



Arts, Media, and Entertainment Industry Sector

The Arts, Media, and Entertainment industry sector is big business in California. This dynamic sector is relevant statewide, with most of the major employers concentrated in the southern part of the state. It offers jobs that require a vast range of creative and technical knowledge and skills. In a 2004 national study, almost 550,000 businesses employing almost three million people were involved in production and delivery in America's creative industries. Flexibility and adaptability to a rapidly changing professional landscape are key elements to an individual's ultimate success in a career in arts, media, and entertainment. Consequently, most of the professions found in this sector require students to become familiar with information and skills across several different academic disciplines and career pathways as well as within their primary pathway.

The Media and Design Arts career pathway comprises a large number of industry occupations, such as user interface design, digital animation, print design, commercial photography, and cinematography. The Performing Arts pathway focuses on the direct creation of art and entertainment by individual artists and includes professional applications of theatre, dance, and music. And the Production and Managerial Arts pathway focuses on developing the organizational and managerial knowledge and skills needed to bring arts, media, and entertainment to the public as well as on training those who do the behind-the-scene jobs, such as set design, sound design, digital modeling, film editing, and camera work. For most of the skilled and semiskilled occupations in this industry sector, postsecondary education and training are expected.

Arts, Media, and Entertainment Industry Sector Pathways:

- *Media and Design Arts*
- *Performing Arts*
- *Production and Managerial Arts*

Entry Level Careers

(with high school diploma)

Visual Artist
Photographers Assistant
Lighting Technician
Model
Makeup Artist
Electronic Equipment Operator
Camera Technician
Broadcast Technician
Sound Technician
Stagehand
Disc or Video Jockey
Actor
Announcer
Voice-over Artist
Stunt Person
Dolly Grip
Focus Puller

Technical Level Careers

(with AA or AS degree or certificate)

Stage Manager
Recording Studio Assistant
Special Effects Coordinator
Web Designer
Prop Maker
Photographer
Graphic Designer/Artist
Film Maker
Camera Operator
Screen Writer
Photojournalist
Music Minister
Radio/Television Broadcaster
Gaffer
Negative Cutter
Key Production Grip

Professional Level Careers

(with BS or BA degree)

Architect
Choreographer
Industrial Designer
Foreign Language Interpreter
Publisher
Music Teacher
Technical Writer
Columnist
Sound Engineer
Medical Scientific Illustrator
Media and Design Arts Instructor
Music Accompanist
Music Director/Conductor
Choreographer
Producer
Sound Design Editor
Visual Effects Coordinator



Media and Design Arts Pathway

Sample CTE Courses*

Education Level and Related Occupations**

Introductory	Concentration	Capstone	High School Diploma	Certification and/or AA Degree	Bachelor's Degree or Higher
<ul style="list-style-type: none"> ▪ Introduction to Design and Media Arts ▪ Introduction to Digital Graphics ▪ Film and New Media ▪ Introduction to Design 	<ul style="list-style-type: none"> ▪ Two-Dimensional Design ▪ Animation ▪ Internet Publishing ▪ Filmmaking ▪ Computer Graphics ▪ Broadcast Journalism 	<ul style="list-style-type: none"> ▪ Digital Animation ▪ Three-Dimensional Modeling ▪ Video Production ▪ Cinematography ▪ Computer Game Design ▪ Technical Writing ▪ Advertising Art 	<ul style="list-style-type: none"> ▪ Film Loader ▪ Animation Assistant ▪ Makeup Artist ▪ Sign Painter 	<ul style="list-style-type: none"> ▪ Videographer ▪ Prop Maker ▪ Cutter/Fitter/Seamstress ▪ Special Effects Coordinator ▪ Web Designer 	<ul style="list-style-type: none"> ▪ User Interface Designer ▪ Sound Engineer ▪ Medical and Scientific Illustrator ▪ Scriptwriter ▪ Media and Design Arts Instructor

Performing Arts Pathway

Sample CTE Courses*

Education Level and Related Occupations**

Introductory	Concentration	Capstone	High School Diploma	Certification and/or AA Degree	Bachelor's Degree or Higher
<ul style="list-style-type: none"> ▪ Introduction to Professional Dance 	<ul style="list-style-type: none"> ▪ Instrument Tuning and Repair ▪ Musical Notation ▪ Professional Dance 	<ul style="list-style-type: none"> ▪ Choreography ▪ Professional Theatre ▪ Professional Music Composition ▪ Radio Announcing Apprenticeship 	<ul style="list-style-type: none"> ▪ Disc Jockey ▪ Actor ▪ Announcer ▪ Voice-over Artist ▪ Stunt Double 	<ul style="list-style-type: none"> ▪ Actor ▪ Music Minister ▪ Radio/Television Broadcaster 	<ul style="list-style-type: none"> ▪ Musical Accompanist ▪ Music Director/Conductor ▪ Acoustician ▪ Film Composer ▪ Choreographer

Production and Managerial Arts Pathway

Sample CTE Courses*

Education Level and Related Occupations**

Introductory	Concentration	Capstone	High School Diploma	Certification and/or AA Degree	Bachelor's Degree or Higher
<ul style="list-style-type: none"> ▪ Introduction to Multimedia Production ▪ Technical Theatre ▪ Introduction to Sound Mixing 	<ul style="list-style-type: none"> ▪ Broadcast Production ▪ Set Design ▪ Television Production 	<ul style="list-style-type: none"> ▪ Stage Production Management ▪ Filmmaking ▪ Sound Engineering and Design 	<ul style="list-style-type: none"> ▪ Third Assistant Director ▪ Focus Puller ▪ Camera Loader ▪ Dolly Grip ▪ Tape/Film Logger 	<ul style="list-style-type: none"> ▪ First Assistant Camera Operator ▪ Gaffer (Chief Lighting Technician) ▪ Key Production Grip ▪ Script Supervisor ▪ Negative Cutter 	<ul style="list-style-type: none"> ▪ Producer ▪ Line Producer ▪ Sound Design Editor ▪ Visual Effects Coordinator ▪ Second Unit Director

*Sample CTE Courses are from the Career Technical Education Framework for California Public Schools (California Department of Education: 2007, <http://www.cde.ca.gov/re/pn/fd/>)

**Visit ASSIST (www2.assist.org/browseAreas.do) for community college and UC/CSU information and California Career Zone (www.cacareerzone.org) for occupation information.

Related Career Technical Student Organization: FBLA (<http://www.cafbla.org/>), DECA (<http://www.cadeca.org>), and SkillsUSA (<http://www.skillsusaca.com>)