The Arts, Media, and 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 Media and Design 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 and 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.

**Entry Level Careers**  
(with high school diploma)
- Visual Artist
- Photographers Assistant
- Lighting Technician
- Model
- Makeup Artist
- Electronic Equipment Operator
- Camera Technician
- Broadcast Technician
- Sound Technician
- Stagehand
- Disc or Video Jockey
- Actor
- Announcer
- Voice-over Artist
- Stunt Person
- Dolly Grip
- Focus Puller

**Technical Level Careers**  
(with AA or AS degree or certificate)
- Stage Manager
- Recording Studio Assistant
- Special Effects Coordinator
- Web Designer
- Prop Maker
- Photographer
- Graphic Designer/Artist
- Film Maker
- Camera Operator
- Screen Writer
- Photojournalist
- Music Minister
- Radio/Television Broadcaster
- Gaffer
- Negative Cutter
- Key Production Grip

**Professional Level Careers**  
(with BS or BA degree)
- Architect
- Choreographer
- Industrial Designer
- Foreign Language Interpreter
- Publisher
- Music Teacher
- Technical Writer
- Columnist
- Sound Engineer
- Medical Scientific Illustrator
- Media and Design Arts Instructor
- Music Accompanist
- Music Director/Conductor
- Choreographer
- Producer
- Sound Design Editor
- Visual Effects Coordinator
## Media and Design Arts Pathway
### Sample CTE Courses*

<table>
<thead>
<tr>
<th>Introductory</th>
<th>Concentration</th>
<th>Capstone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to Design and Media Arts</td>
<td>Animation</td>
<td>Digital Animation</td>
</tr>
<tr>
<td>Introduction to Digital Graphics</td>
<td>Internet Publishing</td>
<td>Three-Dimensional Modeling</td>
</tr>
<tr>
<td>Film and New Media</td>
<td>Filmmaking</td>
<td>Video Production</td>
</tr>
<tr>
<td>Introduction to Design</td>
<td>Computer Graphics</td>
<td>Cinematography</td>
</tr>
<tr>
<td></td>
<td>Broadcast Journalism</td>
<td>Computer Game Design</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Technical Writing</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Advertising Art</td>
</tr>
</tbody>
</table>

### Education Level and Related Occupations**

<table>
<thead>
<tr>
<th>High School Diploma</th>
<th>Certification and/or AA Degree</th>
<th>Bachelor's Degree or Higher</th>
</tr>
</thead>
<tbody>
<tr>
<td>Film Loader</td>
<td>Videographer</td>
<td>User Interface Designer</td>
</tr>
<tr>
<td>Animation Assistant</td>
<td>Prop Maker</td>
<td>Sound Engineer</td>
</tr>
<tr>
<td>Makeup Artist</td>
<td>Cutter/Fitter/ Seamstress</td>
<td>Medical and Scientific Illustrator</td>
</tr>
<tr>
<td>Sign Painter</td>
<td>Special Effects Coordinator</td>
<td>Scriptwriter</td>
</tr>
</tbody>
</table>

*Sample CTE Courses are from the Career Technical Education Framework for California Public Schools (California Department of Education: 2007, [http://www.cde.ca.gov/re/pn/fd/](http://www.cde.ca.gov/re/pn/fd/))

**Visit ASSIST ([www2.assist.org/browseAreas.do](http://www2.assist.org/browseAreas.do)) for community college and UC/CSU information and California Career Zone ([www.cacareerzone.org](http://www.cacareerzone.org)) for occupation information.


## Performing Arts Pathway
### Sample CTE Courses*

<table>
<thead>
<tr>
<th>Introductory</th>
<th>Concentration</th>
<th>Capstone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to Professional Dance</td>
<td>Instrument Tuning and Repair</td>
<td>Disc Jockey</td>
</tr>
<tr>
<td></td>
<td>Musical Notation</td>
<td>Actor</td>
</tr>
<tr>
<td></td>
<td>Professional Dance</td>
<td>Announcer</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Voice-over Artist</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Stunt Double</td>
</tr>
</tbody>
</table>

### Education Level and Related Occupations**

<table>
<thead>
<tr>
<th>High School Diploma</th>
<th>Certification and/or AA Degree</th>
<th>Bachelor's Degree or Higher</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disc Jockey</td>
<td>Actor</td>
<td>Musical Accompanist</td>
</tr>
<tr>
<td></td>
<td>Music Minister</td>
<td>Music Director/ Conductor</td>
</tr>
<tr>
<td></td>
<td>Radio/Television Broadcaster</td>
<td>Acoustician</td>
</tr>
<tr>
<td></td>
<td>Musical Accompanist</td>
<td>Film Composer</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Choreographer</td>
</tr>
</tbody>
</table>

