

Virginia Career and Technical Education: Arts, Audio/Video Technology and Communications

Virginia Department of Education, Office of Career, Technical, and Adult Education



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Virginia's 16 career clusters and career assessments help students investigate careers and design their plan of study to advance their career goals. Within each career cluster, there are multiple career pathways that represent a common set of skills and knowledge, including academic, technical, and career readiness skills that lead to credentials necessary to pursue a full range of career opportunities from entry level to management, including technical and professional career specialties. CTE actively partners with business and industry to design and provide high quality, dynamic programs to meet current, emerging, and projected labor market needs. Relevant work-based learning opportunities and leadership development offered through career and technical student organizations are incorporated into the academic and career plan.

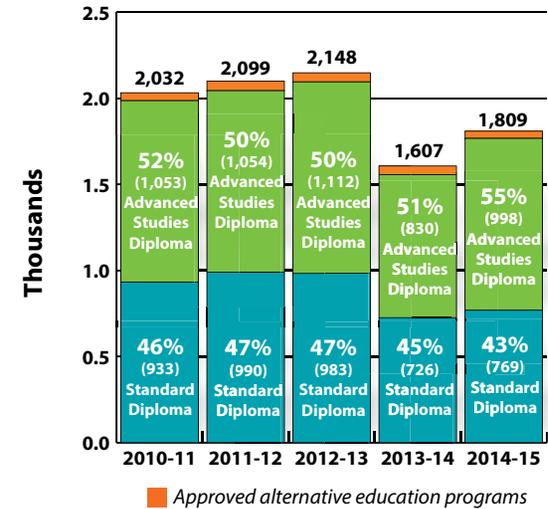
A CTE completer is a student who has met the requirements for a CTE concentration and all requirements for high school graduation, or an approved alternative education program. A concentration is a coherent sequence of state-approved courses. Students may take additional CTE courses that will enhance their career pathway goals. Completion of certain skill sets and coursework enables students to participate in Board-approved external examinations that test essential employability and technical skills. Students who earn these credentials are eligible to earn verified credit towards graduation requirements.

Beginning in 2013-2014, first time ninth grade students are required to earn a Board-approved career and technical education credential to graduate with a Standard Diploma.

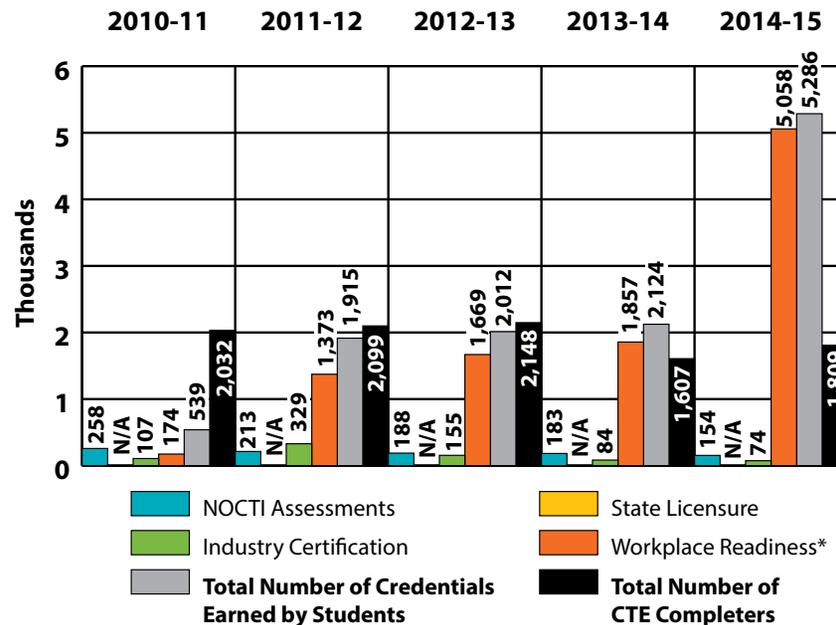
Types of Credentials

- **Full Industry Certification** - from a recognized industry, trade, or professional association;
- **Pathway Industry Certification** - specific stackable credentials from a recognized industry that lead to a full industry certification;
- **Occupational Competency Skills Assessment** - a national standardized assessment of skills/knowledge in a specific career and/or technical area;
- **State License** - required for entry into a specific occupation; and
- **Workplace Readiness Skills for the Commonwealth Certification** - for essential employability skills recognized by Virginia employers.

Completers Graduated with Standard and Advanced Studies Diplomas



Credentials Earned by CTE Students



NOTE: Completers may participate in one or more Board-approved credentialing test(s). Not all completers participate in the credentialing tests. There are age restrictions set by certain credentialing entities which would prohibit the student from testing until after high school. The cost of credentialing tests ranges from \$10 to \$300 per test.

