

Be a Part of Arts, Audio/Visual Technology and Communications





LIVE OUT LOUD — ENHANCING LIFE THROUGH THE ARTS, AUDIO/VISUAL TECHNOLOGY AND COMMUNICATIONS

Arts, Audio/Visual Technology and Communications Educational Opportunities

The Arts, Audio/Visual Technology and Communications career cluster is thriving in South Carolina. Pursuing a career in this creative field in our state is not as difficult as you may think, as there are a growing number of opportunities throughout South Carolina in both metropolitan and rural areas.

Key to economic Development Growth in South Carolina

South Carolina is a role-model for the arts as a driver of economic activity. In the current social climate of globalization, communication and technology are becoming increasingly intertwined through means of social and digital media. Arts organizations are catching on to the trend and are promoting their events using this new media. In the future, the arts, technology and businesses will likely become increasingly interconnected, and as policy-makers come to realize the economic value of the arts, demand for jobs requiring artistic skill will likely increase.

THE VALUE OF AN EDUCATION: COUNT ON IT

Regardless of the educational path you take, a solid foundation in science, math, English, social studies, and the arts will prepare you to be the kind of critical thinker and problem solver who can succeed in the arts, audio/ visual technology and communications.

The opportunities for being involved with the arts and other creative vocations are expanding. This booklet will help you find the proper pathway for the career you want to pursue.

The development of digital design programs and social networking has made artsmarketing (whether that be through audio and visual technology or written communication) much more user-friendly.

There are simply more options for advertisement and individuals who are adept at writing well and creating marketing materials will find quite a promising career ahead of them.

The skill-set and opportunities for those interested in the performing arts and technological arts are significantly different, though it will take no less dedication than that required for other professions.

A LOOK AT CAREER PATHWAYS

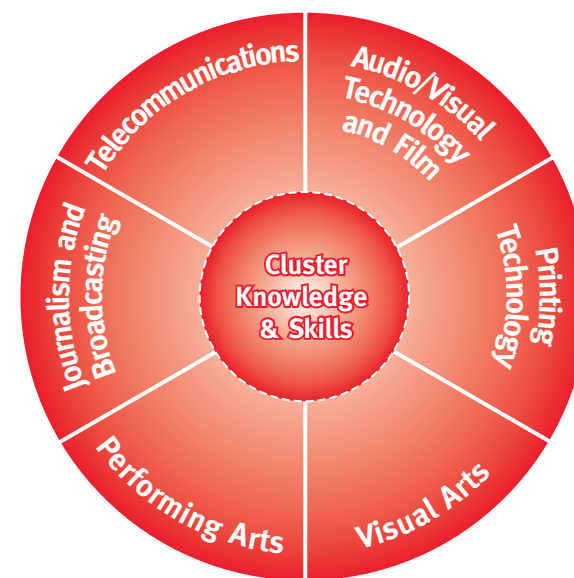
Career clusters are tools to help you decide where to focus your education as you formulate and make your career goals. They organize what you learn in school around specific professional fields.

The Arts, Audio/Visual Technology and Communications cluster is divided into six career majors:

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

Each major requires knowledge and skills that can be acquired in post-secondary institutions ranging from private career and company-sponsored schools to two-year institutions, like Midlands Technical College and four-year schools such as the University of South Carolina.

These majors have been aligned to industry careers that are defined by national and international standards groups and are applicable to companies in the Midlands and around the world. Each of the majors is unique in their educational, developmental and experience requirements. Industry partners and specific employers will serve as role models to students who have a desire to learn more about this exciting career field.





AUDIO / VISUAL TECHNOLOGY AND FILM: This broad major involves everything from video and sound editing to equipment maintenance and technical theatre.

