workforce Trends
Technological improvements in the industry mean greater efficiencies in the workplace. Growth is expected to stem from businesses, schools, and radio and television stations seeking new equipment to improve their audio and video capabilities. According to the U.S. Department of Labor, employment of broadcast and sound engineering technicians is projected to increase 8 percent nationwide through the year 2026.

Industry Facts
According to the Utah Department of Workforce Services, there are 65 radio and television broadcasting firms in Utah. The annual median salary for a broadcast technician is $35,500.

Career Cluster: Arts, Audio/Visual Technology & Communication
Career Pathway: Broadcasting:
Broadcasting Professional

<table>
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<tr>
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</tr>
</thead>
<tbody>
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<tr>
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<td>.50</td>
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<td>40.01.00.00.010</td>
<td>TV Broadcasting 2 *</td>
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<table>
<thead>
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<th>ELECTIVE COURSES</th>
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<tr>
<td>32.02.00.00.140</td>
<td>Business Management</td>
</tr>
<tr>
<td>35.02.00.00.030</td>
<td>Computer Programming 1</td>
</tr>
<tr>
<td>35.02.00.00.010</td>
<td>Digital Media 1</td>
</tr>
<tr>
<td>38.01.00.00.021</td>
<td>Electronics 1*</td>
</tr>
<tr>
<td>41.00.00.00.050</td>
<td>CTE Internship</td>
</tr>
<tr>
<td>41.00.00.00.030</td>
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3.00 credits for completion

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Foundation courses taken beyond the required credits can be used as elective credit.

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Student Testimonial
“...The CTE courses have helped me focus, get experience, and gain an understanding of the dedication and work required to obtain my goal. These classes have also helped me make the right choice to continue my education.”
Marian Vega

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Workforce Trends
The expanding electronic media and entertainment industries will offer opportunities for animators, illustrators, and graphic artists.
In Utah, the projected annual employment growth rate for graphic designers is 3.2 percent through the year 2026, with annual job openings of 470.

Career Cluster: Arts, Audio/Visual Technology & Communication

Career Pathway: Graphic Design & Communication: Commercial Art

<table>
<thead>
<tr>
<th>CORE CODE</th>
<th>FOUNDATION COURSES (required)</th>
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Student Testimonial
“...All of my CTE teachers have been very informative and helpful in guiding me to an interest of study after my high school years. CTE classes have prepared me to be more self-sufficient, goal-oriented, and confident in my skills. CTE classes have helped me be a better student. I am very excited for my future.”
Hannah Jensen

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Utah Business and Industry Facts
According to the Utah Department of Workforce Services, graphic designers work in a variety of businesses. From public to private companies, graphic designers are in high demand, especially those who have skills in various types of media—websites and print publications.

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Published September 2018 | Revised January 2019
CTSO Information
Career and Technical Student Organizations (CTSO) align with the national Career Clusters® and the Utah CTE Career Pathways. SkillsUSA is the CTSO for students in the Commercial Photography Career Pathway. SkillsUSA provides quality education experiences for students in leadership, teamwork, citizenship, and character development.

Workforce Trends
The number of portrait photographers is projected to increase along with the population. New opportunities should arise with Internet-based media companies, but keen competition is expected. Job candidates who possess skills in picture editing and taking digital video will have an advantage.

Career Pathway: Arts, Audio/Visual Technology & Communication
Commercial Photography

<table>
<thead>
<tr>
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3.00 credits for completion

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Student Testimonial
“High school photography courses prepared me for college and career by not only teaching me the basics and foundations, but also giving me opportunities to put [what I learned] to use. It gave me real life experience that has shown me what the field is really like. I have loved learning more about photography and plan to accomplish all my goals of becoming a professional photographer.”
Camile Rhoades

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Commercial Photography is:
> In-demand

Sample Occupations
High School Diploma
> Photographer
Certificate
> Commercial Photographer
Assoc. or Technical Degree
> N/A
Baccalaureate Degree
> Camera Operator
Career and Technical Education Teacher
Graduate or Prof. Degree
> Photography Professor

Utah Business and Industry Facts
From television and newspaper, to event photos, photographers are needed in various industries across Utah.

According to the Utah Department of Workforce Services, more than 1,000 individuals are employed as photographers.
## Career Cluster: Arts, Audio/Visual Technology & Communication

### Career Pathway: Graphic Design & Communication: Digital Media

<table>
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**Choose 1.00 credit from the following courses:**

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**3.00 credits for completion**

### CTE Credentials of Value

- **High-skill**
- **High-wage**
- **In-demand**

### Sample Occupations Requiring:

- **High School Diploma**
  - N/A
- **Certificate**
  - N/A
- **Assoc. or Technical Degree**
  - N/A
- **Baccalaureate Degree**
  - N/A
- **Career and Technical Education Teacher**
- **Graphic Designer**
- **Multimedia Artist and Animator**
- **Software Developer**
- **Web Administrator**
- **Graduate or Prof. Degree**
- **Software Engineer**

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**Utah Business and Industry Facts**

“The talent pool of computer engineers, digital artists and animators in Utah is astounding,” said WildWorks CEO Clark Stacey. “The workforce talent here is perennially refreshed not only by in-state colleges and universities, but by seasoned professionals fleeing the congestion and high cost of living in other hub cities like San Francisco and Seattle.”

