Arts, Media, and Entertainment

Of all the career industries, the Arts, Media, and Entertainment sector requires perhaps the greatest cross-disciplinary interaction because the work in this sector has a propensity to be largely project-based, requiring both independent work and interdependent management skills for career success. New technologies are also constantly reshaping the boundaries and skill sets of many arts career pathways. Consequently, core arts-sector occupations demand constantly varying combinations of artistic imagination, metaphoric representation, symbolic connections, and technical skills. Successful career preparation involves both broad and in-depth academic and technical preparation as well as the cultivation of twenty-first-century skill assets, such as flexibility, problem-solving abilities, and interpersonal skills. Careers in the Arts, Media, and Entertainment sector fall into four general pathways: Design, Visual, and Media Arts; Performing Arts; Production and Managerial Arts; and Game Design and Integration. The anchor and pathway standards make explicit the appropriate knowledge, skills, and practical experience students should have in order to pursue their chosen profession, whether that profession requires postsecondary education, graduate training, or apprenticeship.

Learning the skills and knowledge for creating, refining, and sharing work in the Arts, Media, and Entertainment industry sector promotes teamwork, communication, creative thinking, and decision making abilities—traits that are necessary to function successfully in the competitive and media-rich twenty-first century. Through the manipulation of sight, sound, and motion, those choosing a pathway from this sector reach out in unique ways to enhance the quality of life for those around them.

Career Pathways

**Design, Visual, and Media Arts Pathway**
This pathway includes occupations that use visual art, digital media, and Web-based tools and materials as the primary means of communication and expression. In addition to an understanding of current workplace practice, this career pathway requires the development of knowledge and skills in both visual art concepts as well as new and emerging digital processes by which individuals are able to create and communicate complex concepts in a broad range of occupations and professions.

**Careers/Career Areas:**
- Digital Animator
- Artistic Director
- Commercial Artist
- Web Designer
- Museum Curator

**Performing Arts Pathway**
The Performing Arts Pathway includes occupations that involve the direct creation of art and entertainment by the individual artist instead of through a secondary physical medium. Performing artists are themselves the medium of creative expression.

**Careers/Career Areas:**
- Composer, Music Arranger, Conductor
- Actor (e.g., Stage, Film, Video, DVD), Performing Artist
- Singer, Dancer, Musician
- Voiceover Artist, Narrator

**Productions and Managerial Arts Pathway**
Whatever the form or medium of creative expression, all careers in the Arts, Media, and Entertainment sector require “publication” or a public presentation in one way or another. Consequently, the Production and Managerial Arts pathway focuses on both the technical skills and the organizational and managerial knowledge necessary to bring arts, media, and entertainment to the public.

**Careers/Career Areas:**
- Event Planner
- Producers/Directors for Theater, Television, Concerts, and Motion Picture
- Stage Manager/Production Manager
- Talent Management
- Theatrical and Broadcast Technician
- Sound Design Editors
- Visual Effects Coordinator
Game Design and Integration Pathway

Students who follow the Game Design and Integration pathway prepare for careers within the game design industry and in related technical fields. Students will develop foundational knowledge in game design, animation, graphics, and computer software and hardware. They will apply skills in Mathematics, Physics, English Language Arts, Social Science, and Entrepreneurship. Most importantly, students will learn the twenty-first century skills of creativity, critical thinking, communication, collaboration, and technical expertise, which will increase employment capacity across the job market. In the Game Design and Integration Pathway students prepare for both entry-level employment and additional postsecondary training needed for advancement in the highly competitive game design industry. They prepare for occupations such as Game Tester/Analyst, 2-D and 3-D Animator, Storyboard, Level Artist, Texture Artist, Cinematic Artist, Game Designer, Game Programmer, and Production Team Manager. Students completing this pathway develop the skills and knowledge to be creative partners in video game design while building capacity for employment in all areas of the creative workforce.

Careers/Career Areas:
- 2-D/3-D Animator
- Computer Game Designer/Developer
- Game Tester
- Electronic Simulation Consultant