IF YOU CHOOSE AUDIO / VISUAL TECHNOLOGY AND FILM AS YOUR CAREER MAJOR, YOU MAY BE A PART OF:

- Use software and hardware to record and edit video material
- Coordinate audio and video equipment during live performances and events
- Manage video and audio broadcasts in a studio environment
- Design layouts of audio and video equipment
- Upgrade and repair equipment as needed
- Capture music and speech on recording media using recording equipment
- Create aesthetic designs and layouts for visual projects
- Use media production as a means of creative communication, whether visually or aurally

SAMPLE CAREERS

Associate's Degree or Less
Annual Salary Range
\$30,000-\$50,000

- Audio and Video Technician
- Camera Operator
- Broadcasting Technician
- Radio Operator

Bachelor's Degree
Annual Salary Range
\$40,000-\$100,000

- Graphic Designer
- Multi Media Artist and Animator
- Sound Engineer
- Film and Video Editor

Bachelor's Degree + Graduate Degrees and/or Certifications
Annual Salary Range
\$100,000+

- Computer Graphics Animator
- Professor of Audio Engineering

| Career | Entry-Level Education | Annual Median Salary & Hourly Pay (2020) | Job Outlook (2019-29) | Responsibilities | Skills |
|---|--|---|-------------------------------------|---|--|
| Graphic Designer | Bachelor's Degree | \$53,380/year \$25.66/hour | -1% (Decline) | <ul style="list-style-type: none"> • Create visual concepts, using computer software or by hand, to communicate ideas that inspire, inform, and captivate consumers • Develop the overall layout and production design for various applications such as advertisements, brochures, magazines, and corporate reports | <ul style="list-style-type: none"> • Creativity • Critical thinking • Operation Monitoring • Writing • Speaking • Coordination |
| Broadcast and Sound Engineering Technician | Associate's Degree or Short Term On the Job Training | \$43,570/year \$20.95/hour | 4% (Average) | <ul style="list-style-type: none"> • Set up, operate, and maintain the electrical equipment for radio programs, television broadcasts, concerts, sound recordings, and movies | <ul style="list-style-type: none"> • Active listening • Coordination • Critical thinking • Decision making • Judgment • Reading comprehension • Speaking • Writing |
| Camera Operator | Bachelor's Degree | \$57,200/year \$27.50/hour | 10% (Faster than average) | <ul style="list-style-type: none"> • Manipulate moving images that entertain or inform an audience | <ul style="list-style-type: none"> • Active listening • Coordination • Critical thinking • Decision making • Judgment • Reading comprehension • Speaking • Writing |
| Special Effects Artist and Animator | Bachelor's Degree | \$77,700/year \$37.36/hour | 4% (Average) | <ul style="list-style-type: none"> • Create animation and visual effects for television, movies, video games, and other forms of media | <ul style="list-style-type: none"> • Active listening • Creativity • Coordination • Critical thinking • Decision making • Reading comprehension • Speaking • Writing |



PRINTING TECHNOLOGY: In this major you will find work as a desktop publisher, a graphics and printing equipment operator, or a lithographer, among others. It combines creativity with technical know-how.

IF YOU CHOOSE PRINTING TECHNOLOGY, YOU MAY BE A PART OF:

- Operate desktop publishing software and equipment to design, layout, and produce ready copy
- Enter digitized data into electronic prepress system computer memory, using a scanner, camera, keyboard or mouse
- Collaborate with graphic artists, editors and writers to produce master copies according to design specifications
- Examine job orders to determine quantities to be printed, paper stock specifications, colors or special printing instructions
- Input production job settings into workstation terminals that control automated printing systems
- Operate presses to print proofs of plates and monitor printing quality to ensure that it is adequate

SAMPLE CAREERS

Associate's Degree or Bachelor's Degree

Annual Salary Range
\$30,000-\$50,000

- Graphic Designer
- Commercial Graphics Technician
- Printing Machine Operator
- Desktop Publishing Specialist
- Printing Press Operator
- Bookbinder

