

ARTS, MEDIA, AND ENTERTAINMENT SECTOR (AME)

The Arts, Media, and Entertainment (AME) Career Technical Education (CTE) industry sector prepares students for creative careers across industries. The work in this sector is largely project-based, and CTE programs should aim to emulate workplace environments and create authentic learning experiences for students. New technologies are constantly reshaping the boundaries and skill sets of AME, and CTE programs prepare students with the skills necessary to keep up with the evolving sector. Successful career preparation involves occupational alignment, cross-curricular integration, essential workplace (soft) skill development, work-based learning, and technical preparation.¹

Multiple Pathways (Pathway 999)²

7200 Introduction to Arts, Media, and Entertainment

This code is used for AME courses that are introductory to and include content for more than one pathway within the AME sector. This course may be used to recruit students into a variety of AME pathways, allowing them to make a more confident decision about which one to pursue.

7210 Introduction to Design

Students will gain foundational creative and technical skills to prepare for careers in design across industries. Introductory courses can be taught with a focus on a specific discipline, or an exploration of multiple disciplines within the sector or related pathway.

7219 Introduction to Media Arts and Production

¹ Sub pathways have been eliminated in alignment with the California Department of Education's AME Industry Advisory recommendations. Students who complete any concentrator and capstone course within a pathway will be considered pathway completers. Refer to the 2023 Arts, Media, and Entertainment Industry Recommendations and Guidance for Model Programs and Advanced Training for CTE alignment to Registered Pre-Apprenticeship and Youth Apprenticeship. <https://www.cde.ca.gov/ci/ct/gi/ameindustrysector.asp>

² Introductory CTE courses are intended to provide students with foundational skills and knowledge by emphasizing Anchor Standards and have been moved to Pathway 999 to allow flexibility.

Students will gain foundational creative and technical skills to prepare for careers in media arts and production across industries. Introductory courses can be taught with a focus on a specific discipline, or an exploration of multiple disciplines within the sector or related pathway.

7263 Introduction to Performance, Music, and Live Events

Students will gain foundational creative and technical skills to prepare for careers in music, performing arts and live entertainment. Introductory courses can be taught with a focus on a specific discipline, or an exploration of multiple disciplines within the sector or related pathway.

Design, Visual, and Media Arts (Pathway 111)³

7211 Intermediate Design (Concentrator)

Students will develop their creative and technical skills and prepare for careers in design across industries. Students will learn principles of user experience and interface (UX and UI) design, graphic design, photography, and visual storytelling. Students will engage in iterative processes, and work collaboratively to manage projects. They will use industry-standard tools and software to design campaigns, products, services, artwork, environments, websites, marketing kits, publications, and/or experiences for a variety of audiences, and understand the array of opportunities in design fields.

7212 Advanced Design (Capstone)

Students will refine their creative and technical skills and prepare for careers in design across industries. Students will apply principles of UX and UI design, graphic design, photography, and visual storytelling to creative projects. Students will engage in iterative processes, and work collaboratively to scope and manage projects. They will gain proficiency in industry-standard tools and software to design, edit, and publish campaigns, products, services, artwork, environments, websites, marketing kits, publications, and/or experiences for a variety of audiences and clients. Pathway completers will develop a professional portfolio and understand the application of skills in workplace environments.

7214 Intermediate Animation (Concentrator)

Students will develop their creative and technical skills and prepare for careers in animation and visual effects (VFX). Students will learn principles of art, storytelling, and visual development. Students will develop skills in two-dimensional (2D), three-dimensional (3D) animation, and VFX using

³ Course names and descriptions have been updated in alignment with the California Department of Education's AME Industry Advisory Recommendations.

industry-standard software. They will work collaboratively in animation production pipeline environments and gain generalist knowledge to pursue careers in animation across film and television, virtual production, gaming, immersive media, and VFX. Students will understand the array of careers in animation, from pre-production to marketing and distribution.

7215 Advanced Animation (Capstone)

Students will refine their creative and technical skills and prepare for careers in animation and VFX. Students will apply principles of art and storytelling to visual development. They will develop skills in 2D animation, 3D animation, and VFX while working collaboratively in animation production pipeline environments. Students will gain proficiency in industry-standard tools and software required to pursue careers in animation across film and television, virtual production, gaming, immersive media, and VFX. Students will understand the specialized skills required for careers in animation, from pre-production to marketing and distribution. Pathway completers will develop a professional portfolio and understand the application of skills in workplace environments.