*Prior to 2010-11, Workplace Readiness Skills assessments were included in the Industry Certification category.

Source: Virginia Department of Education

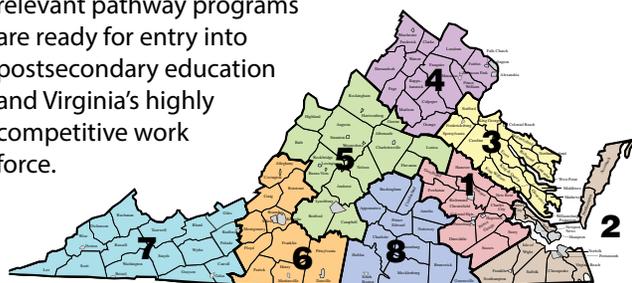
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The **Arts, Audio/Video Technology and Communications Career Cluster** allows you to apply your creativity in a variety of different areas. People in this field will need excellent communication skills that will allow them to work both in the spotlight and behind the scenes. This industry allows you to learn about advanced technologies used in venues ranging from corporate boardrooms, hotels, and convention centers, to classrooms, theme parks, stadiums, and museums.

Virginia high school students learn the essential academic skills that are critical for all careers and the foundational skills needed for careers in Arts, Audio/Video Technology and Communications. They begin to specialize in a field of interest as they complete a coherent sequence of courses within a pathway.

Secondary students who complete these rigorous and relevant pathway programs are ready for entry into postsecondary education and Virginia's highly competitive work force.



Selected Statewide Occupational Projections

Selected Occupation	2014 Median Wage ¹	2022 Projected Employment ²	Predominant Education Level ³
Graphic Designers	\$50,320	7,744	Bachelor's or more
Telecommunications Line Installers	\$63,760	6,290	Some college/Associate Degree & Training/certification
Printing Press Operators	\$34,250	6,189	High School & Training/certification
Telecommunications Equipment Installers	\$61,190	5,284	Some college/Assoc & Training/certification
Writers and Authors	\$63,090	4,210	Bachelor's or more & Training/certification
Editors	\$58,930	4,063	Bachelor's or more & Work experience
Technical Writers	\$72,620	3,832	Bachelor's or more & Work experience
Photographers	\$34,800	3,485	Bachelor's or more & Training/certification
Producers and Directors	\$59,980	2,032	Bachelor's or more & Work experience
Print Binding and Finishing Workers	\$28,370	1,948	High School
Audio and Video Equipment Technicians	\$36,360	1,754	Some college/Associate Degree & Training/certification
Art Directors	\$84,130	1,603	Bachelor's or more & Work experience
Broadcast Technicians	\$33,970	1,430	Some college/Assoc
Multimedia Artists and Animators	\$58,380	1,331	Bachelor's or more & Training/certification
Prepress Technicians and Workers	\$38,300	904	High School
Reporters and Correspondents	\$42,860	893	Bachelor's or more
Commercial and Industrial Designers	\$46,410	604	Bachelor's or more
Desktop Publishers	\$40,540	531	Some college/Associate Degree
Film and Video Editors	\$52,200	400	Bachelor's or more & Work experience
Proofreaders and Copy Markers	\$38,790	388	Bachelor's or more & Training/certification

¹ Wage data from the US Bureau of Labor Statistics Occupational Employment Statistics Program; ² Estimates from Virginia Labor Market Information. Occupational Projections (long-term) for Multiple Occupations in Virginia in 2012-2022. Retrieved via <https://data.virginialmi.com>; ³ Predominant level of education and training information created by Trailblazers, based on US BLS occupational education and training data

* Data Unavailable, not collected.

Source: Virginia Employment Commission, Virginia Occupational Employment Projections 2013-2022

The Arts, Audio/Video Technology and Communications 2014-2015 Enrollments**

Pathways	Region 1	Region 2	Region 3	Region 4	Region 5	Region 6	Region 7	Region 8
Audio and Video Technology and Film	6,085	15,503	5,871	16,106	3,762	4,751	3,540	1,885
Journalism and Broadcasting	4,889	14,682	5,518	13,824	3,348	4,277	3,611	1,732
Performing Arts	3,967	6,839	2,205	8,408	1,712	2,398	1,985	921
Printing Technology	5,627	14,239	5,845	16,846	3,492	4,199	3,688	1,876
Telecommunications	2,218	4,662	1,640	7,883	1,654	1,683	1,764	814
Visual Arts	5,507	15,925	4,858	12,539	2,955	3,340	1,783	1,117

** NOTE: Duplicated Pathway student enrollments

Source: Virginia Department of Education