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
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
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
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
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
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
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
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 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 COUNTY COUNTRY CLUSTERS

Focusing Education on the Future!