

Career Clusters & Pathways



Focusing Education on the Future!

Preparing for Success in Arts, A/V Technology & Communications

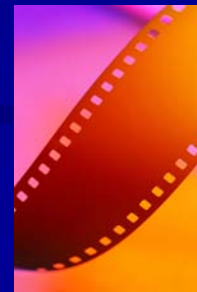




- Cluster area offers two different avenues of concentration.
- Careers in the Performing Arts, Visual Arts or certain aspects of Journalism, Broadcasting and Film require courses and activities that challenge students' creative talents.
- Careers in Audio-Video Communications Technology, Telecommunications or Printing Technology require strong backgrounds in computer and electronic-based technology and a solid foundation in math and science.

Necessary Skills and Traits

- Knowledgeable in their subject area
- Ability to communicate effectively in both oral and written form
- The creative aspects of this cluster are rapidly merging with the technological, making it even more challenging.



Preparing for Success in Arts, A/V Technology & Communications

Audio & Video Technologies & Film
Journalism and Broadcasting
Performing Arts
Printing Technologies
Visual Arts



Preparing for Success in Arts, A/V Technology & Communications

Audio & Video Technologies & Film



Career Cluster Area: Arts, A/V Technology & Communications
Career Pathway: **Audio & Video Technologies & Film**

Pathway Major Courses

3 + 1

To complete a pathway, one must take **THREE Pathway Required Concentration Courses and ONE additional Pathway Elective Course.**

■ Pathway Concentration Courses (3)

- Broadcast Video Production I
- Broadcast Video Production II
- Broadcast Video Production III
- Broadcast Video Production IV
- Communication Technology
- Digital Media Technology*

■ Pathway Elective Courses (1)

- Apprenticeship/Internship
- Foundations of Engineering & Technology
- Introduction to Animation & 3D Design*
- Multimedia Presentations & Communication Tech
- Other Pathway Concentration Course

Other Recommended Electives

Audio & Video Technologies & Film

- Electrical I
- Entrepreneurship: Building a Business
- Journalism
- Music Appreciation
- Physical Science
- Principles of Technology

Post-Secondary Degrees, Diplomas & Certificates Audio & Video Technologies & Film

■ Technical Colleges

- Electronics Technology
- Radiologic Technology
- Technical Studies
- Telecommunications
Art/Technology

■ Colleges/Universities

- Broadcast Design
- Broadcasting & Journalism
- Mass Communications
- Mass Media/Arts
- Video/Digital

Careers in Audio & Video Technologies & Film

- Video Systems Technician
- Audio-Video Designer
- Audio-Video Engineer
- Audio-Visual Systems Technician
- Lighting Technician
- Service Repair Technician
- Video Graphics, Special Effects, and Animation
- Technical Computer Support Technician
- Audio-Video System Service Technician
- Mechanical Engineer
- Installation Engineer
- Dealer Manager-Owner
- Field Technician
- Electrical Engineer
- Project Manager
- Video Technician
- Service Technician
- Installer/Rigger



Employment Outlook Audio & Video Technologies & Film

- Most observers expect the job growth rate within AV industries to be a 20 to 30 percent increase for the foreseeable future.
- In just the AV systems technician field, the industry can expect to add 20,600 jobs annually.

Preparing for Success in Arts, A/V Technology & Communications

Journalism and Broadcasting



Career Cluster Area: Arts, A/V Technology & Communications
Career Pathway: Journalism and Broadcasting

Pathway Major Courses

3 + 1

To complete a pathway, one must take THREE Pathway Required Concentration Courses and ONE additional Pathway Elective Course.

■ Pathway Concentration Courses (3)

- Broadcast Video Production I
- Broadcast Video Production II
- Communication Technology
- Digital Media Technology*

■ Pathway Elective Courses (1)

- Apprenticeship/Internship
- Introduction to Animation & 3D Design*
- Multimedia Presentations
- Other Pathway Concentration Course

Other Recommended Electives

Journalism and Broadcasting

- Advanced Composition
- Comparative Religions
- Current Issues
- Dramatic Arts
- Journalism
- Marketing Principles
- Psychology
- Sociology
- Speech
- Writer's Workshop

Post-Secondary Degrees, Diplomas & Certificates **Journalism and Broadcasting**

■ Technical Colleges

- Desktop Publishing Technician
- Internet Specialist – Website Design
- Telecommunications Technology
- Website Fundamentals

■ Colleges/Universities

- Journalism & Broadcasting
- Magazines or Newspapers
- Mass Communications
- Pre-Journalism
- Public Relations

