

CLUSTER OVERVIEW: ARTS, A/V TECHNOLOGY & COMMUNICATIONS LESSON PLAN

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LESSON SUMMARY

This lesson is meant to introduce and educate students on the Arts, A/V Technology & Communications CTE cluster. Depending on the level of interaction and discussion with class participants, this lesson can last 45-55 minutes.

OBJECTIVE: Upon completion of these materials, students will know the career pathways and some corresponding occupations within the Arts, A/V Technology & Communications CTE cluster. They will also know the steps to take now to get involved and determine if this career cluster is a good fit for them.

MATERIALS AND RESOURCES NEEDED:

- Arts, A/V Technology & Communications Cluster Video
 - *Run Time: 16 minutes, 26 seconds*
- Student internet access for test

INSTRUCTIONAL VIDEO OUTLINE

- What is Career-tech Education (CTE)?
 - Definition
 - Clusters
 - Pathways
 - Career-tech Student Organizations (CTSOs)
 - Work-based learning
- Arts, A/V Technology & Communications cluster overview
- Arts, A/V Technology & Communications career pathways
 - A/V Technology & Film
 - Sample occupations:
 - Audio Systems Technicians
 - Video Graphics
 - Special Effects and Animation
 - Audio-Video Designers and Engineers
 - Journalism & Broadcasting
 - Sample occupations:
 - Station Managers
 - Radio and TV Announcers
 - Control Room Technicians
 - Journalists and Reporters
 - Performing Arts
 - Sample occupations:
 - Directors
 - Coaches
 - Actors
 - Composers
 - Video Editors
 - Dancers
 - Screen Writers

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INSTRUCTIONAL VIDEO OUTLINE CONTINUED

- Printing Technology
 - Sample occupations:
 - Graphics and Printing Equipment Operators
 - Lithographers
 - Web Page Designers
 - Computer Typography Operators
- Telecommunications
 - Sample occupations:
 - Telecommunication Equipment
 - Cable
 - Line Repairers / Installers
 - Computer and System Analysts
- Visual Arts
 - Sample occupations:
 - Fashion Designers
 - Video Graphics
 - Special Effects and Animation
 - Technical Computer Support Technicians
- Steps to determine if this cluster is a good fit
 - Look inward
 - What is my personality?
 - What are my interests?
 - What are my living preferences?
 - What are my skills?
 - Look outward
 - Research the industry
 - Speak to professionals in the industry
 - Research details of possible occupations
 - Get involved
 - Be a Career Pathway Concentrator
 - Start/join CTSO
 - A/V Technology & Communications CTSO: SkillsUSA
 - Talk to a work-based learning representative

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CLASS ACTIVITIES

• **Option 1: Look Outward – Researching Occupations**

- Students should select 1-3 occupations they are interested in within the Arts, A/V Technology & Communications cluster. Have them research their desired occupation(s) using O*NET (<https://www.onetonline.org/>) and the Occupational Outlook Handbook (<https://www.bls.gov/ooh/>) and list their findings on the following:
 - Job description (tasks and activities)
 - Education and/or certification requirements
 - Hard/technical skills required
 - Worker characteristics (soft skills, interests, work values, work environment and style, etc.)
 - Job outlook
 - Median salary
- Ask students to turn in their findings to you for assessment or use the results to have a class discussion on the various jobs students found, researched, and gained insight on.

• **Option 2: Look Inward – Personality Assessment and Reflection**

- Students can better understand their personalities, interests, and skills by looking inward. Task each student with visiting www.truity.com to take a free personality test and/or list their answers to the following questions:
 - What hobbies do you have?
 - Are you a leader or a follower?
 - Do you prefer to work in a group or on your own?
 - Do you like being indoors or outdoors?
 - Would you rather have structure and routine or the freedom to work on your own schedule?
 - Do you enjoy learning? What level of education or training do you want to pursue?
 - Is there a particular industry that you find interesting?
 - Do you prefer being with people or alone at your computer?
 - Are you interested in work-life balance?
 - Does your motivation come from earning as much money as possible?
 - Where do you want to live?
 - Do you prefer an urban or rural lifestyle?
 - Are you open to moving to find a job that fits your goals, or do you want to stay in your hometown and find a job there?
 - What hard skills, or job-specific skills, have you attained through your career-tech education or past work experience?
 - What soft skills, or employability skills, do you possess (i.e., teamwork, communication, problem-solving, organization, etc.)?
- Next, ask students to analyze their test results and/or answers above with their occupation research to determine if they would be a good fit.

LESSON EVALUATION:

Students complete the Arts, A/V Technology & Communications Career Cluster test on MyCareerTech.com