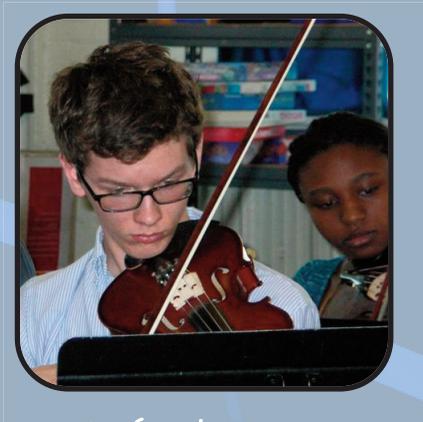


ARTS AND COMMUNICATION CAREER FIELD



Performing Arts



Media Arts



Visual Design and Imaging

Musicians, Designers, Videographers

Nearly 6,000 students in Ohio schools and Career Centers

Definition

The Ohio Arts and Communication Career Field is one of 16 career fields developed in alignment with 16 national clusters (www.careerclusters.org). Ohio, like other states, began using the career field framework towards the end of the 20th century to provide students the depth and breadth of knowledge and skills in a larger field of interest instead of a narrow set of skills for a specific job. Like other career fields, Arts and Communication contains a core body of knowledge in business processes, health and safety, employability traits and legal/ethical aspects. Some of the core knowledge is provided in principle/foundation classes, usually in Grades 9 and 10. Also, like other career fields, Arts and Communication contains more than one pathway. Four percent of Ohio's more than 126,300 career-tech students are enrolled in programs connected to the Arts and Communication Career Field.

Pathways

The Ohio Arts and Communication Career Field has three pathways engaging 5,867 students (mostly those in Grades 11-12). These pathways are:

- *Media Arts* – Work in media arts conceptualization, research, development, editing, documentation and distribution;
- *Performing Arts* – Artist/designer work in music, dance and theater performance, artistic and administrative production and technology; and
- *Visual Design and Imaging* – Artist/designer/printer work in two-dimensional and three-dimensional design, distribution and production.

In Ohio schools, the pathway programs have subject titles such as Publication Journalism, Graphic Arts, Commercial Photography, Broadcast Management and Music Academy/Tech Prep. In FY2013, a growing number of programs were converging the three pathways to better meet industry and postsecondary needs.

(Pathway enrollment data are from FY2012.)

Career Field Standards and Assessment

In FY2012, students in Media Arts and Visual Design and Imaging programs took on-line assessments that were developed by Ohio teachers in FY2010 and field tested by students in FY2011. The first-ever Ohio high school Performing Arts assessment was written by teachers in the summer of 2011 and piloted in the spring of 2012; full implementation of this exam occurs in FY2013. Test questions are based on the Arts and Communication Technical

Content Standards. The process of revising those standards is scheduled to begin in FY2013 with input from secondary and postsecondary faculty and business/industry professionals. Revised tests based on newer standards are expected to be ready in FY2015. An assessment matrix for all 16 Ohio career fields is accessible at education.ohio.gov with the keyword search: CTE Assessments, Industry Credentials.

Job Prospective – State

While employment in Ohio Arts and Communication occupations is expected to be less than that in most other career fields through 2018, there are some positives in the outlook data from the Ohio Department of Job and Family Services (ODJFS).* Note the following for 10 years, starting with 2008:

Media Arts in Ohio (*sample occupations*)

- Public relations specialist positions are expected to grow at the rate of 276 a year.
- Broadcast news analysts, who had an average wage of \$29.51 an hour in 2011, are expected to continue to be at the top in the high-wage category.

Performing Arts in Ohio (*sample occupations*)

- Musician and singer positions are expected to grow at the rate of 246 a year.
- Producers and directors, who had an average wage of \$26.51 an hour in 2011, are expected to continue to be at the top in the high-wage category.

Visual Design and Imaging in Ohio (*sample occupations*)

- Graphic designer positions are expected to grow at the rate of 386 annual openings a year.
- Art directors, who had an average wage of nearly \$40 a hour in 2011, are expected to continue to be at the top in the high-wage category.

Ohio Career-Technical Student Organizations

SkillsUSA Ohio, Business Professionals of America and DECA/Marketing are three Ohio career-technical student organizations most integrated with the curricula of pathways in the Arts and Communication Career Field. Most quality programs recognize the leadership, business/industry networking, community service and competitive event aspects of these organizations as critical to a quality program.



Ohio Postsecondary Connection

Employment growth in a 10-year period (2008-2018) is expected to be the highest for individuals with college education. The only exceptions are performers and photographers where there is expected to be growth without the expectation of a college degree. Aligned with the belief in lifelong education and under the Ohio Five-Year Plan (FY2009-2013) for Career-Technical Education, each of Ohio's secondary workforce development programs must have a Program of Study that shows articulation of academic and/or technical credit to postsecondary education. Like secondary programs in other career fields, those in Arts and Communication work with higher education partners and employers with a goal of seamless curriculum from high school to college and careers.

For More Information

- Contact Pat Huston at 614.644.7388 or pat.huston@education.ohio.gov.
- Go to education.ohio.gov and click on the "career fields" link in the "Career-Tech" dropdown bar. Then scroll and click on the "Arts and Communication" topic.

*Definitions in the career field are not exactly the same as those used in the ODJFS data, but the alignment is close.