## Production and Managerial Arts Pathway
### Sample CTE Courses*

<table>
<thead>
<tr>
<th>Introductory</th>
<th>Concentration</th>
<th>Capstone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to Multimedia Production</td>
<td>Broadcast Production</td>
<td>Third Assistant Director</td>
</tr>
<tr>
<td>Technical Theatre</td>
<td>Set Design</td>
<td>Focus Puller</td>
</tr>
<tr>
<td>Introduction to Sound Mixing</td>
<td>Television Production</td>
<td>Camera Loader</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Dolly Grip</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Tape/Film Logger</td>
</tr>
</tbody>
</table>

### Education Level and Related Occupations**

<table>
<thead>
<tr>
<th>High School Diploma</th>
<th>Certification and/or AA Degree</th>
<th>Bachelor's Degree or Higher</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>First Assistant Camera Operator</td>
<td>Producer</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Line Producer</td>
</tr>
<tr>
<td></td>
<td>Gaffer (Chief Lighting Technician)</td>
<td>Sound Design Editor</td>
</tr>
<tr>
<td></td>
<td>Key Production Grip</td>
<td>Visual Effects Coordinator</td>
</tr>
<tr>
<td></td>
<td>Script Supervisor</td>
<td>Second Unit Director</td>
</tr>
<tr>
<td></td>
<td>Negative Cutter</td>
<td></td>
</tr>
</tbody>
</table>

*Sample CTE Courses are from the Career Technical Education Framework for California Public Schools (California Department of Education: 2007, [http://www.cde.ca.gov/re/pn/fd/](http://www.cde.ca.gov/re/pn/fd/))

**Visit ASSIST ([www2.assist.org/browseAreas.do](http://www2.assist.org/browseAreas.do)) for community college and UC/CSU information and California Career Zone ([www.cacareerzone.org](http://www.cacareerzone.org)) for occupation information.

10 TIPS FOR CHOOSING THE RIGHT CAREER FOR YOU

How does a person know what career to work toward? There is no perfect answer, but the following 10 tips will get you off to a good start.

1. Get to know yourself – Complete more than one self-assessment test.
2. Identify your strengths and weaknesses – What do you do well and what do you not do well?
3. Develop an inventory of careers – Write down some careers that might interest you.
4. Research different careers – Talk to others and use the Internet.
5. Write the pros and cons – List positives and negatives about the careers that interest you.
6. Network – Discuss your ideas with others.
7. Talk with people who work in your area of interest – Family and friends are great resources.
8. Find a mentor – Find someone with whom you can discuss your career selection.
9. Experiment – Take a related class or part-time job.
10. Don’t give up – “If there is a will, there is a way.”
The Arts, Media, and Entertainment Industry Sector offers a broad range of employment opportunities. The variety of careers in this sector can accommodate different personalities ranging from eccentric actresses and professional gamers to multi-tasking managers. To be successful in these careers, self-discipline is a must. Work is often project-based, requiring time management skills with the ability to meet strict deadlines. Academic studies are needed to understand and keep up with changing technology used in this industry. A broad academic background, and interpersonal skills are also valuable. Participating in the arts promotes teamwork, communication skills, critical thinking, and decision-making abilities.

**Career Pathways**

### Media and Design Arts Pathway

This pathway includes occupations that use tools and materials as the primary means of creative expression. Artists and photographers use visual mediums as their tools in the same way writers, poets, and publishers use written mediums. The electronic and aural fields used in this pathway are constantly changing as technology evolves, requiring continuing studies to keep up. With the increasing use of art and design elements in daily life, the demand for jobs in this pathway will continue to grow.

**CAREERS/CAREER AREAS:**
- Graphic Designer
- Lighting Technician
- Film Loader
- Publicity Director
- Cutter/Fitter/Seamstress
- Fine Artist
- Media and Design Arts Technician
- Photographer
- Special Effects Coordinator
- Videographer
- Camera Operator
- Animator
- Sound Technician
- Make-Up Artist
- Sign Painter

### Production and Managerial Arts Pathway

The Production and Managerial Arts Pathway focuses on the technical, organizational, and managerial knowledge and skills necessary to bring arts, media, and entertainment to the public. Artistic occupations require some form of publication to reach their target audience. Managers are needed to advance individual careers, technicians are needed to craft and run shows, producers are needed to create the shows, and editors and proofreaders are needed to help bring shows to life.