More than a Bachelor's Degree

Annual Salary Range
\$50,000-\$100,000+

- Editorial Director of a Publishing Company
- Owner of a Printing Company

| Career | Entry-Level Education | Annual Median Salary & Hourly Pay (2020) | Job Outlook (2019-29) | Responsibilities | Skills |
|--------------------------------------|---|---|-------------------------|---|--|
| Graphic Designer | Bachelor's Degree | \$53,380/year \$25.66/hour | -1% (Decline) | <ul style="list-style-type: none"> • Create visual concepts, using computer software or by hand, to communicate ideas that inspire, inform, and captivate consumers • Develop the overall layout and production design for various applications such | <ul style="list-style-type: none"> • Creativity • Critical thinking • Operation Monitoring • Writing • Speaking • Coordination |
| Printing Press Operator | High School Diploma or equivalent/ on the job training / Post-Secondary Certification | \$37,880/year \$18.21/hour | -1% (Decline) | <ul style="list-style-type: none"> • Examine job orders to determine quantities to be printed, stock specifications, colors, or special printing instructions • Collects and inspect random samples during print runs to identify any necessary adjustments and changes press plates, blankets, or cylinders, as required | <ul style="list-style-type: none"> • Critical thinking • Operation Monitoring • Writing • Speaking • Coordination |
| Desktop Publishing Specialist | Associate's Degree or Bachelor's Degree | \$47,560/year \$22.86/hour | -1% (Decline) | <ul style="list-style-type: none"> • Operate desktop publishing software and equipment to design, lay out, and produce camera-ready copy • Check preliminary and final proofs for errors and make necessary corrections • Position text and art elements from a variety of databases in a visually appealing way to design print or web pages, using knowledge of type styles and size and layout patterns | <ul style="list-style-type: none"> • Creativity • Critical thinking • Operation Monitoring • Writing • Speaking • Coordination |



VISUAL ARTS: This major encompasses sculpture, photography and computer animation, among other areas of concentration. Perhaps you enjoy taking photos of your family and friends or maybe you have an interest in designing rooms in a house. If you have an eye for visual aesthetics, you may find yourself suited for a career in the visual arts.

IF YOU CHOOSE VISUAL ARTS AS YOUR CAREER MAJOR, YOU MAY BE A PART OF:

- Prepare sketches of ideas and detailed drawings using artistic instruments
- Make scale models of designs
- Make design decisions based on appearance, safety, function and budget
- Present designs of artistic works and digital media to customers for approval
- Use the full range of artistic techniques to develop a product, whether digitally or by hand
- Use visual art as a means of expression of an artistic idea or to communicate the ideas of an organization
- Capture images with digital photographic equipment and use them in larger digital media projects

SAMPLE CAREERS

Associate's Degree or Less Annual Salary Range \$30,000-\$50,000

- Sculptor
- Fine Artist/Painter
- Photographer
- Craft Artist

Bachelor's Degree Annual Salary Range \$40,000-\$100,000

- Interior Designer
- Fashion Designer
- Art Director

Bachelor's Degree + Graduate Degrees and/or Certifications Annual Salary Range \$100,000+

