



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>)

10 TIPS FOR CHOOSING THE RIGHT CAREER FOR YOU

How does a person know what career to work toward? There is no perfect answer, but the following 10 tips will get you off to a good start.

- 1 Get to know yourself** – Complete more than one self-assessment test.
- 2 Identify your strengths and weaknesses** – What do you do well and what do you not do well?
- 3 Develop an inventory of careers** – Write down some careers that might interest you.
- 4 Research different careers** – Talk to others and use the Internet.
- 5 Write the pros and cons** – List positives and negatives about the careers that interest you.
- 6 Network** – Discuss your ideas with others.
- 7 Talk with people who work in your area of interest** – Family and friends are great resources.
- 8 Find a mentor** – Find someone with whom you can discuss your career selection.
- 9 Experiment** – Take a related class or part-time job.
- 10 Don't give up** – "If there is a will, there is a way."

CAREER OPPORTUNITIES IN ARTS, MEDIA, AND ENTERTAINMENT INDUSTRY SECTOR



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Plan For Success
Visit statecenter.com/industrysectors





The Arts, Media, and Entertainment Industry Sector offers a broad range of employment opportunities. The variety of careers in this sector can accommodate different personalities ranging from eccentric actresses and professional gamers to multi-tasking managers. To be successful in these careers, self-discipline is a must. Work is often project-based, requiring time management skills with the ability to meet strict deadlines. Academic studies are needed to understand and keep up with changing technology used in this industry. A broad academic background, and interpersonal skills are also valuable. Participating in the arts promotes teamwork, communication skills, critical thinking, and decision-making abilities.

Web sites
for further information:

www.californiacareers.info

www.whodouwant2be.com

www.californiacolleges.edu

www.edd.ca.gov/Jobs_and_Training/

Career Pathways



Media and Design Arts Pathway

This pathway includes occupations that use tools and materials as the primary means of creative expression. Artists and photographers use visual mediums as their tools in the same way writers, poets, and publishers use written mediums. The electronic and aural fields used in this pathway are constantly changing as technology evolves, requiring continuing studies to keep up. With the increasing use of art and design elements in daily life, the demand for jobs in this pathway will continue to grow.

CAREERS/CAREER AREAS:

- *Graphic Designer*
- *Lighting Technician*
- *Film Loader*
- *Publicity Director*
- *Cutter/Fitter/Seamstres*
- *Fine Artist*
- *Media and Design Arts Technician*
- *Photographer*
- *Special Effects Coordinator*
- *Videographer*
- *Camera Operator*
- *Animator*
- *Sound Technician*
- *Make-Up Artist*
- *Sign Painter*



Production and Managerial Arts Pathway

The Production and Managerial Arts Pathway focuses on the technical, organizational, and managerial knowledge and skills necessary to bring arts, media, and entertainment to the public. Artistic occupations require some form of publication to reach their target audience. Managers are needed to advance individual careers, technicians are needed to craft and run shows, producers are needed to create the shows, and editors and proofreaders are needed to help bring shows to life.

CAREERS/CAREER AREAS:

- *Production Manager*
- *Stage Manager*
- *Costume Designer*
- *Set Designer*
- *Publisher*
- *Entertainment and Web Site Technician*
- *Performance Tour Manager*
- *Camera Operator*
- *Sound Engineer*
- *Producer*
- *Sound Design Editor*



Performing Arts Pathway

The Performing Arts Pathway includes occupations that involve the direct creation of art and entertainment by the individual artist. The performing artists are the means of creative expression, without a dependence on an outside medium.

CAREERS/CAREER AREAS:

- *Actor*
- *Announcer*
- *Radio/Television Broadcaster*
- *Music Directors/Conductor*
- *Dancer*
- *Voice-Over Artist*
- *Fashion Model*
- *Entertainer*
- *Musician*
- *Film Composer*
- *Stunt Double*
- *Composer*
- *Choreographer*





ARTS, MEDIA, AND ENTERTAINMENT

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The information below is just a small sample of the many great employment related resources available on the State of California website www.edd.ca.gov. We encourage you to visit the website and explore the available information.

