Designing, producing, exhibiting, performing, writing, and publishing multimedia content including visual and performing arts and design, journalism, and entertainment services.

### Sample Career Specialties/Occupations

- Video Systems Technicians
- Video Graphics, Special Effects, and Animation
- Audio-Video Designers and Engineers
- Technical Computer Support Technicians, State, Film, Video, and DVD
- Audio-Video System Service Technicians
- Audio Systems Technicians
- Graphics and Printing Equipment Operators
- Lithographers and Platemakers
- Computer Typography and Composition Equipment Operators
- Desktop Publishing Specialists; Web Page Designers
- Commercial Photographers, Digital, Still, Video, Film
- Interior Designers, Commercial/Residential and Home Furnishings coordinators
- Graphic Designers, CAD Technicians, and Fashion Illustrators
- Textile Designers
- Commercial Artists, Illustrators, and Artists, all Media
- Curators and Gallery Managers
- Fashion Designers
- Production Managers, Digital, Video, Stage
- Cinematographers, Film/Video Editors
- Dancers
- Play Writers, Screen Writers, Screen Editors, Script Writers
- Directors and Coaches, Performers, actors, Musicians
- Make-Up Artists and Costume Designers
- Stagecraft Designers, Lighters, Sets, Sound Effects, Acoustics, Painters
- Composers, Conductors, and Music Instructors
- Audio/Video Operations, Control Room Technician
- Station Managers and Radio & TV Announcers
- Publishers, Editors, and Journalists and Reporters, Print, Broadcast, Other
- Broadcast Technicians
- Telecommunication Technicians
- Telecommunication Equipment, Cable, Line Repairers/Installers
- Telecommunication Computer Programmers, and Systems Analysts

### Pathways

- Audio and Video Technologies
- Printing Technologies
- Visual Arts
- Performing Arts
- Journalism and Broadcasting
- Telecommunications Technologies

### Cluster Knowledge and Skills

- Academic Foundations
- Communications
- Problem Solving and Critical Thinking
- Information Technology Applications
- Systems
- Safety, Health and Environmental
- Leadership and Teamwork
- Ethics and Legal Responsibilities
- Employability and Career Development
- Technical Skills

(AV Proposal) Arts Chart