- Chair of University
Visual Arts Department

| Career | Entry-Level Education | Annual Median Salary & Hourly Pay (2020) | Job Outlook (2019-29) | Responsibilities | Skills |
|-------------------|---|--|-----------------------------|---|---|
| Interior Designer | Bachelor's Degree | \$57,060/year \$27.43/hour | -1% (Decline) | <ul style="list-style-type: none"> • Make interior spaces functional, safe, and beautiful • Determine space requirements and select decorative items, such as colors, lighting, and materials • Read blueprints and must be aware of building codes and inspection regulations, as well as universal accessibility standards | <ul style="list-style-type: none"> • Creativity • Critical thinking • Writing • Speaking • Visualization • Originality • Drawing/Design Skills |
| Craft Artist | High School Diploma or GED/ craft training | \$35,180/year \$16.92/hour | 0% (Little or no change) | <ul style="list-style-type: none"> • Use a variety of materials and techniques to create art for sale and exhibition • Create handmade objects, such as pottery, glassware, textiles, and other objects that are designed to be functional | <ul style="list-style-type: none"> • Creativity • Critical thinking • Writing • Speaking • Visualization • Originality • Drawing/Design Skills |
| Fashion Designer | Bachelor's Degree | \$75,810/year \$36.45/hour | -4% (Decline) | <ul style="list-style-type: none"> • Create original clothing, accessories, and footwear • Sketch designs, select fabrics and patterns • Give instructions on how to make the products they designed | <ul style="list-style-type: none"> • Creativity • Critical thinking • Writing • Speaking • Visualization • Originality • Drawing/Design Skills |
| Fine Artist | Bachelor's Degree/ Master's Degree | \$49,120/year \$23.62/hour | 0% (Little or no change) | <ul style="list-style-type: none"> • Use a variety of materials and techniques to create art for sale and exhibition • Fine artists, including painters, sculptors, and illustrators, create original works of art for their aesthetic value, rather than for a functional one | <ul style="list-style-type: none"> • Creativity • Critical thinking • Writing • Speaking • Visualization • Originality • Drawing/Design Skills |



PERFORMING ARTS: This major offers careers in music, theatre and dance. Many people dream of being onstage as performers; however, there are also exciting job opportunities as teachers, directors, playwrights and composers. You may make it to Carnegie Hall, or you may become the technical director of a university theater.

IF YOU CHOOSE PERFORMING ARTS AS YOUR CAREER MAJOR, YOU MAY BE A PART OF:

- Study and rehearse scripts, musical scores and choreography
- Work closely with directors and conductors to find the interpretation most suited to the work
- Collaborate with other artists as part of an ensemble
- Prepare for and attend auditions
- Work with other crew members responsible for lighting, costumes, makeup, props and sound
- Direct actors, musicians and dancers in the interpretation of an artistic work
- Maintain an efficient, clean and well-ordered performance space

SAMPLE CAREERS

Associate's Degree or Less Annual Salary Range \$30,000-\$50,000

- Actor
- Dancer
- Theatrical Make-Up Artist
- Artist/Costume designer
- Musician
- Singer
- Composer
- Playwright

More than a Bachelor's Degree Annual Salary Range \$50,000-\$100,000+

- Chair of University Performing Arts Department
- University Acting Instructor
- Producer
- Conductor
- Director
- Producer

| Career | Entry-Level Education | Annual Median Salary & Hourly Pay (2020) | Job Outlook (2019-29) | Responsibilities | Skills |
|--------------------------------|--|---|-------------------------------------|--|---|
| Dancer or Choreographer | Years of Formal Training | \$19.11/hour | 6% (Average) | <ul style="list-style-type: none"> • Use dance performances to express ideas and stories • There are many types of dance, such as ballet, tango, modern dance, tap, and jazz | <ul style="list-style-type: none"> • Oral Expression • Speech Clarity • Memorization • Time Management • Critical Thinking |
| Actor | Drama classes and/or Acting School Some College | \$21.88/hour | 3% (Average) | <ul style="list-style-type: none"> • Express ideas and portray characters in theater, film, television, and other performing arts media • Interpret a writer's script to entertain or inform an audience | <ul style="list-style-type: none"> • Oral Expression • Speech Clarity • Memorization • Time Management • Critical Thinking |
| Singer/Musician | No formal training | \$31.40/hour | 1% (Slower than average) | <ul style="list-style-type: none"> • Play instruments or sing for live audiences and in recording studios | <ul style="list-style-type: none"> • Oral Expression • Speech Clarity • Memorization • Time Management • Critical Thinking |
| Director/Producer | Bachelor's Degree | \$76,400/year \$36.73/hour | 10% (Faster than average) | <ul style="list-style-type: none"> • Create motion pictures, television shows, live theater, commercials, and other performing arts productions • Interpret a writer's script to entertain or inform an audience | <ul style="list-style-type: none"> • Oral Expression • Speech Clarity • Memorization • Time Management • Critical Thinking |



JOURNALISM AND BROADCASTING: This major offers career opportunities for those individuals interested in the transmission of news in all of its forms. Whether you're interested in becoming an anchor, analyst, columnist or editor, there are many positions available to aspiring journalists.