Occupation Title	Employment Levels in 2006	Projected Employment level 2016	Projected Job Growth	Percent of Job Growth	2008 Hourly ¹ Mean Wage	2008 ² Weekly Mean Wage	2008 ³ Monthly Mean Wage	2008 Annual Mean Wage
Actors	50,500	59,400	8,900	17.60%	\$23.09	\$923.60	\$3,879.12	\$46,549.44
Architects	15,700	16,900	1,200	7.60%	\$39.37	\$1,574.80	\$6,614.16	\$79,369.92
Artists, Performers & Athletes Agents	8,000	9,300	1,300	16.30%	\$48.46	\$1,938.40	\$8,141.28	\$97,695.36
Broadcast Technicians	4,800	5,600	800	16.70%	\$19.00	\$760.00	\$3,192.00	\$38,304.00
Camera Operators	7,100	8,300	1,200	16.90%	\$27.54	\$1,101.60	\$4,626.72	\$55,520.64
Choreographers	4,000	3,900	-100	-2.50%	\$23.37	\$934.80	\$3,926.16	\$47,113.92
Coaches and Scouts	27,700	31,900	4,900	18.10%	\$20.22	\$808.80	\$3,396.96	\$40,763.52
Court Reporters	2,000	2,400	400	20.00%	\$33.48	\$1,339.20	\$5,624.64	\$67,495.68
Dancers	3,400	4,100	700	20.60%	\$12.20	\$488.00	\$2,049.60	\$24,595.20
Event Planners	5,300	6,100	800	15.10%	\$24.74	\$989.60	\$4,156.32	\$49,875.84
Fashion Designers	4,600	5,300	700	15.20%	\$36.64	\$1,465.60	\$6,155.52	\$73,866.24
Film & Video Editors	7,000	8,200	1,200	17.10%	\$38.62	\$1,544.80	\$6,488.16	\$77,857.92
Jewelers	5,700	5,800	100	1.80%	\$14.54	\$581.60	\$2,442.72	\$29,312.64
Multi Media Artists & Animators	27,900	36,800	8,900	31.90%	\$38.98	\$1,559.20	\$6,548.64	\$78,583.68
Music Directors & Composers	6,500	7,400	900	13.80%	\$40.57	\$1,622.80	\$6,815.76	\$81,789.12
Musicians	21,000	22,900	1,900	9.10%	\$13.04	\$521.60	\$2,190.72	\$26,288.64
Producers and Directors	21,100	24,700	3,600	17.10%	\$47.50	\$1,900.00	\$7,980.00	\$95,760.00
Public Relations Specialists	26,000	30,800	4,800	18.50%	\$31.39	\$1,255.60	\$5,273.52	\$63,282.24
Set & Exhibit Designers	2,300	2,700	400	17.40%	\$30.34	\$1,213.60	\$5,097.12	\$61,165.44
Writers & Authors	17,800	21,100	3,300	18.50%	\$44.93	\$1,797.20	\$7,548.24	\$90,578.88

These selected occupations with information on job growth, percent growth and earning potentials are based on information found at www.labormarketinfo.edd.ca.gov

¹ **Mean:** Midpoint between highest & lowest

² **Weekly:** Based on 40 hours

³ **Monthly:** Based on 168 hours



TIPS FOR JOB SEEKERS

How can you improve your chances of getting a job? Applying for a job is the easy part, but getting it can be more of a challenge. Following these five tips can help you reach your goal:

1 The Job

- Determine your interests: talk to others and consider your hobbies and talents
- Search “career assessments” on the Internet

2 The Resume

- Should be easy to read: not too long, too wordy or too cluttered
- Make it powerful
- Show you can cooperate, you can learn, and you can do

3 The Application

- Make it neat, complete and accurate
- Include recommendations from teachers, employers, coaches, friends, etc.

4 The Interview

- Show enthusiasm: it separates the winners from the losers
- Dress appropriately/similar to those on the job

5 The Follow-up

- Send a thank you note
- Call to see if a decision has been made
- If not, ask, “Am I still a candidate?”
- If you are, ask, “Is it okay if I call back in a couple of days?”



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