

Suggested Priority Cluster Area: Arts/Digital Media
NM Job Council's 13 Economic Sectors Primary Alignment: Digital Media
CAREER CLUSTER™: ARTS, A/V, TECHNOLOGY AND COMMUNICATIONS

Pathways and related Programs of Study in this career cluster address designing, producing, exhibiting, performing, writing, and publishing multimedia content including visual and performing arts and design, journalism, and entertainment services.

Program Learning Outcomes from the NASDCTE Common Career Technical Core:	
1.	Analyze the interdependence of the technical and artistic elements of various careers within the Arts, A/V Technology and Communications Career Cluster.
2.	Analyze the importance of health, safety and environmental management systems, policies and procedures common in arts, audio/video technology and communications activities and facilities.
3.	Analyze the lifestyle implications and physical demands required in the arts, audio/video technology and communications workplace.
4.	Analyze the legal and ethical responsibilities required in the arts, audio/video technology and communications workplace.
5.	Describe the career opportunities and means to achieve those opportunities in each of the Arts, A/V Technology and Communications Career Pathways.
6.	Evaluate technology advancements and tools that are essential to occupations within the Arts, A/V Technology and Communications Career Cluster.

Workforce Certification:	

The Pathways for this Career Cluster™ are:

- Audio and Video Technology and Film
- Printing Technology
- Visual Arts
- Performing Arts
- Journalism and Broadcasting
- Telecommunications

Below are the POS's developed by the statewide stakeholders who participated in the development process.

Performing Arts: A variety of businesses and groups involved in theatrical and musical performances are included in this pathway. Theatrical production companies, for example, coordinate all aspects of producing a play or theater event. Agents represent actors and assist them in finding jobs. Costume design management companies design costumes. Lighting and stage crews handle the technical aspects of productions. Also in this segment are dance studios, schools and halls, which provide places for professional and amateur dancers to practice, perform and learn. Performers of live musical entertainment include musical artists, dance bands, orchestras, jazz musicians and various modern bands. Orchestras range from major professional orchestras with million-dollar budgets to community orchestras often with part-time schedules.

Program Learning Outcomes from the NASDCTE Common Career Technical Core:	
1.	Describe the scope of the Performing Arts Career Pathway and the roles of various individuals in it.
2.	Demonstrate the fundamental elements, techniques, principles and processes of various dance styles and traditions.
3.	Perform a varied repertoire of vocal and/or instrumental music representing diverse styles, cultures and historical periods.
4.	Demonstrate knowledge of music theory.
5.	Explain key issues affecting the creation of characters, acting skills and roles.
6.	Create stage, film, television or electronic media scripts in a variety of traditional and current formats.
7.	Describe how technology and technical support enhance performing arts productions.
8.	Analyze all facets of stage and performing arts production management.

POS Course Sequence: <i>Currently Suggested by STARS</i>				
	9 th Grade	10 th Grade	11 th Grade	12 th Grade
Career and Technical Courses and/or Degree Major Courses as Dual Credit	1150 Introduction to Arts, Audio/Video Technology and Communications 0302 General Computer Applications Introduction to the Performing Arts and Related Careers	Select from the following: 1113 Drama-Acting/Performance 1101 Dance Technique 1141 Theory of Music 1116 Theater and Playwriting Basics	1195 Advanced Study in Field of Choice	1196 Advanced Study in Field of Choice - Visual Elements of Performance
Core Requirement 2				

Program Learning Outcomes Matrix:									
Courses in the POS		Program Learning Outcomes							
STARS No.	Course Title	1	2	3	4	5	6	7	8
302	General Computer Applications Introduction to the Performing Arts and Related Careers								
1113	Drama-Acting/Performance								
1101	Dance Technique								
1141	Theory of Music								
1116	Theater and Playwriting Basics								
1195	Advanced Study in Field of Choice								
1196	Advanced Study in Field of Choice								

Teacher Participants:

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Post Secondary:

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Industry:

Visual Arts: Visual artists create art to communicate ideas, thoughts or feelings. They use a variety of methods—painting, sculpting or illustrating—and an assortment of materials, including oils, watercolors, acrylics, pastels, pencils, pen and ink, photography, plaster, clay and computers. Their works may be realistic, stylized or abstract and may depict objects, people, nature or events. Visual artists are generally categorized in two groups. Fine artists create art to satisfy their own need for self-expression. Illustrators and graphic designers, on the other hand, put their artistic skills at the service of commercial clients, such as major corporations; retail stores; and advertising, design and publishing firms.

Program Learning Outcomes from the NASDCTE Common Career Technical Core:	
1.	Describe the history and evolution of the visual arts and its role in the impact on society.
2.	Analyze how the application of visual arts elements and principles of design communicate and express ideas.
3.	Analyze and create two- and three-dimensional visual art forms using various media.

POS Course Sequence:				
	9 th Grade	10 th Grade	11 th Grade	12 th Grade
Career and Technical Courses and/or Degree Major Courses as Dual Credit	1300 Communication Exploration 0302 General Computer Applications	*Introduction to Visual Arts and Related Careers	Select from the following: 1158 Two-Dimensional Art 1159 Three-Dimensional Art 1171 Photographic Art 1175 Computer Assisted Art	Advanced Study in Field of Choice

Program Learning Outcomes Matrix:				
Courses in the POS		Program Learning Outcomes		
STARS No.	Course Title	1	2	3
1300	Communication Exploration			
302	General Computer Applications			
1158	Two-Dimensional Art			
1159	Three-Dimensional Art			
1171	Photographic Art			
1175	Computer Assisted Art			

Teacher Participants:

Post Secondary:

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Industry: