

Creative students who see themselves designing, producing, exhibiting, performing, writing or publishing multimedia content will want to pursue courses in the Arts, A/V Technology and Communications Career Cluster.

You will apply artistic talent to practical problems and learn visual arts principles that prepare you with skills and techniques to work in any number of creative design and entertainment fields.

This career cluster is organized into six career pathways:

- Audio and video technology and film
- Broadcasting and journalism
- Performing arts
- Printing technology
- Telecommunications
- Visual Arts

Students in Arts, A/V Technology and Communications Career Cluster learn and practice skills that prepare them for diverse post-high school education and training opportunities, from apprenticeships and two-year college programs to four-year college and graduate programs.

CTE classes in this cluster will introduce you to a variety of interesting careers including but limited to the following list. Feel free to Google Computer Graphic/Design careers:

- Art Director Artist
- Audio Systems Technician
- Audio-Video Designer and Engineer
- Audio-Video System Service Technician
- Animator
- Commercial Artist
- Commercial Photographer: Digital, Still, Video, Film
- Computer Typography and Composition Operator
- Costume Designer
- Curator and Gallery Manager
- Desktop Publishing Specialist
- Dubbing Editor

- E-Communications/Multimedia
 Specialist
- Fashion Illustrator
- Fashion Designer
- Fashion/apparel designer
- Film Maker
- Film and Video Editor
- Graphic Designer
- Graphics Equipment Operator
- Home furnishing coordinator
- Illustrator
- Interior Designer
- Lithographer
- Multimedia Artist
- Photographer: Digital, Still
- Pre-Production Technician

- Printing Equipment Operator
- Production Coordinator
- Production Manager
- Publisher
- Stage Designer
- Sound Effects Editor
- Technical Computer Support
 Technician: Film, Video, and DVD
- Television Studio Producer
- Textile Designer
- Video or Web Producer
- Video Systems Technician
- Videographer: Special Effects and Animation
- Web Page Designer

Career PowerPoint Requirements

Content: (20 pts.)

- Grammar and spelling accurate use of grammar and spell check
- Appropriate for intended audiences <u>professional in nature</u>
- Must be a presentation on an Arts/AV related career field—see above list for ideas
- Slide content: Minimum of 10 slides (does not include your title or sources slides)-no citations no points
 - 1. Title slide--name, occupation, etc.
 - 2. Nature of the work--what would a person having this job do? (Detailed Job Description)
 - 3. Salary information
 - 4. Education Requirements
 - What kind and how much education is needed for this career?
 - Are any special licenses or certifications required to work in this field? If so, what are they and how can you earn them?
 - 5. Entry level positions and opportunities for advancement
 - 6. Working conditions--inside/outside? Regular hours or not? etc.
 - 7. Occupational Outlook--is there a demand for this job?
 - 8. Advantages/Disadvantages (your opinion)
 - 9. Personal skills and reasons you like this occupation
 - 10. Things you can do now & in the next few years to prepare while still in high school (dual credit)
 - 11. Bibliography to credit the web sites used for information and images—remember to obtain permission if needed & submit the proof ©

Appearance/Quality: (20 pts.)

- Easily readable font
- Good page balance of text, graphics, and objects (7x7 rule MAX)
- Design theme matches/relates to content
 - o Colors compliment and not distract from the presentation
 - Background complimentary to text colors and graphics
 - Consistent heading placement

 \leftarrow

- Slide layout variety!
- Graphics must support the topic and do not distract from the slide
 - o Should be at least 1 on every slide

(Charts, Tables, SmartArt, Images, & Videos all count to meet this requirement)

Graphics: (16 pts.)

At least 10 graphics—use each source below at least once

- Scanned picture(s)—be creative! (must scan it here to count)
- Digital (Camera | Phone)
- Internet and/or Shared drive
 - o Follow copyright restrictions on the use of images-no citations no points

PowerPoint Features: (14 pts.) ←

At least 7 features—use each feature below at least once

- Chart
- Shapes—fit with the slide/topic
- Hyperlinks— URL not showing...source URLs do not count
- SmartArt—fit with the slide/topic
- Tables

Title and Sources slides do NOT count. These need to be on the content slides.

Multimedia: (15 pts.)

Must be on different slides

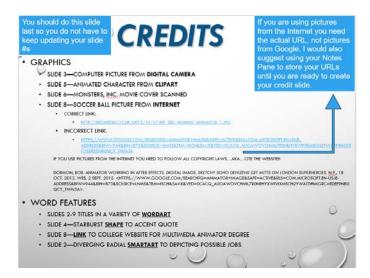
- Need 2 embedded movie clips that relate to your topic—2-3 minutes each--no longer than 6 minutes total and must be on different slides to count--MLA Citations
- Instrumental Song(s)
 - Plays through credit slides
 - o Follow copyright restrictions on the use of videos & music--MLA Citations--no citations no points
 - Sound from clip gallery or Transition/Animation sounds do not count!

Presentation: (10 pts.)

- Rehearsed Timing (Slides should automatically advance except on slides with embedded videos)
- Animations (add to the presentation and are non-distracting)
- Slide Transitions (add to the presentation and are non-distracting)
 - Every slide must have a transition!

Where is it? slide(s): (5 pts.)— (Example on the 108Shared drive titled Citing Sources Example)

- End of PowerPoint and organized Topic | Category | Criteria and then by slide #
- Shows slide #s for every category requirement location
- MLA citations for all movies, song(s) and information
- Picture links if used Creative Commons; otherwise, MLA is needed





Total Points: 100