Silicon Slopes Magazine, Spring 2017

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**Student Testimonial**

“To reach my goal of becoming a graphic designer and animator, I will need to gain both an education and extensive experience. I have begun my experience and education by taking multiple CTE classes while still in high school, that will prepare me for the fields of graphic design and animation. The CTE classes have given me the preparation and foundation for college that I will need to stay one step ahead in order to succeed.”

Lauren Yancey

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**HIGH SCHOOL TO POSTSECONDARY EDUCATION AND TRAINING**

There are a number of options for education and training beyond high school, depending on your career goals.

<table>
<thead>
<tr>
<th>12th Grade</th>
<th>1-Year Certificate</th>
<th>2-Year Associate or Technical Degree</th>
<th>4-Year Bachelor’s Degree</th>
<th>More Graduate or Prof. Degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Certificates are awarded upon the successful completion of a brief course of study, usually one year or less. Upon completion of a course of study, a certificate does not require any further action to retain. In high school a variety of certificates can be earned.</td>
<td>An academic degree is an award for the completion of a program or course of study over multiple years at postsecondary education institutions. In 2016-2017, 74 percent of secondary students who concentrated in a CTE Career Pathway placed in postsecondary education, advanced training, military service or employment (October 1-December 31).</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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**UtahFutures: College and Career Planning**

Visit [UtahFutures.org](http://UtahFutures.org) to explore occupations, search salary projections, access labor market information, investigate training options, and to create a plan.

Visit [UtahCTE.org](http://UtahCTE.org) to access high-quality, rigorous career-focused programs that result in attainment of credentials with labor market value.

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**CTE Credentials of Value**

In 2017-2018, 112,867 CTE Skill Certifications were awarded to secondary students and 19,189 third-party certifications were earned by secondary students.

In 2017-2018, the graduation rate for students who concentrated in a CTE Career Pathway was 95 percent, compared to Utah's statewide graduation rate of 87 percent.
CTSO Information
Career and Technical Student Organizations (CTSO) align with the national Career Clusters® and the Utah CTE Career Pathways.
SkillsUSA is the CTSO for students in the Graphics Printing Career Pathway. SkillsUSA provides quality education experiences for students in leadership, teamwork, citizenship, and character development.

Workforce Trends
Working conditions in paper and printing manufacturing plants have become less hazardous as the industry has become more automated. Companies now use fewer chemicals and solutions resulting in fewer equipment related accidents.

Career Cluster: Arts, Audio/Visual Technology & Communication

Career Pathway: Graphic Design & Communication:

| Graphics Printing | > High-skill | > High-wage |

Sample Occupations Requiring:
- High School Diploma
  > Printing Press Operator
  > Prepress Workers
  > Production Helpers
- Certificate
  > N/A
  - Assoc. or Technical Degree
  > N/A
- Baccalaureate Degree
  > Career and Technical Education Teacher
  > Graphic Designer
  > Graduate or Prof. Degree
  > N/A

Core Code

<table>
<thead>
<tr>
<th>FOUNDATION COURSES (required)</th>
<th>CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>40.10.00.00.040</td>
<td>Digital Graphic Arts Introduction *</td>
</tr>
<tr>
<td>40.10.00.00.042</td>
<td>Graphic Communications, Intermediate *</td>
</tr>
<tr>
<td>40.10.00.00.046</td>
<td>Digital Print Design *</td>
</tr>
<tr>
<td>40.10.00.00.044</td>
<td>Advanced Production Graphics *</td>
</tr>
</tbody>
</table>

Elective Courses

<table>
<thead>
<tr>
<th>CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.00 credit</td>
</tr>
</tbody>
</table>

* Course can be taken up to 1.00 credit.
Foundation courses taken beyond the required credits can be used as elective credit.

Career Pathway: Graphic Design & Communication:

There are a number of options for education and training beyond high school, depending on your career goals.

12th Grade 1-Year Certificate
Certificates are awarded upon the successful completion of a brief course of study, usually one year or less. Upon completion of a course of study, a certificate does not require any further action to retain. In high school a variety of certificates can be earned.

2-Year Associate or Technical Degree
An academic degree is an award for the completion of a program or course of study over multiple years at postsecondary education institutions.

4-Year Bachelor’s Degree
In 2016-2017, 74 percent of secondary students who concentrated in a CTE Career Pathway placed in postsecondary education, advanced training, military service or employment (October 1-December 31).

More Graduate or Prof. Degree
In 2017-2018, 112,867 CTE Skill Certifications were awarded to secondary students and 19,189 third-party certifications were earned by secondary students.

Student Testimonial
"Without the graphic design class I wouldn’t know what I wanted to do in college and for the rest of my life. I think I love graphic design so much because I can work hard on an assignment and then print it, so I have the opportunity to see how my work has paid off." Dawson Carter

CTE Credentials of Value
In 2017-2018, 95 percent of students who completed a CTE Career Pathway was attended to Utah’s statewide graduation rate of 87 percent.

Utah Business and Industry Facts
According to the Utah Department of Workforce Services, the printing industry in Utah employs 4,975 workers.

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UtahCTE.org
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