IF YOU CHOOSE JOURNALISM AND BROADCASTING AS YOUR CAREER MAJOR, YOU MAY BE A PART OF:

- Arrange interviews with people who can provide information about a story
- Review newspaper or television copy and correct errors in content, grammar and punctuation following correct formatting guidelines
- Research and report on particular fields such as politics, science, business and the arts
- Research, analyze and interpret news and information received from various sources in order to broadcast the information
- Write commentaries, columns or scripts
- Edit material to fit within available time or space
- Present news stories and introduce in-depth videotaped segments or live transmissions from on-the-scene reporters

SAMPLE CAREERS

Associate's Degree or Less
Annual Salary Range
\$30,000-\$50,000

- Copy Editor
- Radio Operator
- Broadcast Technician
- Sound Technician
- Blogger
- Reporter
- Correspondent

Bachelor's Degree
Annual Salary Range
\$40,000-\$90,000

- Newspaper Editor
- Television Anchor
- Newspaper Columnist

More than a Bachelor's Degree
Annual Salary Range
\$70,000-\$150,000

- Professor of Journalism
- Chair of University Journalism Department

| Career | Entry-Level Education | Annual Median Salary & Hourly Pay (2020) | Job Outlook (2019-29) | Responsibilities | Skills |
|--|--|---|--------------------------|--|--|
| Editors | Bachelor's Degree | \$63,400/year \$30.48/hour | -7% (Decline) | <ul style="list-style-type: none"> Plan, review, and revise content for publication | <ul style="list-style-type: none"> Active listening Coordination Critical thinking Decision making Judgment Reading comprehension Speaking Writing |
| Writer/Author | Bachelor's Degree | \$67,120/year \$32.27/hour | -2% (Decline) | <ul style="list-style-type: none"> Develop written content for advertisements, books, magazines, movie and television scripts, songs, blogs, or other types of media | <ul style="list-style-type: none"> Active listening Coordination Critical thinking Decision making Judgment Reading comprehension Speaking Writing |
| Broadcast / Sound Engineering Technicians | Associate's Degree/ Bachelor's Degree | \$43,570/year \$20.95/hour | 4% (Average) | <ul style="list-style-type: none"> Set up, operate, and maintain the electrical equipment for radio programs, television broadcasts, concerts, sound recordings, and movies | <ul style="list-style-type: none"> Active listening Coordination Critical thinking Decision making Judgment Reading comprehension Speaking Writing |
| Reporter/ Correspondent | Bachelor's Degree | \$49,300/year \$23.70/hour | -11% (Decline) | <ul style="list-style-type: none"> Inform the public about news and events happening internationally, nationally, and locally Report the news for newspapers, magazines, websites, television, and radio | <ul style="list-style-type: none"> Active listening Coordination Critical thinking Decision making Judgment Reading comprehension Speaking Writing |



TELECOMMUNICATIONS: This major is responsible for connecting imaging satellites with government agencies and businesses with clients. You will be the glue that holds the world together in the 21st century.

