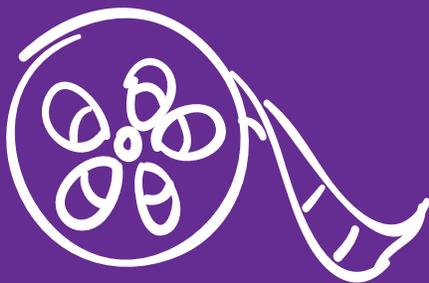# Arts, Media, and Entertainment

Design, Visual, and Media Arts

Game Design and Integration

Performing Arts

Production and Managerial Arts

Arts, Media, and Entertainment

Sector Description

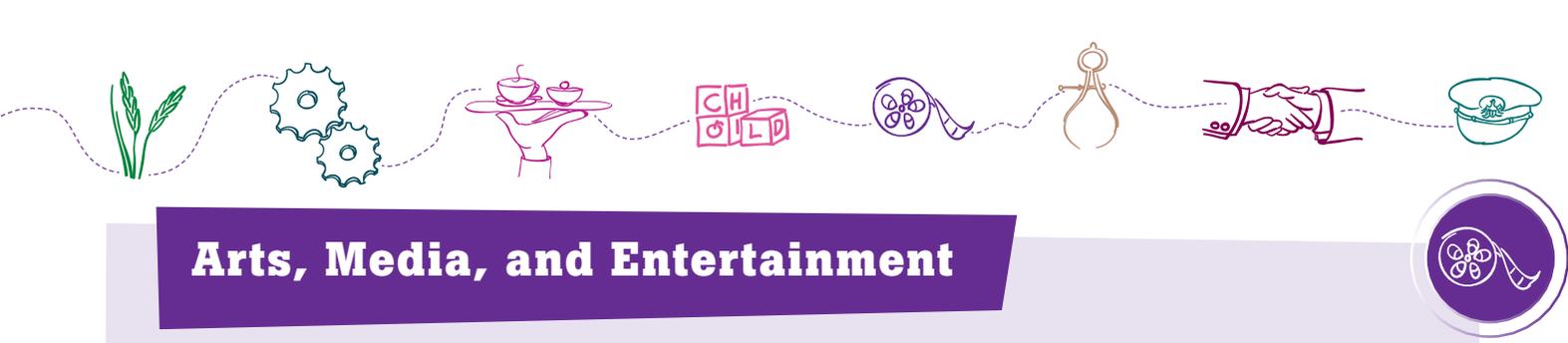Of all the career industries, the Arts, Media, and Entertainment sector requires perhaps the greatest cross-disciplinary interaction because the work in this sector has a propensity to be largely project-based, requiring both independent work and interdependent management skills for career success. New technologies are also constantly reshaping the boundaries and skill sets of many arts career pathways. Consequently, core arts-sector occupations demand constantly varying combinations of artistic imagination, metaphoric representation, symbolic connections, and technical skills. Successful career preparation involves both broad and in-depth academic and technical preparation as well as the cultivation of twenty-first-century skill assets, such as flexibility, problem-solving abilities, and interpersonal skills. Careers in the Arts, Media, and Entertainment sector fall into four general pathways: Design, Visual, and Media Arts; Performing Arts; Production and Managerial Arts; and Game Design and Integration. The anchor and pathway standards make explicit the appropriate knowledge, skills, and practical experience students should have in order to pursue their chosen profession, whether that profession requires postsecondary education, graduate training, or apprenticeship.

Learning the skills and knowledge for creating, refining, and sharing work in the Arts, Media, and Entertainment industry sector promotes teamwork, communication, creative thinking, and decision-making abilities—traits that are necessary to function successfully in the competitive and media-rich twenty-first century. Through the manipulation of sight, sound, and motion, those choosing a pathway from this sector reach out in unique ways to enhance the quality of life for those around them.

A. Design, Visual, and Media Arts Pathway

The Design, Visual, and Media Arts pathway includes those occupations that use visual art, digital media, and Web-based tools and materials as the primary means of communication and expression. In addition to an understanding of current workplace practice, this career pathway requires the development of knowledge and skills in both visual art concepts as well as new and emerging digital processes by which individuals are able to create and communicate complex concepts in a broad range of occupations and professions.

Sample occupations associated with this pathway:

- Digital Animator
- Artistic Director
- Commercial Artist
- Web Designer
- Museum Curator

A1.0   Demonstrate ability to reorganize and integrate visual art elements across digital media and design applications.

A1.1   View and respond to a variety of industry-related artistic products integrating industry appropriate vocabulary.

A1.2   Identify and use the principles of design to discuss, analyze, and create projects and products across multiple industry applications.

A1.3   Describe the use of the elements of art to express mood in digital or traditional art work found in the commercial environment.

A1.4   Select industry-specific works and analyze the intent of the work and the appropriate use of media.

A1.5   Research and analyze the work of an artist or designer and how the artist's distinctive style contributes to their industry production.

A1.6   Compare and analyze art work done using electronic media with those done with materials traditionally used in the visual arts.

A1.7   Analyze and discuss complex ideas, such as distortion, color theory, arbitrary color, scale, expressive content, and real versus virtual in works of art.

A1.8   Compare how distortion is used in a variety of media to modify the message being communicated.

A1.9   Analyze the material used by a given artist and describe how its use influences the meaning of the work.