**CAREERS/CAREER AREAS:**
- Production Manager
- Stage Manager
- Costume Designer
- Set Designer
- Publisher
- Entertainment and Web Site Technician
- Performance Tour Manager
- Camera Operator
- Sound Engineer
- Producer
- Sound Design Editor

### Performing Arts Pathway

The Performing Arts Pathway includes occupations that involve the direct creation of art and entertainment by the individual artist. The performing artists are the means of creative expression, without a dependence on an outside medium.

**CAREERS/CAREER AREAS:**
- Actor
- Announcer
- Radio/Television Broadcast
- Music Directors/Conductor
- Dancer
- Voice-Over Artist
- Fashion Model
- Entertainer
- Musician
- Film Composer
- Stunt Double
- Composer
- Choreographer

**Web sites for further information:**

www.californiacareers.info
www.whodouwant2be.com
www.californiacolleges.edu
www.edd.ca.gov/Jobs_and_Training/
The Arts, Media, and Entertainment Sector offers a broad range of employment opportunities. The variety of careers in this sector can accommodate different personalities ranging from eccentric actresses and professional gamers to multi-tasking managers. To be successful in these careers, self-discipline is a must. Work is often project-based, requiring time management skills with the ability to meet strict deadlines. Academic studies are needed to understand and keep up with changing technology used in this industry. A broad academic background, and interpersonal skills are also valuable. Participating in the arts promotes teamwork, communication skills, critical thinking, and decision-making abilities.

