



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:

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

# 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 PowerPoint on an Arts/AV related career field—see above
- **Minimum of 10 slides (does not include your title or sources slides)**
  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
    - a. What kind and how much education is needed for this career?
    - b. Are any special licenses or certifications required to work in this field? If so what are they and what is required to 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 and in the next few years to prepare
  11. Bibliography to credit the web sites used for information

## 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

## Graphics: (16 pts.)

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

- Clip art/Animated GIF
- Scanned picture—be creative! (must scan it here to count)
- Digital (Camera | Phone )
- Internet and/or Shared drive
  - Follow copyright restrictions on the use of images

## Word Features: (14 pts.)

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

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

### **Multimedia: (15 pts.)**

Must be on different slides

- Need 2 movie clips that relate to your topic
- Instrumental Song(s)
  - Plays through a few slides and does not play during your video
  - Follow copyright restrictions on the use of music
  - Sound from clip gallery or Transition/Animation sounds **do not count!**

### **Presentation: (10 pts.)**

- Timing (Slides should automatically advance)
- Custom 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---use a variety!

### **Cite Your Sources: (5 pts.)—** (rm108Shared|Computer Graphics |PowerPoint |Citing Sources Example)

- End of PowerPoint and organized by slide #
- Shows slide #s for every category requirement location
- Links provided for pictures, movies, and info where necessary (copyright)

**Total Points: 100**