

# ARTS, MEDIA & ENTERTAINMENT INDUSTRY SECTOR



Those with a passion for music, painting, drawing, dancing or performing can tap into the opportunities in the Arts, Media and Entertainment industry. This Sector offers careers in front of or behind the scenes. In addition, companies need multimedia production and graphic designers to create websites and game designers and programmers to keep gamers playing.

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.

## CAREER PATHWAYS

### IS THIS INDUSTRY SECTOR A GOOD MATCH FOR YOU?

#### Are you?

- Independent
- Self-reliant
- Creative
- Inventive
- Enjoy project-based assignments
- Problem solver

#### Do you?

- Have an active imagination
- Like to paint, draw, perform, sculpt, write
- Play an instrument or dance
- Feel comfortable expressing feelings
- Like learning new technologies
- Love the energy of creativity and the excitement of performance

### EDUCATION LEVEL & RELATED OCCUPATIONS

#### High School

Film Loader  
Animation Assistant  
Camera Loader

#### Certificate and/or AA degree

Videographer  
Special Effects Coordinator  
Radio/TV Broadcaster

#### Bachelors

Sound Engineer  
Script Writer  
Film Composer

For more information, go to the California CareerZone Arts, Media & Entertainment Industry sector.

# CAREER PATHWAYS



## DESIGN, VISUAL AND MEDIA ARTS

The Design, Visual, and Media Arts pathway includes those 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.

### Sample occupations associated with this pathway:

- Digital Animator
- Artistic Director
- Commercial Artist
- Web Designer
- Museum Curator

## PERFORMING ARTS

The Performing Arts pathway focuses on 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.

### Sample occupations associated with this pathway:

- Composer, Music Arranger, Conductor
- Actor (e.g., Stage, Film, Video), Performing Artist
- Singer, Dancer, Musician
- Voiceover Artist, Narrator

## PRODUCTION AND MANAGERIAL ARTS

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.

### Sample occupations associated with this pathway:

- Event Planner
- Producers/Directors for Theater, Television, Concerts, and Motion Picture
- Stage Manager/Production Manager
- Talent Management
- Theatrical and Broadcast Technician

## GAME DESIGN AND INTEGRATION

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.

### Sample occupations associated with this pathway:

- 2-D/3-D Animator
- Computer Game Designer/Developer
- Electronic Simulation Consultant