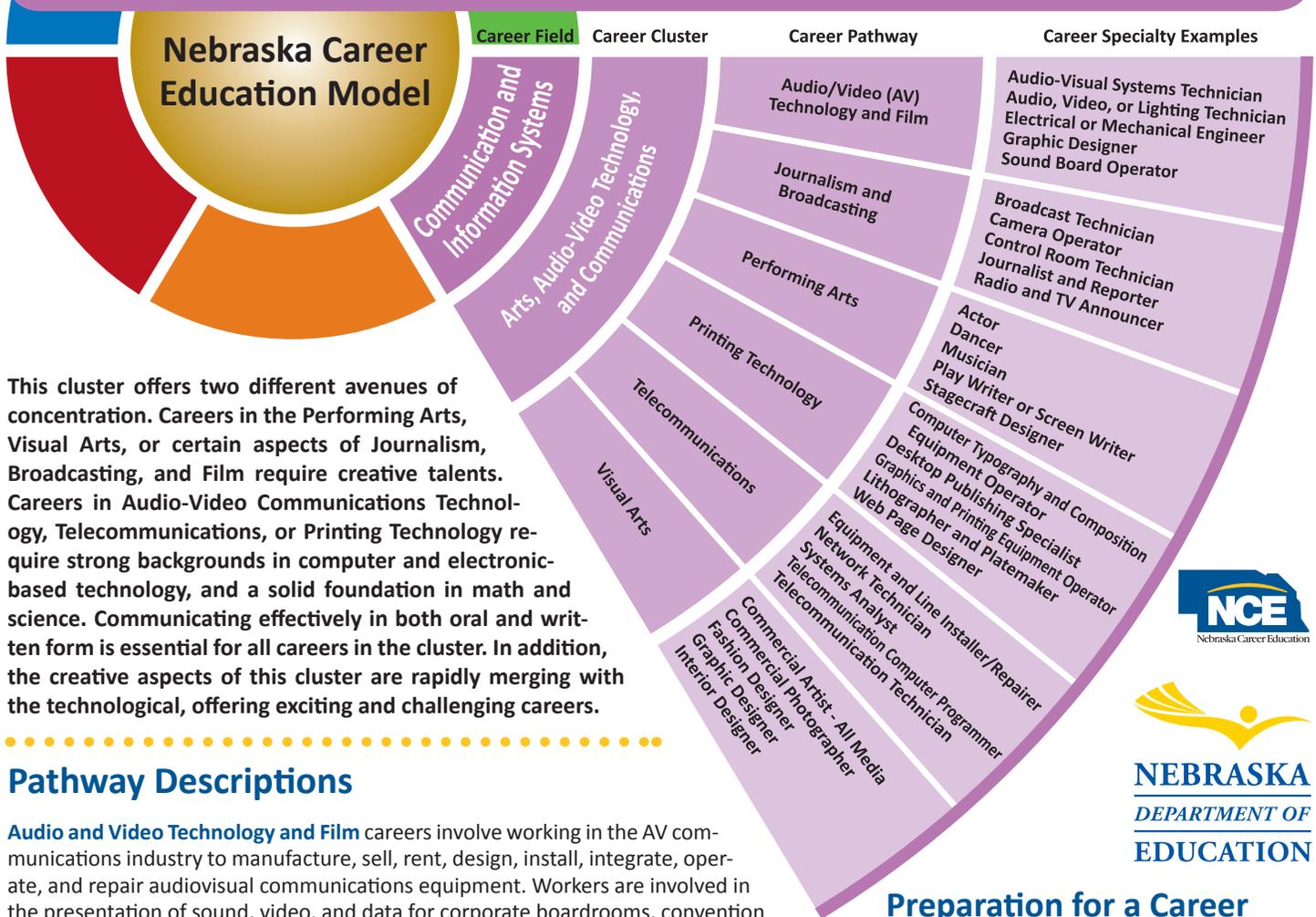


# Career Cluster: Arts, A/V Technology, and Communications



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. Communicating effectively in both oral and written form is essential for all careers in the cluster. In addition, the creative aspects of this cluster are rapidly merging with the technological, offering exciting and challenging careers.

## Pathway 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.

## Preparation for a Career in this Cluster Includes...

### Nebraska Career Education Coursework

- Introduction to Media
- Media Production I
- Media Production II
- Introduction to Digital Design
- Intermediate Digital Design
- Advanced Digital Design

### Extended Learning

- Choir
- Debate or Speech Team
- Drama Club
- Marching Band
- School newspaper staff
- School play or musical
- Yearbook staff
- Act in a community production
- Create a community promotional video
- Join community band, choir, orchestra, or theatre
- Participate in a community art project
- Take dance lessons
- Job shadow professionals
- Participate in internships
- Secure part-time employment
- Volunteer in this career area

For additional Career Cluster Information visit: [www.nebraskacareerconnections.org](http://www.nebraskacareerconnections.org).



# Postsecondary Options: Arts, A/V Technology, and Communications

Students preparing for a career in the Arts, Audio-Video Technology and Communications Career Cluster have a variety of postsecondary options. Education and training can be obtained through on-the-job training, technical colleges, two-year community colleges, four-year colleges/universities, and apprenticeship programs. They can enter programs leading to a certificate or a degree at the associate, baccalaureate, or advanced degree level. The table below shows examples of postsecondary Arts, Audio-Video Technology and Communications programs of study organized by pathway.

	High School Diploma On-the-Job Training	Certificate/License	Associate's Degree	Bachelor's Degree	Master's/Doctoral Professional Degree
Audio & Video Technology & Film		Audio and Recording Technology Video Production	Audio and Recording Technology Communications Technology Electronics Industrial Video Production Film/Video Technology	Design and Visual Communications Electrical Engineering Film Studies and Production Mechanical Engineering Telecommunications Management	Electronics Engineering
Journalism and Broadcasting		Certification by the Society of Broadcast Engineers Radio Announcing Radio Production	Audio and Recording Technology Broadcasting - Radio/TV Journalism Mass Media/Communications Media Arts	Advertising Broadcasting Journalism News-Editorial Visual Communication	Journalism
Performing Arts	Movie and Stage Grip Usher and Ticket Taker Movie Projectionist	Musical Instrument Repair and Tuning Sound Engineering Theater Technology	Camera Operation Music Musical Instrument Repair and Tuning Sound Engineering Theater Technology	Arts Administration Dance Music Stage Management Theater Arts	Music Musical Arts
Printing Technology	Bookbinder and Bindary Worker Graphic and Printing Equipment Operator	Desktop Publishing Digital Publishing Graphic Communications Offset Publishing Web Page Design	Electronic Imaging and Graphics Graphic Design Media Arts Printing Technology Visual Publications	Computer Graphics Graphic Design Industrial Design Printing Management Visual Communication and Design	
Tele- communications		Electronics Technology	Computer and Information Sciences Computer Systems Analysis Electronics Technology in Telecommunications Information Technology	Computer Networking and Telecommunications Electronics Engineering Operations Technology Telecommunications Management	Electronics Engineering Information Technology Telecommunications Engineering
Visual Arts	Photograph Processing Worker	Commercial Art Digital Publishing Graphic Art Multimedia Photography	Commercial Art Graphic Design Interior Design Media Arts Visual Publications	Art History Fashion Design Graphic Design Interior Design Studio Arts Visual Communication	Art History Studio Arts

For additional information on the Arts, A/V Technology, and Communications Career Cluster please contact:

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