IF YOU CHOOSE TELECOMMUNICATIONS AS YOUR CAREER MAJOR, YOU MAY BE A PART OF:

- Install, maintain or repair audio and visual electronic reception equipment
- Inspect lines or cables to assess transmission characteristics
- Splice cables using hand tools or mechanical equipment
- Set up service for customers by installing and adjusting equipment
- Access specific areas to install terminal boxes, auxiliary equipment or appliances using special equipment
- Lay underground cable to connect digital transmission equipment
- Creating computer software to assist in telecommunications

SAMPLE CAREERS

Associate's Degree or Less

Annual Salary Range
\$30,000-\$60,000

- Cable Installer
- Telecommunications Service Technician
- Computer Systems Technician

With a Bachelor's Degree or more

Annual Salary Range
\$60,000-\$150,000

- Computer Software Engineer
- Computer Hardware Engineer
- Network Computer Systems Administrator

| Career | Entry-Level Education | Annual Median Salary & Hourly Pay (2020) | Job Outlook (2019-29) | Responsibilities | Skills |
|---|--|--|--|---|--|
| Telecommunications Equipment Installer and Repairers | Post-Secondary Certification/ On the Job Training | \$61,470/year \$29.55/hour | -3% (Decline) | <ul style="list-style-type: none"> Set up and maintain devices or equipment that carry communications signals, connect to telephone lines, and access the Internet | <ul style="list-style-type: none"> Active listening Coordination Critical thinking Decision making Judgment Reading comprehension Speaking Writing |
| Computer Hardware Engineer | Bachelor's Degree | \$119,560/year \$57.48/hour | 2% (Slower than average) | <ul style="list-style-type: none"> Research, design, develop, and test computer systems and components such as processors, circuit boards, memory devices, networks, and routers Discover new directions in computer hardware, which generate rapid advances in computer technology | <ul style="list-style-type: none"> Active listening Coordination Critical thinking Decision making Judgment Reading comprehension Speaking Writing |
| Software Developer | Bachelor's Degree | \$110,140/year \$52.95/hour | 22% (Much faster than average) | <ul style="list-style-type: none"> The creative minds behind computer programs Develop the applications that allow people to do specific tasks on a computer or another device Develop the underlying systems that run the devices or that control networks | <ul style="list-style-type: none"> Active listening Coordination Critical thinking Decision making Judgment Reading comprehension Speaking Writing |
| Network Computer Systems Administrator | Bachelor's Degree | \$84,810/year \$40.77/hour | 4% (Average) | <ul style="list-style-type: none"> Critical parts of almost every organization Responsible for the day-to-day operation of these networks | <ul style="list-style-type: none"> Active listening Coordination Critical thinking Decision making Judgment Reading comprehension Speaking Writing |

Online Resources

AIAIGA (professional association for design)
www.aiga.org

Allen University
www.allenuniversity.edu

Benedict College
www.benedict.edu

CTE: Career Technical Education
www.careertech.org

Clemson University
www.clemson.edu

Columbia College
www.columbiasc.edu

Columbia City Ballet
www.columbiacityballet.com

Columbia Convention and Visitors Bureau
www.columbiacvb.com

Columbia Museum of Art
www.columbiamuseum.org

EdVenture Children's Museum
www.edventure.org

Koger Center for the Arts
www.kogercenterforthearts.com

Mapping Your Future
www.mappingyourfuture.org

Midlands Education and Business Alliance
www.mebasc.com

Midlands Technical College
www.midlandstech.edu

National Endowment for the Arts
www.arts.gov

Nickelodeon Theatre
www.nickelodeon.org

Riverbanks Zoo and Botanical Gardens
www.riverbanks.org

South Carolina Arts Commission
www.southcarolinaarts.com

South Carolina Chamber of Commerce
www.scchamber.net

**South Carolina Confederate Relic Room
and Military Museum**
www.crr.sc.gov

South Carolina State Department of Education
www.ed.sc.gov

South Carolina Military Museum
www.scmilitarymuseum.net

South Carolina State Museum
www.scmuseum.org

South Carolina Career Information System
www.sccis.net

South Carolina Philharmonic
www.scphilharmonic.com

South Carolina State University
www.scsu.edu

South Carolina Technical College System
www.sctechsystem.com

Theatre Communications Group
www.tcg.org

University of South Carolina
www.sc.edu



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