

Arts, Media & Entertainment Industry Sector



The Arts, Media & Entertainment industry sector is big business in California. This dynamic sector is relevant statewide, with most of the major employers concentrated in the southern part of the state. It offers jobs that require a vast range of creative and technical knowledge and skills. In a 2004 national study, almost 550,000 businesses employing almost three million people were involved in production and delivery in America's creative industries.

Flexibility and adaptability to a rapidly changing professional landscape are key elements to an individual's ultimate success in a career in arts, media, and entertainment. Consequently, most of the professions found in this sector require students to become familiar with information and skills across several different academic disciplines and career pathways as well as within their primary pathway.

The Design, Visual & Media Arts career pathway comprises a large number of industry occupations, such as user interface design, digital animation, print design, commercial photography, and cinematography. The Performing Arts pathway focuses on the direct creation of art and entertainment by individual artists and includes professional applications of theatre, dance, and music.

And the Production & Managerial Arts pathway focuses on developing the organizational and managerial knowledge and skills needed to bring arts, media, and entertainment to the public as well as on training those who do the behind-the-scene jobs, such as set design, sound design, digital modeling, film editing, and camera work. For most of the skilled and semiskilled occupations in this industry sector, postsecondary education and training are expected

Red Bluff High School currently offers three Pathways in this Industry Sector.

Arts, Media & Entertainment Industry Sector Pathways:

- Design, Visual & Media Arts
- Performing Arts
- Production & Managerial Arts



Design, Visual & Media Arts

Sequence of courses in the Design, Visual & Media Arts pathway:

CTE courses	Related Courses
Introductory <ul style="list-style-type: none"> • Introduction to Mass Media • Art I (Not supported by CDE) 	<ul style="list-style-type: none"> • Entrepreneurship • Communication Systems • Product Design • Advanced-Placement Art History • Journalism
Concentration <ul style="list-style-type: none"> • Art II (Not supported by CDE) 	
Capstone <ul style="list-style-type: none"> • AP Art Studio (Not supported by CDE) • Yearbook (Not supported by CDE) • Advanced Journalism-Bluffer (Not supported by CDE) 	

Sample of pathway occupations: This sample of pathway occupations is organized by level of education and training required for workforce entry. Asterisked (*) occupations require certification or licensure.

Design, Visual & Media Arts Pathway Occupations	
High school (diploma)	<ul style="list-style-type: none"> • Film Loader • Animation Assistant • Makeup Artist • Sign Painter
Postsecondary training (certification and/or AA degree)	<ul style="list-style-type: none"> • Videographer • Prop Maker • Cutter/Fitter/Seamstress • Special Effects Coordinator • Web Designer
College or university (bachelor's degree or higher)	<ul style="list-style-type: none"> • User Interface Designer • Sound Engineer • Medical and Scientific Illustrator • Scriptwriter • Media and Design Arts Instructor

Topics and contexts

1. Understanding the role of influence, innovation, and personal style in creating original artwork
2. Ways to analyze and improve work according to personal and other impressions and feedback
3. Importance and properties of materials used in different media applications, including digital and multimedia

Performing Arts



Sequence of courses in the Performing Arts pathway:

CTE courses	Related Courses
Introductory <ul style="list-style-type: none"> • Dance I • Theater Arts 1 	<ul style="list-style-type: none"> • Entrepreneurship • English Composition • Digital Audio Recording • Shakespeare • Psychology • Forensics/Debate • Physiology
Concentration <ul style="list-style-type: none"> • Dance II 	
Capstone <ul style="list-style-type: none"> • Dance III • Theater Arts II 	

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Performing Arts Pathway Occupations	
High school (diploma)	<ul style="list-style-type: none"> • Disc Jockey • Actor • Announcer • Voice-over Artist • Stunt Double
Postsecondary training (certification and/or AA degree)	<ul style="list-style-type: none"> • Actor • Music Minister • Radio/Television Broadcaster
College or university (bachelor's degree or higher)	<ul style="list-style-type: none"> • Musical Accompanist • Music Director/Conductor • Acoustician • Film Composer • Choreographer

Topics and contexts

1. Analysis of artistic roles and relationships
2. Organizational principles of performing arts
3. Work flow in the production process
4. Commercial aspects of performing arts



Production & Managerial Arts

Sequence of courses in the Production & Managerial Arts pathway:

CTE courses	Related Courses
Introductory <ul style="list-style-type: none"> Introduction to Mass Media 	<ul style="list-style-type: none"> Virtual Enterprise Arts Management Digital Audio Recording
Concentration <ul style="list-style-type: none"> Broadcast Technologies I 	
Capstone <ul style="list-style-type: none"> Broadcast Technologies II 	

Sample of pathway occupations: This sample of pathway occupations is organized by level of education and training required for workforce entry. Asterisked (*) occupations require certification or licensure.

Agricultural Science Pathway Occupations	
High school (diploma)	<ul style="list-style-type: none"> Third Assistant Director Focus Puller Camera Loader Dolly Grip Tape/Film Logger
Postsecondary training (certification and/or AA degree)	<ul style="list-style-type: none"> First Assistant Camera Operator Gaffer (Chief Lighting Technician) Key Production Grip Script Supervisor Negative Cutter
College or university (bachelor's degree or higher)	<ul style="list-style-type: none"> Producer Line Producer Sound Design Editor Visual Effects Coordinator Second Unit Director

- Topics and contexts**
- How to identify audience and market for a given concept
 - Elements of success stories