



Arts, A/V Technology, and Communications Careers

What do ballet dancers and telephone line workers have in common? Both are in occupations included in the arts, audio/visual technology, and telecommunications career cluster. Given the diversity of occupations in this cluster, it helps to talk in terms of broad categories of occupations. Below are six major occupation groups and a few of the occupations associated with each.

Group	Sample Occupations
Audio and Visual Technology and Film	Video System Technician; Technical Computer Support Technician
Printing Technology	Desktop Publishing Specialist; Lithographer and Platemaker
Visual Arts	Commercial Photographer; Textile Designer; Curator and Gallery Manager
Performing Arts	Musician; Screen Writer; Dancer; Composer and Conductor
Journalism and Broadcasting	Station Manager; Broadcast Technician; Publisher, Editor, Journalist, and Reporter
Telecommunications	Safety Technician, Safety Engineer, and Environmental Specialist

While there is great diversity of jobs in the cluster, the total number of people working in these occupations is relatively small – only about 30,000 in the upper Texas Gulf Coast area. (For comparison, there are over 2 million people in the region’s workforce.) Even though there are relatively few jobs in the arts, A/V technology and communications, many people aspire to work in these creative fields. That means the competition is pretty tough! It helps to begin building a resume or portfolio of related work as early as possible. High school is not too early to start. Some schools offer professional certifications, including Audio Systems Certificate – Level II, and Certified Television Operator. Non-paid work, including working on school newspapers, participating in volunteer productions, or volunteering at the local radio station may also help distinguish aspiring artists and communication professionals.

So where do you go to learn more about specific occupations? Try the internet. You can find lots of good information there. Also, the Gulf Coast Workforce Board has developed a couple of resources for career planning. One is a “*Focus On*” series of short profiles of high growth industries and occupations in demand in the Gulf Coast region. They are designed to help students and parents plan for the future, <http://www.wrksolutions.com/jobs/focuson.html>. Also check out the Texas Education Agency’s *Achieve Texas* site, <http://www.achievetexas.org>, which provides information and suggested courses of study for specific occupations. Finally, know that the U.S. Department of Labor has lots of great career information, including short videos illustrating what different jobs are really like, www.careervoyages.gov.

For more specific information on the local market for arts, audio/video technology, and telecommunications jobs, check out the following chart. It will tell you how many people are employed in different jobs and the wages people can expect to earn in these jobs.

Upper Texas Gulf Coast Region

SOC ¹	Arts, Audio/Video Technology and Communications Cluster Occupational Title	Annual Average Employment 2006	Percent Growth 2006-2016	Total Annual Average Job Openings ²	2007 Hourly Wages
<u>Short-term on-the-job training(Less than 1 month)</u>					
51-5011	Bindery Workers	600	-8.3%	10	\$12.26
<u>Moderate-term on-the-job training (1 - 12 months)</u>					
51-5023	Printing Machine Operators	2,200	9.1%	70	\$13.53
49-9061	Camera and Photographic Equipment Repairers	50	0.0%	0	\$12.64
51-5012	Bookbinders	50	0.0%	0	\$11.69
<u>Moderate-term on-the-job training (More than 12 months)</u>					
27-2042	Musicians and Singers	3,350	13.4%	110	NA ³
49-9052	Telecommunications Line Installers and Repairers	2,850	7.0%	90	\$18.23
27-4021	Photographers	2,550	9.8%	80	\$12.59
27-4011	Audio and Video Equipment Technicians	700	35.7%	50	\$18.09
27-3011	Radio and Television Announcers	750	-6.7%	25	\$23.65
27-2011	Actors	450	22.2%	20	NA ³
27-1012	Craft Artists	100	50.0%	10	\$9.61
27-1013	Fine Artists, Including Painters, Sculptors, and Illustrators	300	16.7%	10	NA ³
27-3012	Public Address System and Other Announcers	250	0.0%	10	\$12.79
51-5021	Job Printers	450	11.1%	5	\$15.80
<u>Work experience in a related occupation</u>					
27-2032	Choreographers	400	0.0%	20	NA ³
<u>Postsecondary vocational training</u>					
43-9031	Desktop Publishers	400	12.5%	15	\$18.19
51-5022	Prepress Technicians and Workers	950	-10.5%	15	\$14.50
27-4014	Sound Engineering Technicians	150	33.3%	10	\$15.97
27-4031	Camera Operators, Television, Video, and Motion Picture	150	0.0%	5	
39-5091	Makeup Artists, Theatrical and Performance	50	0.0%	0	\$15.17
<u>Associate degree</u>					
27-4012	Broadcast Technicians	600	16.7%	30	\$12.97
<u>Bachelor's degree</u>					
27-1024	Graphic Designers	3,300	16.7%	145	\$20.41
27-1014	Multi-Media Artists and Animators	1,550	29.0%	80	\$26.06
27-3043	Writers and Authors	1,450	13.8%	45	\$22.74
27-3041	Editors	1,200	4.2%	40	\$25.86
27-1021	Commercial and Industrial Designers	500	20.0%	25	\$23.83
27-3022	Reporters and Correspondents	450	0.0%	15	\$22.05
27-4032	Film and Video Editors	200	25.0%	10	\$17.46
<u>Bachelor's or higher degree, plus work experience</u>					
27-2012	Producers and Directors	1,050	14.3%	45	NA ³
27-2041	Music Directors and Composers	1,150	13.0%	35	NA ³
<u>Master's degree</u>					
25-1121	Art, Drama, and Music Teachers, Postsecondary	1,200	41.7%	70	NA ³

