

CAREER FUNNEL

The final section of the report, career funnel, is based on the technique coined by the US Department of Education to group similar occupations and industries. In total, there are 16 Career Clusters in the Framework, representing more than 79 Career Pathways to help students navigate their way to greater success in college and career.

As an organizing tool for curriculum design and instruction, Career Clusters provide the essential knowledge and skills for the 16 Career Clusters and their Career Pathways. It also functions as a useful guide in developing programs of study bridging secondary and postsecondary curriculum and for creating individual student plans of study for a complete range of career options. As such, it helps students discover their interests and their passions, and empowers them to choose the educational pathway that can lead to success in high school, college and career.

According to the detailed analysis, **ARTS, A/V TECHNOLOGY AND COMMUNICATIONS** is your major career cluster. However, there are a few more clusters in which you have shown your inclination and your counselor can guide you on all the other possible options. 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.