

CAREER FUNNEL (Second Option)

Besides the major career cluster mentioned in the previous page, you may also opt for **ARTS, A/V TECHNOLOGY AND COMMUNICATIONS**. We highly recommend you to consult with your counselor for more information. Jobs in the arts, audio/video technology, and communications career cluster involve designing, producing, exhibiting, performing, writing, and publishing multimedia content including visual and performing arts and design, journalism, and entertainment services.

Career Pathways in Arts, A/V Technology and Communications

A career pathway is an area of concentration within a career cluster. Each pathway contains a group of careers requiring similar academic and technical skills as well as similar industry certifications or postsecondary education. The arts, audio/video technology, and communications career cluster has six pathways: visual arts, performing arts, audio/video technology, journalism and broadcasting, telecommunications technologies, and printing technology.

- **Visual Arts:** This pathway includes fine artists, commercial artists, curators, photographers, videographers, fashion designers, and art instructors.
- **Performing Arts:** This pathway includes not only performers, but also all the behind-the-scenes workers who make performances possible.
- **Audio/Video Technology:** This pathway involves the technology used to produce tape recorders, VCRs, DVD players, special effects, and more.
- **Journalism and Broadcasting:** This pathway encompasses everyone involved in journalism for print or broadcast outlets.
- **Telecommunications Technologies:** This pathway includes jobs designing, manufacturing, installing, and repairing telecommunications equipment.
- **Printing Technology:** This pathway involves the technology used to print newspapers, books magazines, brochures, and more.