Sources: U.S. Department of Labor Bureau of Labor Statistics and Texas Workforce Commission

¹ Standard Occupational Classification (SOC) Codes refer to a standardized coding system to categorize occupations. To find out more about an occupation, you can go to <http://online.onetcenter.org/find/>, enter the SOC code, and look at a complete description of an occupation.

² Total average openings include total job openings due to both growth and replacements. Job openings due to growth are created by increases in the total number of people employed in an occupation. Job openings due to net replacement estimate the need in existing jobs as workers vacate, change jobs, or leave the labor force.

³ Wage data for this occupation are not available.



Recommended Plan _____

Distinguished Achievement Plan _____

Arts, A/V Technology, and Communications

Plan of Study

Learner Name _____
 Learner Signature _____
 Parent/Guardian Signature _____

Date _____
 Advisor Signature _____

High School Graduation Plan	9 th Grade	10 th Grade	11 th Grade	12 th Grade
	English I	English II	English III	English IV
	Algebra I	Geometry	Algebra II	Math Elective
	Biology I	IPC or Chemistry	Chemistry or Physics	Science Elective - Lab-based
	World Geography	World History	US History	Economics/Government
	Required Electives PE, Health, Fine Arts, Foreign Language, Communication Application, or Technology Applications _____	Required Electives PE, Health, Fine Arts, Foreign Language, Communication Application, or Technology Applications _____	Required Electives PE, Health, Fine Arts, Foreign Language, Communication Application, or Technology Applications _____	Required Electives PE, Health, Fine Arts, Foreign Language, Communication Application, or Technology Applications _____
	Required Electives PE, Health, Fine Arts, Foreign Language, Communication Application, or Technology Applications _____	Required Electives PE, Health, Fine Arts, Foreign Language, Communication Application, or Technology Applications _____	Career Electives Arts, A/V Technology and Communications Career Elective or Language (distinguished) _____	Career Electives Arts, A/V Technology and Communications Career Elective or Language (distinguished) _____
	Required Electives PE, Health, Fine Arts, Foreign Language, Communication Application, or Technology Applications _____	Career Electives Arts, A/V Technology and Communications Career Elective _____	Career Electives Arts, A/V Technology and Communications Career Elective _____	Career Electives Arts, A/V Technology and Communications Career Elective _____

Arts, A/V Technology and Communications Elective Courses approved by the Texas Education Agency are Listed on Page 5.

This plan of study should serve as a guide. Courses listed within this plan are only recommended coursework and should be individualized to meet each learner's educational and career goals



Arts, A/V Technology and Communications Elective Courses

Advertising Design I	Introduction to Visual Communication Processes
Advertising Design II	
Advertising Design III	Media Technology I
Animation I	Media Technology II
Animation II	Media Technology Spanish
Commercial Photography I	Technical Introduction to Desktop Publishing
Commercial Photography II	Textile and Apparel Design
Communication Graphics	
Communication Graphics- Modular Computer Laboratory- Based	
Communication Systems	
Computer Multimedia and Animation Technology	
Computerized Typesetting	
Desktop Design	
Graphic Arts I	
Graphic Arts II	
Introduction to Advertising	
Introduction to Graphic Communications Careers	
Introduction to Media Technology	