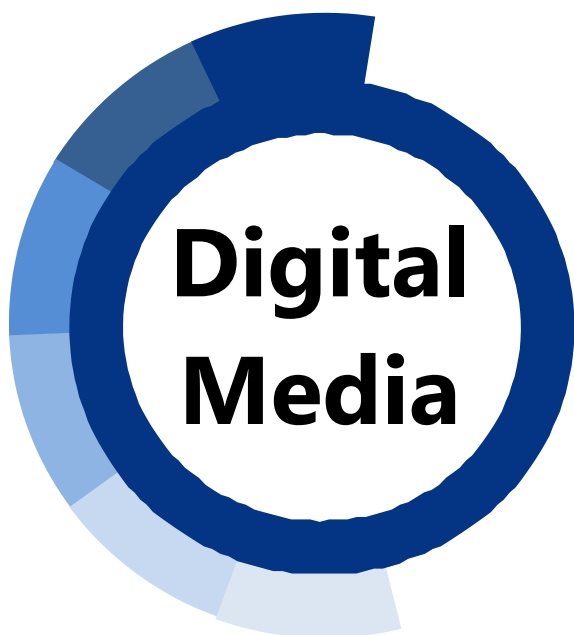




Arts, A/V  
Technology &  
Communications

The **Arts, A/V Technology and Communications Cluster** focuses on careers in designing, producing, exhibiting, performing, writing, and publishing multimedia content including visual and performing arts and design, journalism, and entertainment services. Careers in this cluster require a creative aptitude, a strong background in computer and technology applications, a strong academic foundation, and a proficiency in oral and written communication.



## APPROVED COURSES

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Intro to Creative Media  
Graphic Design  
Digital Media Broadcasting I

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Digital Media Broadcasting II  
Digital Media Broadcasting Capstone

## ALIGNED TO INDUSTRY

OCCUPATIONS	MEDIAN WAGE	ANNUAL OPENINGS	% GROWTH
Audio-Visual Specialist	\$55,260	140	12%
Graphic Designer	\$47,470	610	4%
Camera Operator	\$59,810	120	18%
Social Media Manager	\$103,092	160	8%
Broadcast Technician	\$45,510	130	9%

## WORK-BASED LEARNING AND EXTENDED LEARNING OPPORTUNITIES

### Work Experience Opportunities

CTE students in many cases can pursue what is called a "work-based learning" opportunity. Students in the Digital Media pathway will have such opportunities through the capstone course. Students in this course will work with the school district and local businesses to broadcast and stream live events and productions. Students will also develop programming to be regularly broadcast on various platforms.

### Student Leadership Organizations

Career and technical student organizations are much more than clubs. They provide opportunities for hands-on learning, and for applying career, leadership and personal skills in real-world environments. Participants build their skills by developing projects, attending events, and competing regionally and nationally. The student organizations recommended for Digital Media is [Missouri SkillsUSA](http://MissouriSkillsUSA.com).

Career Pathways within the **Arts, A/V Technology and Communications Cluster** include:

*Audio/Video Technology and Film* – work with the equipment used in producing sounds and images

*Journalism and Broadcasting* – prepare content and make broadcasts for radio, television and film

*Performing Arts* – coordinate all the activities associated with putting on a concert or play

*Printing Technology* – prepare material for printing presses, transform text and pictures into digital images

*Telecommunications* – focus on the contact between computer and communications equipment using data, graphics and video

*Visual Arts* – communicate ideas, thoughts, or feelings through painting, sculpting and illustrating

# PROGRAM PATHWAY

<b>Year 1</b>	Intro to Creative Media
<b>Year 2</b>	Digital Media Broadcasting I
<b>Year 3</b>	Digital Media Broadcasting II
<b>Year 4</b>	Digital Media Broadcasting Capstone

## POSTSECONDARY OPTIONS

CREDENTIALS		HIGHER EDUCATION			
HIGH SCHOOL/ INDUSTRY CERTIFICATION	CERTIFICATE / LICENSE	ASSOCIATE'S DEGREE	BACHELOR'S DEGREE	MASTER'S/ DOCTORAL PROFESSIONAL	SCHOOLS WITH THESE PROGRAMS
Adobe Certified Associate	Digital Communication and Media	Digital Communications			OTC, Evangel, MSU, NWMSU, SEMU, UCM, Washington U., William Jewell
	Electronic Media Certificate	Electronic Media Production	Broadcast Journalism		Evangel, Lindenwood, NWMSU, SEMU, Mizzou
Graphic Communications – PrintED		Mass Communications Multimedia Communications			Crowder, College of the Ozarks, MSSU, SBU, UCM, UMKC
		Graphic Design			Crowder, OTC, College of the Ozarks, Drury, MSSU, MSU, SBU, UCM