

# CTE: THE KEY TO ECONOMIC DEVELOPMENT

The U.S. arts, media and entertainment (AME) sector:

Is the

## Largest

AME market in the world<sup>1</sup>

Employs more than



**1.8M**  
individuals<sup>2</sup>

Will account for **\$624B**  
in revenue by 2025<sup>3</sup>

What is the pathway to these fulfilling and essential careers?

**Career and Technical Education!**



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# Arts, Media & Entertainment

**Informing and entertaining the public, the AME sector:**

- is a diverse industry composed of film, video and audio production; digital gaming and design; print and digital publishing; and the performing arts
- is an economic driver for many states
- requires creative and highly skilled individuals

**What jobs are available in AME?**

The U.S. AME industry comprises a third of this sector globally, making it essential to audiences worldwide.<sup>5</sup> The sector is also thriving in many states: North Carolina's film industry is expected to create 25,000 new jobs in the coming years<sup>6</sup> and Washington's video gaming industry has generated \$11.6 billion in revenue.<sup>7</sup> Nationwide, employment in AME is projected to grow faster than average and will add almost 290,000 new jobs by 2030.<sup>8</sup> The fastest-growing occupations in this field include jobs for film and video editors and camera operators, with opportunities projected to grow by 29% through 2030,<sup>9</sup> as well as jobs for actors.<sup>10</sup> Accelerating interest in digital media will fuel demand for occupations that help disseminate entertainment through a variety of platforms. In addition, jobs for special effects artists and animators will grow rapidly to support the expanding gaming industry.<sup>11</sup>

Occupations in the AME sector can pay well above the national median wage, including jobs that require some postsecondary education but less than a bachelor's degree. For instance, video game designers make \$77,200 annually, while technical writers earn nearly \$75,000, on average.<sup>12</sup> Additionally, lighting technicians make almost \$71,000 and sound engineering technicians earn \$53,500, on average.<sup>13</sup>

Many AME jobs call for some postsecondary education, including a bachelor's degree, associate degree, postsecondary certificate or apprenticeship credential. Individuals can pursue or advance in certain occupations by earning industry-recognized certifications such as Adobe Certified Associate, AVIXA Certified Technology Specialist™ and credentials offered by the Society of Broadcast Engineers. These and other credentials verify technical, academic and employability skills to design publications, games and websites; install and operate audiovisual equipment; edit audio and video; create special effects; perform; and more. The following are just a few of the occupations available in AME:

- technical artists
- photographers
- game developers
- musicians
- narrative designers
- fine artists
- technical writers
- graphic designers



## Endnotes

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## How does CTE prepare the AME workforce?

Career and technical education prepares high school, postsecondary and adult students for careers in AME through:

- the national Career Clusters® Framework—including the arts, A/V technology and communications and IT Career Clusters—which outlines course progressions that help students explore career options and prepare for college and career success
- CTE courses in digital media design and production, theater arts, audiovisual production, commercial photography, interactive game design and more, all integrated with rigorous academics
- work-based learning experiences, such as the internships offered at local theaters, art galleries and music venues through the Arts and Design program at Rowan-Cabarrus Community College in Salisbury, North Carolina<sup>14</sup>
- career and technical student organization experiences, such as SkillsUSA, Technology Student Association, Future Business Leaders of America—Phi Beta Lambda and Business Professionals of America competitions in digital cinema production, 3D animation, website development and other topics
- opportunities to earn stackable credentials, such as certificates in web design and digital photography offered by Harper College in Palatine, Illinois, which are transferable toward an Associate in Applied Science degree in Graphic Arts Design and Technology<sup>15</sup>

## What are promising programs in AME?

The **Digital Cinema Career Training** program at **Metro Technology Centers (Metro Tech)** in Oklahoma City, Oklahoma, prepares adults and high school students for careers in cinematography and media. The program is taught by an award-winning short film producer and offers courses in aerial cinematography, animation, website design and audio and film production, with opportunities to earn an Adobe Certified Associate credential.<sup>16</sup> To support Oklahoma's growing film industry, the Digital Cinema Career Training program has partnered with industry leaders such as Disney and Lego to equip students with the skills and networks necessary to enter the field. In fall 2021, the Film Education Institute of Oklahoma will introduce additional curriculum at Metro Tech and throughout the state for aspiring filmmakers.<sup>17</sup> Additionally, the state's largest annual film festival, deadCenter Film Festival, invites Metro Tech students to work with local film directors to create short films and gain hands-on experience with virtual reality, computer-generated imagery and stop motion animation.<sup>18</sup>

At **Arcata High School** in Humboldt County, California, the **Arcata Arts Institute** features multiple pathways in the performing and visual arts and was designated a California Exemplary Arts Education Program in 2021.<sup>19</sup> One of these pathways, the Visual Arts program, offers intermediate and advanced courses in drawing, design, painting and sculpture to students in grades 10 through 12. The program encourages students to create a marketable digital portfolio by completing semester-long projects. Students also receive a unique community-based curriculum through Master Classes, courses taught twice per week by local artists on subjects such as oil painting, printmaking, jewelry making, ceramics and metal techniques in sculpture. Afterschool workshops create time for students to receive feedback and develop a mentor relationship with local artists. In addition, Humboldt County, a rural area on the coast near Oregon, gives students the opportunity to regularly showcase their artwork at public events such as Arts Alive and Arts Arcata.<sup>20</sup>