Career Cluster: Arts, A/V Technology, and Communications

Career Education Model

Career Field	Career Cluster	Career Pathway	Career Specialty Examples
Communication and Information Systems	Arts, Audio-Video Technology, and Communications	Audio/Video (AV) Technology and Film	Audio-Visual Systems Technician Audio, Video, or Lighting Technician Electrical or Mechanical Engineer Graphic Designer Sound Board Operator
		Journalism and Broadcasting	Broadcast Technician Camera Operator Control Room Technician Journalist and Reporter Radio and TV Announcer
		Performing Arts	Actor Dancer Musician Play Writer or Screen Writer Stagecraft Designer
		Printing Technology	Computer Typography and Composition Equipment Operator Desktop Publishing Specialist Graphics and printing Equipment Operator Lithographer and Platemaker Web Page Designer
		Telecommunications	Equipment and Line Installer/Repairer Network Technician Systems Analyst Telecommunication Computer Programmer Telecommunication Technician
		Visual Arts	Commercial Artist - All Media Commercial Photographer Fashion Designer Graphic Designer Interior Designer

This cluster offers two different avenues of concentration. Careers in the Performing Arts, Visual Arts, or certain aspects of Journalism, Broadcasting, and Film require 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.

Career Pathways Descriptions

Audio and Video Technology and Film careers involve working in the AV communications industry to manufacture, sell, rent, design, install, integrate, operate, and repair audiovisual communications equipment. Workers are involved in the presentation of sound, video, and data for corporate boardrooms, convention centers, classrooms, theme parks, stadiums, and museums.

Journalism and Broadcasting workers gather information, prepare stories, and make broadcasts to inform the public about current events. Technical support workers install, test, repair, set up, and operate electronic equipment used to record and transmit radio, television, and cable programs as well as motion pictures. Engineers and supervisors oversee the technicians who operate and maintain the broadcasting equipment.

Performing Arts careers include individuals, groups, and businesses involved in theatrical and musical performances, such as theatrical production companies, actors, agents for actors, costume design companies, and lighting and stage crews. Voice and instrumental musical performers and dancers are also included in this pathway.

Printing Technology workers are involved in one of the three stages of the printing process - prepress, press and binding, or postpress. The printing industry is rapidly moving toward compete digital imaging and computerization.

Telecommunications specialists focus on the interaction between computers and communications equipment that provide information in the form of data, graphics, and video. Telecommunications equipment technicians, installers, and repairers set up and maintain this sophisticated equipment.

Visual Arts careers are generally categorized into two groups - fine art and commercial art. Fine artists include painters and sculptors working with mediums such as oils, acrylics, pen and ink, clay and computers. Commercial artists provide service to clients such as corporations, retail stores, and advertising firms. https://azcis.intocareers.org/VideoPlayer.aspx?VideoFileNum=00-000003

Do you like to perform in front of an audience?
Are you interested in working in the movies or television?
Do you like to work with technology?
Is artistic expression important to you?
Are you active with the school or community theatre?
Does computer animation interest you?
Are you visually oriented?

3:01 minutes video on this career cluster (you must be logged into AZCIS to see video)

Occupations Examples
Levels of Education and Earnings*

	National Annual Median Wage	Arizona Annual Median Wage
Long-Term, On-the-Job Training (Over One Year)		
Dancers	not available	not available
Musicians	not available	not available
Photographers	$31,710	$33,790
Singers	not available	not available
Work Experience in a Related Occupation		
Choreographers	$45,940	not available
Postsecondary Vocational Training (Certificate or Diploma)		
Audio-Visual Specialists	$41,440 - $45,890	$36,050 - $40,910
Communications Equipment Mechanics	$51,660 - $54,570	$56,750 - $63,250
Professional Makeup Artists	$53,230	not available
Sound Engineering Technicians	$53,330	$38,860
Associate Degree		
Broadcast Technicians	$37,490	$39,430
Communications Equipment Mechanics	$51,660 - $54,570	$56,750 - $63,250
Bachelor's Degree		
Animators and Multimedia Artists	$63,970	$56,280
Announcers	$26,930 - $30,960	$23,290
Camera Operators	$49,080	$41,650
Fashion Designers	$63,670	not available
Film and Video Editors	$61,750	$37,320
Fine Artists	$46,460	not available
Graphic Designers	$46,900	$44,360
News Reporters	$36,360 - $65,530	$37,960 - $84,460
Set and Exhibit Designers	$49,530	$33,550
Writers	$60,250	$47,090
Work Experience Plus a Bachelor's or Higher Degree		
Agents and Business Managers	$62,940	$71,090
Art Directors	$89,760	$72,640
Audio-Visual Specialists	$41,440 - $45,890	$36,050 - $40,910
Editors	$56,010	$44,470
Music Composers, Directors, and Arrangers	$49,820	$36,170
Producers and Directors	$68,440	$48,490
Technical Writers	$70,240	$61,920
Video Game Designers	$85,240	$78,050

Career Plan of Study

Arts, A/V Technology & Communications

Learner Name _____   **Date** _____

Learner Signature _____   **Advisor Signature** _____

Parent/Guardian Signature (if required) _____

This plan of study should serve as a guide, along with other career planning materials, as you continue your career path. Courses listed within this plan are only recommended coursework and should be individualized to meet each learner's educational and career goals. All plans should meet high school graduation requirements as well as college entrance requirements.

High School

9th Grade	10th Grade	11th Grade	12th Grade
English I	English II	English III	English IV
Algebra I or Geometry	Geometry or Algebra II	Algebra II, Trig or Statistics	Trigonometry or Statistics
Physical Science or Biology I	Biology I or Chemistry I	Chemistry, or Physics	Physics or Environmental Science
Geography/State History	World History	American History	Economics/Government
Required Courses/Electives PE, Health, Art, Foreign Language, or Computer Technology	*Required Courses/Electives* PE, Health, Art, Foreign Language, or Computer Technology	*Additional High School Electives* Art Creative Writing Drama Band/Vocal Music Journalism Photography Stagecraft	*Technology Center Electives* Graphic and Video Production Telecommunications Commercial Art Graphic Communication Electronic Desktop Publishing
Career Electives TechConnect Communication Technology Education Art/Drama/Band/Vocal Music	*Career Electives* TechConnect Communication Technology Education Art/Drama/Band/Vocal Music		

Post-Secondary

Career/Technical College	Community College	College/University
☞ Commercial Art ☞ Graphic Communication ☞ Electronic Desktop Publishing ☞ Telecommunications	☞ Desktop Publishing ☞ Graphic Design ☞ Printing Technology ☞ Telecommunications	☞ Art History ☞ Electronic Engineering ☞ Fashion Design ☞ Journalism ☞ Music ☞ Stage Management

Career Enhancement Options

Work-based Learning Options	Short-Term Training Options
Job-Shadowing: Internship/Mentorship: On-The-Job Training:	☞ Adobe Photoshop ☞ Desktop Publishing ☞ Creative Writing ☞ Theater Set Design ☞ Photography ☞ Web Design ☞ Telecommunications Protocol ☞ Floral Design