B. Performing Arts Pathway

The Performing Arts pathway focuses on the direct creation of art and entertainment by the individual artist instead of through a secondary physical medium. Performing artists are themselves the medium of creative expression.

Sample occupations associated with this pathway:

- Composer, Music Arranger, Conductor
- Actor (e.g., Stage, Film, Video, DVD), Performing Artist
- Singer, Dancer, Musician
- Voiceover Artist, Narrator

B1.0   Explore and formulate responses to peer and professional work using the fundamental elements of Theater, Dance, and Music.

   B1.1   Demonstrate movement skills, process sensory information, and describe movement using the professional vocabulary of dance.

   B1.2   Apply highly developed physical coordination and control when performing complex loco motor and axial movement phrases from a variety of genres (e.g., refined body articulation, agility, balance, strength).

   B1.3   Apply a wide range of kinesthetic communication demonstrating clarity of intent and stylistic nuance.

   B1.4   Differentiate dance vocabulary to describe movement and dance in a professional setting.

   B1.5   Create and perform complicated works of dance at a level of professionalism (i.e., a high level of refinement).

   B1.6   Perform in multiple professional dance genres integrating an advanced level of technical skill and clear intent.

   B1.7   Deconstruct formal and informal (improvisational) performances of theater, dance, and music, both live and electronic, and evaluate using appropriate artistic vocabulary.

B2.0   Read, listen to, deconstruct, and analyze peer and professional music using the elements and terminology of music.

   B2.1   Read a full instrument or vocal score with a direct industry connection (Film score, Philharmonic score, commercial underscore).

   B2.2   Describe how the elements of music are used.

   B2.3   Transcribe simple songs into melodic and rhythmic notation when presented.

   B2.4   Sight-read music accurately and expressively.

   B2.5   Analyze and describe significant musical events perceived and remembered in a given industry generated example.

C. Production and Managerial Arts Pathway

Whatever the form or medium of creative expression, all careers in the Arts, Media, and Entertainment sector require "publication" or a public presentation in one way or another. Consequently, the Production and Managerial Arts pathway focuses on both the technical skills and the organizational and managerial knowledge necessary to bring arts, media, and entertainment to the public.

Sample occupations associated with this pathway:

- Event Planner
- Producers/Directors for Theater, Television, Concerts, and Motion Picture
- Stage Manager/Production Manager
- Talent Management
- Theatrical and Broadcast Technician

C1.0 Demonstrate knowledge of industry safety standards and practices in all areas of technical production.

   C1.1 Demonstrate understanding of various power tools used in construction and rigging.

   C1.2 Demonstrate knowledge of basic electrical safety.

   C1.3 Demonstrate understanding of safe workplace practices, including tool safety, rigging, electrical, and construction safety and awareness of hazardous materials in the workplace.

   C1.4 Apply safety related decision making and problem-solving techniques to live, recorded, or multimedia generated production.

C2.0 Understand the technical support functions and artistic competencies in film, video, and live production.

   C2.1 Analyze the production sequence involved in creating a media based or live performance production.

   C2.2 Produce a production flow chart for a live theatrical or media based production.

   C2.3 Plan one technical component of a production from design to performance.

C3.0 Analyze and differentiate the function of the various members of a production team.

   C3.1 Identify the skills and competencies of the various members of a production team including producer, production manager, director, assistant director, stage manager, production designer(s), post production, etc.

C4.0 Demonstrate key skills and an understanding of the complexities of production planning.

   C4.1 Know the main elements and functional responsibilities involved in the production and presentation of the performing, visual, and media arts.

D. Game Design and Integration Pathway

Students who follow the Game Design and Integration pathway prepare for careers within the game design industry and in related technical fields. Students will develop foundational knowledge in game design, animation, graphics, and computer software and hardware. They will apply skills in Mathematics, Physics, English Language Arts, Social Science, and Entrepreneurship. Most importantly, students will learn the twenty-first century skills of creativity, critical thinking, communication, collaboration, and technical expertise, which will increase employment capacity across the job market. In the Game Design and Integration Pathway students prepare for both entry-level employment and additional postsecondary training needed for advancement in the highly competitive game design industry. They prepare for occupations such as Game Tester/Analyst, 2-D and 3-D Animator, Storyboard, Level Artist, Texture Artist, Cinematic Artist, Game Designer, Game Programmer, and Production Team Manager. Students completing this pathway develop the skills and knowledge to be creative partners in video game design while building capacity for employment in all areas of the creative workforce.

Sample occupations associated with this pathway:

- 2-D/3-D Animator
- Computer Game Designer/Developer
- Electronic Simulation Consultant

D1.0   Demonstrate understanding of current trends and the historical significance of both electronic and non-electronic games. Students will analyze different game systems and identify how these systems have influenced consumer technology.

   D1.1   Research and analyze different game genres, including multiplayer games.

   D1.2   Define and use necessary vocabulary related to games, their genres, game platforms, and game hardware.

   D1.3   Research, compare, and categorize different game platforms and game hardware.

   D1.4   Analyze the technology transfer from video games to other industries, such as education, medical, corporate training, and military simulation.

   D1.5   Present a mock-up of a future generation game platform and hardware system based on research of current and emerging technologies and future predictions.

D2.0   Analyze the core tasks and challenges of video game design and explore the methods used to create and sustain player immersion.

   D2.1   Identify and define the roles and responsibilities of each member of a video game design team.

   D2.2   Break down and identify the fundamental building blocks of game play: player goals, player actions, rewards, and challenges.