

## CAREER FUNNEL (Second Option)

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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.