



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:

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|--|--|---|
| • Art Director Artist | • E-Communications/Multimedia Specialist | • Printing Equipment Operator |
| • Audio Systems Technician | • Fashion Illustrator | • Production Coordinator |
| • Audio-Video Designer and Engineer | • Fashion Designer | • Production Manager |
| • Audio-Video System Service Technician | • Fashion/apparel designer | • Publisher |
| • Animator | • Film Maker | • Stage Designer |
| • Commercial Artist | • Film and Video Editor | • Sound Effects Editor |
| • Commercial Photographer: Digital, Still, Video, Film | • Graphic Designer | • Technical Computer Support Technician: Film, Video, and DVD |
| • Computer Typography and Composition Operator | • Graphics Equipment Operator | • Television Studio Producer |
| • Costume Designer | • Home furnishing coordinator | • Textile Designer |
| • Curator and Gallery Manager | • Illustrator | • Video or Web Producer |
| • Desktop Publishing Specialist | • Interior Designer | • Video Systems Technician |
| • Dubbing Editor | • Lithographer | • Videographer: Special Effects and Animation |
| | • Multimedia Artist | |
| | • Photographer: Digital, Still | |
| | • Pre-Production Technician | • Web Page Designer |

Career Powerpoint Requirements

Content: (20 pts.)

- Grammar and spelling accurate - use of grammar and spell check
- Appropriate for intended audiences - [professional in nature](#)
- 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
 - Colors compliment and not distract from the presentation
 - Background complimentary to text colors and graphics
 - Consistent heading placement
 - Slide layout variety!
- Graphics must support the topic and do not distract from the slide
 - 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
 - Follow copyright restrictions on the use of images—*no citations no points*

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

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

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
 - 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

You should do this slide last so you do not have to keep updating your slide #s

CREDITS

If you are using pictures from the Internet you need the actual URL, not pictures from Google. I would also suggest using your Notes Pane to store your URLs until you are ready to create your credit slide.

- GRAPHICS
 - ✓ SLIDE 3—COMPUTER PICTURE FROM DIGITAL CAMERA
 - SLIDE 5—ANIMATED CHARACTER FROM CLIPART
 - SLIDE 6—MONSTERS, INC., MOVIE COVER SCANNED
 - SLIDE 8—SOCCER BALL PICTURE FROM INTERNET
 - CORRECT LINK:
 - [HTTP://IMGAREA.CO.UK/2013/10/17/10_780_300/101-ANIMATOR_1.JPG](http://imgarea.co.uk/2013/10/17/10_780_300/101-ANIMATOR_1.JPG)
 - INCORRECT LINK:
 - [HTTPS://WWW.GOOGLE.COM/SEARCH?Q=ANIMATOR+IMAGE&SAFE=ACTIVE&RLZ=C=COM.MICROSOFTEN:US:ADDRESS&RLZ=944&RLZ=873&SOURCE=UNMS&TM=H&H&SA=X&VED=0CAG_AUDAW0VCHML70N8H7XVWVXMSCH2YVATMIMGEC=EDERNBUQCY_3AN8A3](https://www.google.com/search?q=animator+image&safe=active&rlz=C=COM.MICROSOFTEN:US:ADDRESS&rlz=944&rlz=873&source=unms&tm=H&H&SA=X&VED=0CAG_AUDAW0VCHML70N8H7XVWVXMSCH2YVATMIMGEC=EDERNBUQCY_3AN8A3)

IF YOU USE PICTURES FROM THE INTERNET YOU NEED TO FOLLOW ALL COPYRIGHT LAWS...AFA...CITE THE WEBSITE!

DORMON, BOB. ANIMATOR WORKING IN AFTER EFFECTS. DIGITAL IMAGE. SKETCHY SOHO DENZENS GET MITTS ON LONDON SUPERHEROES. N.P., 18 OCT. 2013. WEB. 02 SEPT. 2015. <HTTPS://WWW.GOOGLE.COM/SEARCH?Q=ANIMATOR+IMAGE&SAFE=ACTIVE&RLZ=C=COM.MICROSOFTEN:US:ADDRESS&RLZ=944&RLZ=873&SOURCE=UNMS&TM=H&H&SA=X&VED=0CAG_AUDAW0VCHML70N8H7XVWVXMSCH2YVATMIMGEC=EDERNBUQCY_3AN8A3>

 - WORD FEATURES
 - SLIDES 2-9 TITLES IN A VARIETY OF **WORDART**
 - SLIDE 4—STARBURST **SHAPE** TO ACCENT QUOTE
 - SLIDE 8—**LINK** TO COLLEGE WEBSITE FOR MULTIMEDIA ANIMATOR DEGREE
 - SLIDE 2—DIVERGING RADIAL **SMARTART** TO DEPICTING POSSIBLE JOBS

CREDITS CONTINUED...

Works Cited Slides DO NOT have to follow the 7x7 rule

- INFORMATION
 - SLIDE 4-6—CAREER DESCRIPTION FROM
 - *ANIMATOR CAREER DESCRIPTION.* U.S. BUREAU OF LABOR STATISTICS. U.S. BUREAU OF LABOR STATISTICS, 2014. WEB. 02 SEPT. 2015. <HTTP://WWW.BLS.GOV/OOH/ARTS-AND-DESIGN/MULTIMEDIA-ARTISTS-AND-ANIMATORS/HTM#TAB-2>
 - SLIDE 8—CAREER WAGE INFORMATION FROM
 - *CAREER WAGES.* U.S. BUREAU OF LABOR STATISTICS. U.S. BUREAU OF LABOR STATISTICS, 2014. WEB. 02 SEPT. 2015. <HTTP://WWW.BLS.GOV/OOH/ARTS-AND-DESIGN/MULTIMEDIA-ARTISTS-AND-ANIMATORS/HTM#TAB-5>
- MULTIMEDIA
 - SLIDE 7—VIDEO OF HOW TO GET A JOB AT PIXAR
 - *HOW TO GET A JOB AT PIXAR.* YOUTUBE. YOUTUBE, 10 JULY 2013. WEB. 02 SEPT. 2015. <HTTPS://WWW.YOUTUBE.COM/WATCH?v=35WB-GIAZUJ>
 - SLIDE 9—VIDEO OF ANIMATION CAREERS
 - *ANIMATION CAREERS: CAREER OPTIONS FOR ANIMATORS.* YOUTUBE. YOUTUBE EHOW TECH, 14 MAR. 2009. WEB. 02 SEPT. 2015. <HTTPS://WWW.YOUTUBE.COM/WATCH?v=ISD4PP0LFOO>
 - ALL SLIDES—SONG PLAYING THROUGHOUT PRESENTATION
 - LAMONTAGNE, RAY. TROUBLE. RAY LAMONTAGNE. RCA RECORDS ETHAN JOHNS, 2004. MP3.

Total Points: 100