Careers in Journalism & Broadcasting

- Audio/Video Operator
- Publisher
- Broadcast Technician
- Broadcast Field Supervisor
- Control Room Technician
- Editor
- Chief Engineer
- Sound Technician
- Station Manager
- Journalist
- News Analyst
- Camera Operator
- Radio & TV Announcer
- Reporter
- Transmission Engineer
- Correspondent



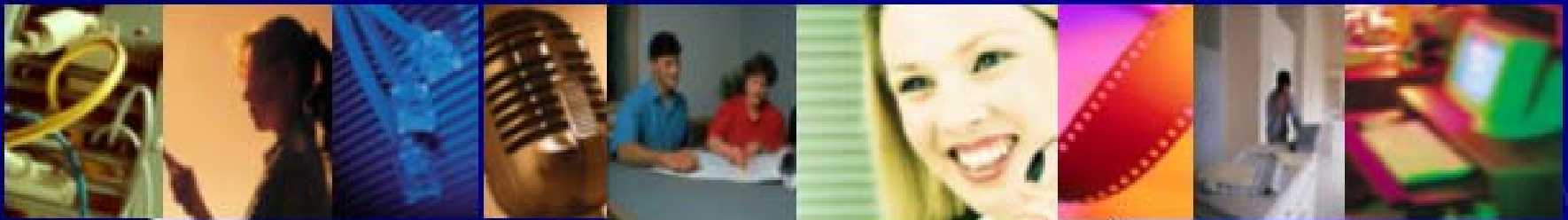
Employment Outlook

Journalism and Broadcasting

- Journalism and Broadcasting employees hold about 60,000 jobs at present.
- News analysts, reporters and correspondents currently hold approximately 67,000 jobs, while broadcast and sound technician jobs number about 37,000.

Preparing for Success in Arts, A/V Technology & Communications

Performing Arts



Career Cluster Area: Arts, A/V Technology & Communication

Career Pathway: **Performing Arts**

Pathway Major Courses

3 + 1

To complete a pathway, one must take THREE Pathway Required Concentration Courses and ONE additional Pathway Elective Course.

■ Pathway Concentration Courses (3)

- Acting I or Drama I
- Acting II or Drama II
- Dramatic Arts Fundamentals I
- Intermediate or Advanced Band I
- Intermediate or Advanced Band II
- Intermediate or Advanced Band III
- Intermediate Chorus or Ensemble I
- Intermediate Chorus or Ensemble II
- Intermediate Chorus or Ensemble III
- Technical Theatre I or Musical Theatre I

■ Pathway Elective Courses (1)

- Apprenticeship/Internship/Mentorship
- Acting III or Drama III or Advance Drama I
- Dramatic Arts Fundamentals II
- Jazz I or Instrumental Ensemble I
- Choral Ensemble I
- Technical Theatre II or Musical Theatre II
- Other Pathway Concentration Course

Other Recommended Electives

Performing Arts

- Advance Composition
- Entrepreneurship: Building a Business
- Examining the Teaching Profession
- Introduction to Construction
- Speech

Post-Secondary Degrees, Diplomas & Certificates

Performing Arts

Colleges/Universities

- Art, Music & Theatre
- Dance
- Drama
- Education
- Music- Entertainment Management
- Music- Instrumental/Keyboard
- Music- Performance
- Music- Voice
- Musical Theatre
- Theatre

Careers in Performing Arts

- Actor/Actress
- Lighting Designer
- Repair Technician
- Stage Crew
- Instrumentalist
- Musician
- Stagecraft Designer
- Conductor
- Dance Instructor
- Voice Instructor
- Playwright
- Scriptwriter
- Make-up Artist
- Costume Designer
- Composer
- Music Publisher
- Music Instructor
- Singer
- Dance
- Set Designer
- Performer
- Director



Employment Outlook

Performing Arts

- Many career opportunities are available within the Performing Arts
- Actors, directors, and producers of motion pictures, stage plays, television and radio comprise approximately 160,000 jobs
- Musicians, singers and related workers include an estimated 273,000 jobs
- Professional dancers and choreographers encompass an average of 29,000 jobs within the industry

Preparing for Success in Arts, A/V Technology & Communications

Printing Technologies



Career Cluster Area: Arts, A/V Technology & Communication
Career Pathway: **Printing Technologies**

Pathway Major Courses

3 + 1

To complete a pathway, one must take **THREE** Pathway Required Concentration Courses and **ONE** additional Pathway Elective Course.