The information below is just a small sample of the many great employment related resources available on the State of California website www.edd.ca.gov. We encourage you to visit the website and explore the available information.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Actors</td>
<td>50,500</td>
<td>59,400</td>
<td>8,900</td>
<td>17.60%</td>
<td>$23.09</td>
<td>$923.60</td>
<td>$3,879.12</td>
<td>$46,549.44</td>
</tr>
<tr>
<td>Architects</td>
<td>15,700</td>
<td>16,900</td>
<td>1,200</td>
<td>7.60%</td>
<td>$39.37</td>
<td>$1,574.80</td>
<td>$6,614.16</td>
<td>$79,369.92</td>
</tr>
<tr>
<td>Artists, Performers &amp; Athletes Agents</td>
<td>8,000</td>
<td>9,300</td>
<td>1,300</td>
<td>16.30%</td>
<td>$48.46</td>
<td>$1,938.40</td>
<td>$8,141.28</td>
<td>$97,695.36</td>
</tr>
<tr>
<td>Broadcast Technicians</td>
<td>4,800</td>
<td>5,600</td>
<td>800</td>
<td>16.70%</td>
<td>$19.00</td>
<td>$760.00</td>
<td>$3,192.00</td>
<td>$38,304.00</td>
</tr>
<tr>
<td>Camera Operators</td>
<td>7,100</td>
<td>8,300</td>
<td>1,200</td>
<td>16.90%</td>
<td>$27.54</td>
<td>$1,101.60</td>
<td>$4,626.72</td>
<td>$55,520.64</td>
</tr>
<tr>
<td>Choreographers</td>
<td>4,000</td>
<td>3,900</td>
<td>-100</td>
<td>-2.50%</td>
<td>$23.37</td>
<td>$934.80</td>
<td>$3,926.16</td>
<td>$47,113.92</td>
</tr>
<tr>
<td>Coaches and Scouts</td>
<td>27,700</td>
<td>31,900</td>
<td>4,900</td>
<td>18.10%</td>
<td>$20.22</td>
<td>$808.80</td>
<td>$3,396.96</td>
<td>$40,763.52</td>
</tr>
<tr>
<td>Court Reporters</td>
<td>2,000</td>
<td>2,400</td>
<td>400</td>
<td>20.00%</td>
<td>$33.48</td>
<td>$1,339.20</td>
<td>$5,624.64</td>
<td>$67,495.68</td>
</tr>
<tr>
<td>Dancers</td>
<td>3,400</td>
<td>4,100</td>
<td>700</td>
<td>20.60%</td>
<td>$12.20</td>
<td>$488.00</td>
<td>$2,049.60</td>
<td>$24,595.20</td>
</tr>
<tr>
<td>Event Planners</td>
<td>5,300</td>
<td>6,100</td>
<td>800</td>
<td>15.10%</td>
<td>$24.74</td>
<td>$989.60</td>
<td>$3,195.60</td>
<td>$37,852.80</td>
</tr>
<tr>
<td>Fashion Designers</td>
<td>4,600</td>
<td>5,300</td>
<td>700</td>
<td>15.20%</td>
<td>$36.64</td>
<td>$1,465.60</td>
<td>$6,155.52</td>
<td>$73,866.24</td>
</tr>
<tr>
<td>Film &amp; Video Editors</td>
<td>7,000</td>
<td>8,200</td>
<td>1,200</td>
<td>17.10%</td>
<td>$38.46</td>
<td>$1,544.80</td>
<td>$6,488.16</td>
<td>$77,857.92</td>
</tr>
<tr>
<td>Jewelers</td>
<td>5,700</td>
<td>5,800</td>
<td>100</td>
<td>1.80%</td>
<td>$14.54</td>
<td>$581.60</td>
<td>$2,442.72</td>
<td>$29,312.64</td>
</tr>
<tr>
<td>Multi Media Artists &amp; Animators</td>
<td>27,900</td>
<td>36,800</td>
<td>8,900</td>
<td>31.90%</td>
<td>$38.98</td>
<td>$1,559.20</td>
<td>$6,548.64</td>
<td>$78,583.68</td>
</tr>
<tr>
<td>Music Directors &amp; Composers</td>
<td>6,500</td>
<td>7,400</td>
<td>900</td>
<td>13.80%</td>
<td>$40.57</td>
<td>$1,622.80</td>
<td>$6,815.76</td>
<td>$81,789.12</td>
</tr>
<tr>
<td>Musicians</td>
<td>21,000</td>
<td>22,900</td>
<td>1,900</td>
<td>9.10%</td>
<td>$13.04</td>
<td>$521.60</td>
<td>$2,190.72</td>
<td>$26,286.64</td>
</tr>
<tr>
<td>Producers and Directors</td>
<td>21,100</td>
<td>24,700</td>
<td>3,600</td>
<td>17.10%</td>
<td>$47.50</td>
<td>$1,900.00</td>
<td>$7,980.00</td>
<td>$95,760.00</td>
</tr>
<tr>
<td>Public Relations Specialists</td>
<td>26,000</td>
<td>30,800</td>
<td>4,800</td>
<td>18.50%</td>
<td>$31.39</td>
<td>$1,255.60</td>
<td>$5,273.52</td>
<td>$63,282.24</td>
</tr>
<tr>
<td>Set &amp; Exhibit Designers</td>
<td>2,300</td>
<td>2,700</td>
<td>400</td>
<td>17.40%</td>
<td>$30.34</td>
<td>$1,213.60</td>
<td>$5,097.12</td>
<td>$61,165.44</td>
</tr>
<tr>
<td>Writers &amp; Authors</td>
<td>17,800</td>
<td>21,100</td>
<td>3,300</td>
<td>18.50%</td>
<td>$44.93</td>
<td>$1,797.20</td>
<td>$7,548.24</td>
<td>$90,578.88</td>
</tr>
</tbody>
</table>

These selected occupations with information on job growth, percent growth and earning potentials are based on information found at www.labormarketinfo.edd.ca.gov

*Mean: Midpoint between highest & lowest  
**Weekly: Based on 40 hours  
***Monthly: Based on 168 hours
How can you improve your chances of getting a job? Applying for a job is the easy part, but getting it can be more of a challenge. Following these five tips can help you reach your goal:

1. **The Job**
   - Determine your interests: talk to others and consider your hobbies and talents
   - Search “career assessments” on the Internet

2. **The Resume**
   - Should be easy to read: not too long, too wordy or too cluttered
   - Make it powerful
   - Show you can cooperate, you can learn, and you can do

3. **The Application**
   - Make it neat, complete and accurate
   - Include recommendations from teachers, employers, coaches, friends, etc.

4. **The Interview**
   - Show enthusiasm: it separates the winners from the losers
   - Dress appropriately/similar to those on the job

5. **The Follow-up**
   - Send a thank you note
   - Call to see if a decision has been made
   - If not, ask, “Am I still a candidate?”
   - If you are, ask, “Is it okay if I call back in a couple of days?”