

Arts, AV Technology, & Communication



Career Cluster Teacher Guide

Resource Description

If you're a creative person, you may be considering a career in the arts, audio video technology, or communications fields. Here, you'll use your artistic talent to create works of art including designing, producing, exhibiting, performing, writing, or publishing multi-media content.

You may work in a high-profile position such as a performer or artist. Or you may combine your creative talents with technology to work behind the scenes as a designer, editor, writer, producer, or camera operator.

The arts, av technology, and communications fields have opportunities for those who want to combine a bit of engineering with technology as well!

Materials and Resources

- Teacher guide
- <http://mygpsforsuccess.com/arts-av-technology-and-communications/>
- Cluster student viewing guide
- KWL Chart
- Display paper or individual sheets
- Pen/Pencil
- 1:1 computer or laptops; or group students if limited resources

Vocabulary & Definitions

Active Listening: Giving full attention to what other people say, taking time to understand the points made, asking questions as appropriate, and not interrupting at inappropriate times.

Artist: a person who produces paintings or drawings as a profession or hobby.

Audiovisual (AV): possessing both a sound and visual component, such as slide-tape presentations, films, TV programs, church services and live theater productions.

Critical Thinking: Using logic and reasoning to identify strengths and weaknesses of alternative solutions, conclusions or approaches to problems.

Journalism: the activity or profession of writing for newspapers, magazines, or news websites or preparing news to be broadcast

Media: the main means of mass communication (broadcasting, publishing, and the Internet), regarded collectively.

Multimedia: using more than one medium of expression or communication

Telecommunications: communication over a distance by cable, telegraph, telephone, or broadcasting.

Bell Ringer

1. Have the following displayed on an easel, whiteboard, or individual sheets of paper for students to review and write down their responses:

What's [y]our local news station? What does it take for news to get from the original story to a news broadcast in your living room?

2. Have some students share responses.
3. Make a class list of responses and then open the floor to additional responses after the list is constructed.
4. Facilitate student discussions about the diversity of Arts, AV Tech, and Communications by discussing responses.

Objectives

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The student will be able to:

- Identify the central aspects of the Arts, AV Technology, & Communications Career Cluster including career paths, skills & interest, and education level
- Explore different careers within the Cluster
- Analyze what is known, wondered, and learned (KWL) about the career cluster to begin conceptualizing an individual career map

Anticipatory Set

1. Divide students into pairs – each student gets a KWL Cluster Chart.

Verbal instructions:

- *Review the bell ringer answers regarding the diversity of Arts, AV Technology, & Communications careers.*
 - *With your partner, list at least 5 items you know about job details, necessary skills, etc. in the “Know” Section.*
2. Have two pairs of students join one-another to form a four-person group
- ### Verbal instructions:
- *Compare and discuss each list.*
 - *With your group, list at least 5 things you want to know about the Arts, AV Tech, & Comm Cluster in the “Wonder” Section.*
3. Have groups share their new list with the class.

Introductory Questions

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Ask the following questions to the whole class for students to write down their answers and/or discuss with a partner. Have 2-3 students share their answers:

- Why is adaptability and flexibility important in these career paths?
- Is it necessary to be an “artistic person” to have a career in these fields?
- Where do you get media and information from in your community?

Learning Task & Exploration Activity

1. Introduce the Arts, AV Technology, & Communications Career Cluster Videos.

Video Introduction:

If you're a creative person, you may be considering a career in the arts, audio video technology, or communications fields.

2. View the Arts, AV Technology, & Construction videos. Have students complete the Student Viewing Guide as they learn about the Career Cluster.
3. Students will fill out the “Career Cluster Research” section of the viewing guide and explore the Arts, AV Tech, & Communication webpage on <http://mygpsforsuccess.com/arts-av-technology-and-communications/>

Closing

1. Have students complete the “Learned” Section of their KWL with at least 3 pieces of information they learned about the cluster. Students may share out in class as well as discuss with a partner once they have finished.
2. Engage students in a whole class or small group discussion using the Discussion Questions section of this instructional plan – students may use their KWL chart as reference.

Discussion Questions

1. How would you define this Career Cluster?
2. What surprised you about this Career Cluster?
3. What career pathways were represented in this video?
4. How do the skills and/or training necessary to be successful in these fields differ from one another?
5. What are some of the different types of careers in the Arts? What’s the difference between visual and performing arts?
6. How does a flyer, postcard, or magazine get created?
7. Why do you think you have to be a “jack of all trades” to have a career in Communications and/or AV Technology?
8. Now, think back to our first bell ringer question: How does a news broadcast end up on the living room TV?
9. Make a list of local media sources in your community. What careers for these businesses can you think of that were not mentioned in the video?

Suggested activities to increase student learning and exposure to this Career Cluster.

- Take a tour of a local TV station, like WPBS, to have students learn more about the “behind the scenes” work of media communications.
- Have students create and/ or perform in a choreographed play, musical, or dance.
- Create an art gallery or have students create their own art gallery using original art pieces. Bonus: Have students manage the gallery like a professional art museum, art expo, or art gallery and provide tours and viewings of the art work.
- Make a student newsroom or journalism club.
- Have each student select a career from this Career Cluster. Students will research the career and present information to the class in the form of an oral presentation, poster, PowerPoint, video or Prezi presentation. Information to research and share might include: salary, education required, typical day schedule, roles and responsibilities, positive aspects of the job and challenges associated with the job.
- Have each student make a list of the Career Readiness Skills that are his/her personal strengths, as well as a list of the skills and behaviors required for a career as an educator. Students compare the lists to determine what Career Readiness Skills need to be strengthened.
- Have students complete a job application and/or job interview with a local employer.
- Help students construct a resume for a specific career in this Career Cluster.
- Arrange for students to meet with the school counselor to discuss classes that would help prepare a student for careers in this Career Cluster and certifications that can be obtained during high school that would be of value.
- Have each student identify a postsecondary institution that is offering certifications or degrees that are required for working in this Career Cluster. He or she should obtain and complete admissions and scholarship applications for the school or program.

Notes to Educator

This packet includes suggested activities questions, and materials to enhance student understanding of this career cluster. Each component may be used individually or modified to fit the needs of your classroom.

More information on this Career Cluster can be found at:

<http://mygpsforsuccess.com/arts-av-technology-and-communications/>

In addition, GPS For Success has an array of resources, including:

- Interest Profiler: *online quiz to assist students in categorizing their interests by possible careers those interests apply to.*
- Scholarship opportunities
- Information on internships
- Sample resumes and cover letters
- Interview preparation materials
- Opportunities for students with disabilities