7217 Intermediate Studio Arts (Concentrator)

Students will develop their creative and technical skills and prepare for careers in the arts and culture sectors. Students will explore careers in fine art, public art, sculpture, printing, illustration, and/or photography, including gallery operations, curation, museum administration and arts education. Students will develop skills in various digital and physical mediums, create, and exhibit original works. They will learn how to curate, and install public art exhibitions, price and market original work, create artwork for public audiences or clients, and understand how to apply their art skills to professional projects and exhibitions.

7218 Advanced Studio Arts (Capstone)

Students will refine their creative and technical skills and prepare for careers in the arts and culture sectors. Students will gain a comprehensive understanding of careers in fine art, public art, sculpture, printing, illustration, and/or photography, including gallery operations, curation, museum administration and arts education. Students will gain proficiency in various digital and physical mediums, create, and exhibit original works. They will curate and install public art exhibitions, price and market original work, create artwork for public audiences or clients, and understand how to apply their art skills to professional projects and exhibitions. Pathway completers will develop a professional portfolio and understand the application of skills in workplace environments.

7220 Intermediate Digital Communications [Media Arts] (Concentrator)⁴

Students will develop their creative and technical skills and prepare for careers paths in digital communications. Students will explore careers for content creators and media artists across industries. Students will apply art and design principles to the development, capture, and refinement of original content for specific audiences using industry-standard software and technologies. Students will learn to tell impactful visual stories and prepare for careers involving digital storytelling, brand identity, and marketing.

7221 Advanced Digital Communications [Media Arts] (Capstone)

Students will refine their creative and technical skills and prepare for careers in digital communications. Students will explore careers for content creators and media artists across industries. Students will apply art and design principles to the development, capture, and refinement of original content for specific audiences, and gain proficiency with industry-standard software and technologies. Students will tell impactful visual stories and gain knowledge to prepare them for a variety of careers involving digital storytelling, brand identity, and marketing. Pathway completers will develop a professional portfolio and understand the application of skills in workplace environments.

Performing Arts (Pathway 112)

7231 Intermediate Dance (Concentrator)

Students will develop their creative and technical skills and prepare for careers in dance. Students will learn different techniques, devise original work, perform in a variety of environments, and explore careers across commercial and concert industries. Students will work collaboratively in production environments and gain a broad understanding of opportunities for dance professionals including professional performance, art direction and choreography, stage management, production design and technology, education, and fitness.

7232 Advanced Dance (Capstone)

Students will refine their creative and technical skills and prepare for careers in dance. Students will gain proficiency in different techniques, devise and modify

⁴ Media Arts CALPADs codes will retire in 2024-2025. New programs with an emphasis on graphic arts, illustration, publication, and website design should use Design 7211 and 7212. New programs with an emphasis on content capture and creation, film editing, podcasting, journalism and streaming should use Digital Communications 7247 and 7249.

original work, perform in professional environments, and explore careers across commercial and concert industries. Students will work collaboratively in production environments and gain a comprehensive understanding of opportunities for dance professionals including professional performance, art direction and choreography, stage management, arts and nonprofit management, production design and technology, studio and company management, education, and fitness. Pathway completers will develop a professional portfolio and understand the application of skills in workplace environments.

7234 Intermediate Music and Recording Arts (Concentrator)

Students will develop their creative and technical skills and prepare for careers in the music industry. Students will learn to play and create music, properly operate equipment and digital audio workstations, record and/or perform in professional environments, and explore careers across music technology, music business, studio operations, and live performance. Students will learn industry-standard software and tools to prepare them for specialized careers for artists, engineers, producers, and music-specific audio professionals.

7235 Advanced Music and Recording Arts (Capstone)

Students will refine their creative and technical skills and prepare for careers in the music industry. Students will build a collection of original music, properly operate equipment and digital audio workstations, record and/or perform in professional environments, and explore careers across music technology, music business, studio operations, and live performance. Students will gain proficiency in industry-standard software and tools that will prepare them for specialized careers for artists, engineers, producers, and music-specific audio professionals. Pathway completers will develop a professional portfolio and/or Electronic Press Kit (EPK) and understand the application of skills in workplace environments.

7237 Intermediate Theatre (Concentrator)

Students will develop their creative and technical skills and prepare for careers in acting and theatre. Students will learn different techniques, perform in a variety of environments, and explore careers for performing arts professionals across industries. Students will work collaboratively in production environments and gain a broad understanding of opportunities for actors and theatre professionals including professional performance, arts and nonprofit management, production design and technology, studio and company management, public speaking, and education.

7238 Advanced Theatre (Capstone)

Students will refine their creative and technical skills and prepare for careers in acting and theatre. Students will gain proficiency in different techniques, devise

original work, perform in professional environments, and explore careers for performing arts professionals across industries. Students will work collaboratively in production environments and gain a comprehensive understanding of opportunities for actors and theatre professionals including professional performance, arts and nonprofit management, art direction, stage management, production design and technology, studio and company management, public speaking, and education. Pathway completers will develop a professional portfolio and understand the application of skills in workplace environments.