■ Pathway Concentration Courses (3)

- Business Document Processing
- Fundamentals of Graphic Communications
- Introduction to Graphic Communications (Required)
- Practicum A, Press Operations
- Practicum B, Digital File Preparation

■ Pathway Elective Courses (1)

- Apprenticeship/Internship
- Digital Media Technology
- Foundations of Engineering and Technology
- Fundamentals of Web Design*
- Introduction to Animation & 3D Design*
- Printing Technology Laboratory I, II, III
- Other Pathway Concentration Course

Other Recommended Electives

Printing Technologies

- Chemistry
- Communication Technology
- Entrepreneurship: Building a Business
- Journalism
- Marketing
- Mathematics
- Visual Arts
- Writer's Workshop

Post-Secondary Degrees, Diplomas & Certificates Printing Technologies

■ Technical Colleges

- Basic Printing Technician
- Commercial Photography
- Desktop Publishing Technician
- Graphic Arts Fundamentals Certificate
- Printing & Graphics Technology

■ Colleges/Universities

- Commercial Art
- Digital Media
- Graphics, Printing, Graphics Technology
- Paper Science & Engineering
- Printing & Graphics Technology
- Telecommunications Art

Careers in Printing Technologies

- Graphics & Printing Equipment Operator
- Computer Typography Equipment Operator
- Desktop Publishing Specialist
- Screen Printing Operator
- Printing Broker
- Lithographer
- Composition Equipment Operator
- Press Operator
- Platemaker
- Animator
- Web Page Designer
- Sign Production Maker
- Prepress Worker
- Graphic Designer
- Digital Photography



Employment Outlook Printing Technologies

- Printing Technologies is America's largest manufacturing industry in terms of establishments, with over 44,000 printing plants in 2003
- The plants provide 1.1 million jobs and produce around \$157 billion in printed products and services annually

Preparing for Success in Arts, A/V Technology & Communications

Visual Arts



Career Cluster Area: Arts, A/V Technology & Communications

Career Pathway: **Visual Arts**

Pathway Major Courses

3 + 1

To complete a pathway, one must take **THREE** Pathway Required Concentration Courses and **ONE** additional Pathway Elective Course.

■ Pathway Concentration Courses (3)

- Digital Media Technology*
- Introduction to Animation & 3D Design*
- Introduction to Engineering Drawing
- Introduction to Fashion Marketing
- Introduction to Graphic Communications
- Introduction to Interior Design

Career Cluster Area: Arts, A/V Technology & Communications

Career Pathway: **Visual Arts**

Pathway Major Courses

3 + 1

To complete a pathway, one must take **THREE Pathway Required Concentration Courses and ONE additional Pathway Elective Course.**

■ Pathway Elective Courses (1)

- Advanced Fashion Marketing
- Apprenticeship/Internship
- Communication Technology
- Engineering Concepts
- Engineering Concepts and Drawings
- Floral Design & Management
- Foundations of Engineering and Technology
- Fundamentals of Graphic Communications*
- Multimedia Presentations/Communication Tech
- Practicum B, Digital File Preparation*
- Other Pathway Concentration Course

Other Recommended Electives

Visual Arts

- Drama
- Entrepreneurship: Building a Business
- Informal Geometry
- Journalism
- Psychology/Sociology
- Visual Arts

Post-Secondary Degrees, Diplomas & Certificates Visual Arts

■ Technical Colleges

- Fashion Design
- Graphic Arts/Design
- Interior Design
- Interior Merchandising
- Interiors
- Photography -
Commercial

■ Colleges/Universities

- Art/Design
- Furniture Design
- Interior Design &
Furnishing
- Photographic Arts &
Imaging
- Textile Engineering

Careers in **Visual Arts**

- Commercial Photographer (Digital, Still, Video, Film)
- Home Furnishings Coordinator
- Textile Designer
- Curator & Gallery Manager/Owner
- Visual Information Specialist
- Interior Designer, Commercial/Residential
- Graphic Designer, CAD Technician & Fashion Illustrator
- Commercial Artist, Illustrator & Artist, all Media
- Fashion Designer
- Computer Artist



Employment Outlook

Visual Arts

- Careers in Visual Arts currently hold about 308,000 jobs.
- Nearly 6 out of 10 employees are self-employed.
- Self-employed visual artists are either graphic designers who freelance, offering their services to advertising agencies, publishing houses and other businesses or fine artists who earn income when they sell a painting or other work of art.

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HALL CAREER COUNTY CLUSTERS

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