Production and Managerial Arts (Pathway 113)⁵

7241 Intermediate Stage and Event Technology (Concentrator)

Students will develop their creative and technical skills and prepare for careers in live entertainment and event production. Students will learn how to execute the technical aspects of shows, properly operate equipment and consoles, and understand the transferability of skills to various environments including concerts, theaters, festivals, tournaments, and/or conferences. Students will work collaboratively in live production environments and gain a generalist knowledge in live audio and visual (A/V) technology, production management, stage management, and venue operations for theatre, live music, dance, and/or sports related events.

7242 Advanced Stage and Event Technology (Capstone)

Students will refine their creative and technical skills and prepare for careers in live entertainment and event production. Students will design and execute the technical aspects of shows, properly operate equipment and consoles, gain proficiency in industry-standard tools and software, and apply skills to various environments including concerts, theaters, festivals, tournaments, and/or conferences. Students will work collaboratively in live production environments and gain a comprehensive knowledge of live audio and visual (A/V) technology, production management, stage management, and venue operations for theatre, live music, dance, and/or sports related events. Pathway completers will develop a professional portfolio and understand the application of skills in workplace environments.

⁵ Multimedia Sound Production capstone courses with an emphasis on podcasting should use Advanced Digital Communications 7249

Multimedia Sound Production capstone courses with an emphasis on music production should use Advanced Music and Recording Arts 7235

7244 Intermediate Film and Television Production (Concentrator)

Students will develop their creative and technical skills and prepare for careers in film and television. Students will learn about narrative structure and principles of cinematic arts, develop skills in below-the-line production crafts and post-production, properly operate equipment, use industry-standard tools and software, and work collaboratively in film production environments across scripted, unscripted, episodic, commercial, music video and/or virtual production. Students will understand the array of careers in film and television, from pre-production to marketing and distribution.

7245 Advanced Film and Television Production (Capstone)

Students will refine their creative and technical skills and prepare for careers in film and television. Students will apply principles of cinematic arts to creative projects, gain proficiency in industry-standard tools and software for below-the-line production crafts and post-production, properly operate equipment, and work collaboratively in film production environments across scripted, unscripted, episodic, commercial, music video and/or virtual production. Students will understand the specialized skills required for careers in film and television, from pre-production to marketing and distribution. Pathway completers will develop a professional portfolio and understand the application of skills in workplace environments.

7247 Intermediate Digital Communications [Audio/Visual] (Concentrator)

Students will develop their creative and technical skills and prepare for careers in media production and communications across digital platforms. They will learn about narrative structure and the journalistic process and develop original audio and/or visual content for different audiences. Students will learn to tell impactful visual stories, use industry-standard tools and software, and properly operate equipment for capturing, editing, broadcasting, and streaming content. Students will prepare for a variety of careers in visual communications including but not limited to podcasting, news and sports broadcast, photojournalism, content creation and streaming, brand identity, and marketing.

7249 Advanced Digital Communications [Audio/Visual] (Capstone)

Students will refine their creative and technical skills and prepare for careers in media production and communications across digital platforms. They will apply narrative structure and the journalistic process to the development and refinement of original audio and/or visual content for a variety of audiences. Students will learn to tell impactful visual stories, demonstrate proficiency in industry-standard tools and software, and properly operate equipment for capturing, editing, broadcasting, and streaming content. Students will prepare for careers in digital communications including podcasting, news and sports broadcast, photojournalism, content creation and streaming, brand identity, and

marketing. Pathway completers will develop a professional portfolio and understand the application of skills in workplace environments.

Game Design and Integration (Pathway 114)

7261 Intermediate Game Art and Production (Concentrator)

Students will develop their creative and technical skills and prepare for careers in the video game industries. Students will use industry-standard software and examine principles of game art, design, and development. They will learn visual development, 2D and 3D animation, VFX, real-time rendering, technical art, and postproduction, and will work collaboratively in production pipeline environments specific to gaming industries. Students will gain generalist knowledge to pursue careers in gaming, immersive media, and VFX.

7262 Advanced Game Art and Production (Capstone)

Students will refine their creative and technical skills and prepare for careers in the video game industries. Students will gain proficiency in industry-standard software and apply principles of game art, design, and development to creative projects. They will participate in the visual development process, develop skills in 2D and 3D animation, VFX, real-time rendering, technical art, and postproduction. They will work collaboratively in production pipeline environments specific to gaming industries. Students will understand the specialized skills required for careers in game art and production, immersive media, and VFX. Pathway completers will develop a professional portfolio and understand the application of skills in workplace environments.