ARTS, A/V TECHNOLOGY, & COMMUNICATIONS EDITION

PATHWAYS TO SUCCESS

An education– and career–planning guide for South Carolina students
Dear South Carolina Student,

“What do you want to be when you grow up?” You’ve heard it again and again, and if you’re like most people in school, you probably feel pretty lost. However, knowing what appeals to you or, better yet, what you want to do, can help you focus on those subjects and activities that will prepare you for the future.

But with so much to think about in life right now, and so many career directions to choose from, choosing a career pathway can be overwhelming. Even worse, what if you decide and then change your mind?

How would you like to know more about your options? This guide offers you realistic insight into various career clusters and how they might fit into the way you think and feel.

Pathways to Success can help you get started. It is a series of education- and career-planning guides designed to help you make informed, smart career decisions. You can use this information to eliminate options that aren’t attractive, so you can begin focusing on a career direction that is more appealing.

If you change your mind along the way, Pathways to Success can help you redirect your career plans, courses, and extracurricular activities.

In South Carolina, there are 16 career clusters that you can explore. This issue of Pathways to Success introduces you to one of these clusters. The clusters correspond to different fields within the job market (business, healthcare, the arts, agriculture, manufacturing, etc.).

Each issue of Pathways to Success explains what it is like to work in one of the career clusters, what kinds of jobs are available, and what parts of the career cluster are growing fastest. It also spells out the specific ways to prepare yourself for an occupation: majors to choose in high school, what classes to take, opportunities to learn outside of class, and the kind of education and training you can pursue after high school.

Believe it or not, being in school gives you a great chance to explore all of your options. So go for it. Figure out just how you feel about certain subjects. Seek out those things that you feel good about. Then start preparing yourself so you will be able to do the things you like to do “when you grow up.”

Picture Yourself in a Career in the Arts

The arts are all about self-expression, but unless you refine the techniques you need to get your message to your audience, you might as well be talking to yourself. That’s why the South Carolina Arts, A/V Technology, and Communications career cluster focuses both on the act of creation and on the technologies that make artistic creation and communication possible. Whether you prefer crafting the message or delivering it, plenty of satisfying jobs in the arts exist in South Carolina. Read on to explore the Arts, A/V Technology, and Communications cluster and realize the possibilities it might hold for you.

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Attention:
Parents, Teachers, and Counselors: This Guide Is for You, Too.

This career cluster guide speaks to students about their careers, but you also play a role by providing guidance as students plan their futures. Read this guide and learn more about the Arts, A/V Technology, and Communications cluster. Then sit down and talk with your child or a student you are advising. Help craft an Individual Graduation Plan, or IGP, that puts that teen on a personal pathway to success (see “What is an IGP?” on page 6).
What Are Career Clusters and Majors?

Career clusters help you acquire the knowledge and skills you need to reach your personal career goals. They organize what you learn in school around specific professional fields such as Education and Training or Information Technology. Information Technology, for example, focuses on professions that require highly technical training, while Human Services emphasizes occupations that involve people skills. South Carolina recognizes these 16 career clusters offered at various schools across the state.

- Agriculture, Food, and Natural Resources
- Architecture and Construction
- Arts, A/V Technology, and Communications
- Business, Management, and Administration
- Education and Training
- Finance
- Government and Public Administration
- Health Science
- Hospitality and Tourism
- Human Services
- Information Technology
- Law, Public Safety, Corrections, and Security
- Marketing, Sales, and Service
- Science, Technology, Engineering, and Mathematics
- Transportation, Distribution, and Logistics

Each cluster consists of career majors, which are based on groups of professions that require similar talents, knowledge, and skills. For example, six majors fall within the Arts, A/V Technology, and Communications cluster (see illustration above). Each major provides the required courses, instruction, and experience necessary to move toward employment in a specific occupation such as photographer, a/v technician, or videographer. After additional education in college, the military, or elsewhere.

A Model Career Cluster System

Grades K–2
- Students learn about different kinds of work.
- Students are instructed in diversity and gender equity in the workplace.
- Students learn about goal setting and decision making.
- Students learn what it means to be a good worker.

Grades 3–5
- Students use career assessment instruments to identify occupations.
- Students learn about occupations in the various career clusters.
- Students get involved in career guidance classroom activities.

6th Grade
- Students begin career exploration activities, including identification of learning opportunities in the community.
- Students take career assessment instruments.
- Students identify jobs within the clusters requiring different levels of education.

7th Grade
- Students identify the stages of the career decision-making process.
- Students identify and explore sources of career information.
- Students take career assessment instruments.
- Students explore work-based learning activities including service learning, job shadowing, and mentoring.

8th Grade
- Students pick a cluster of study that they are interested in exploring.
- Students explore work-based learning activities including service learning, job shadowing, and mentoring.
- Students meet with parents, counselors, teachers, guardians, and legal designees to develop both an academic and career portfolio consistent with their academic and career focus.
- Students take career assessment instruments.

9th Grade
- Students review and update their IGPs.
- Students should declare a career major.*
- Students explore work-based learning activities including service learning, job shadowing, and mentoring.

10th Grade
- Students review and update their IGPs.
- Students take career assessment instruments.
- Students explore work-based learning activities including service learning, job shadowing, and mentoring.

11th Grade
- Students review and update their graduation plans, with particular attention to postsecondary goals.
- Students take career assessment instruments.
- Students explore work-based learning activities including service learning, job shadowing, and mentoring.
- Students may change or modify their career majors.

12th Grade
- Students complete requirements for their majors.
- Students receive recognition for completion of career cluster majors at graduation.
- Students take career assessment instruments.
- Students explore work-based learning activities including service learning, job shadowing, and mentoring.
- Students may change or modify their career majors.

Postsecondary
- Students follow aligned career pathways to two- or four-year college, the military, or other postsecondary education or training or employment.
- Students obtain rewarding entry-level employment within their chosen clusters.
- Students continue to refine career choices throughout their lifetimes of learning.

* Students are encouraged to review their IGPs and modify or change this focus throughout their secondary school careers with the guidance of educators and parents.
Planning to a career in arts, a/v technology, and communications is like planning for life. It helps to have a plan. Follow these steps to create your Individual Graduation Plan (IGP).

**Step 1: Complete Assessments**

Start putting together your IGP by determining your strengths and weaknesses, what you love (or hate) to do with your time, and your hopes and dreams in life. To find the answers to these questions, take advantage of career assessment tools such as Holland’s Self-Directed Search, ASVAB (Armed Services Vocational Aptitude Battery), and the Kuder Interest Inventory available through your school and online (see “What is an IGP?” on page 6).

**Step 2: Research Your Career Opportunities**

After learning more about yourself, put together a list of careers you might want to research. Get the facts about what each possible profession pays, how many jobs in those professions are available in South Carolina (both now and in the future), and what kind of education you’ll need to break into each of them. (For profiles of 25 career options in arts, a/v technology, and communications see page 8). Use the career information resources available through your school’s library and the Internet, including SCOS, O*NET, and COIN (see “Resource Roundup” on page 21). Go beyond the statistics, though, to get the inside story on what those who work in occupations on your list really do every day. Start by contacting professional associations and visiting Web sites, then arrange personal interviews and job shadowing.

**Step 3: Explore Your Education Options**

Use your list of possible professions to investigate your education options (see “Continuing Your Education” on page 11). Identify both two-year and four-year colleges with programs that best fit your career goals. In the same way, find out about obtaining associate’s degrees at two-year technical colleges with programs in Arts, a/v Technology, and Communications. Also, research opportunities for Arts, a/v Technology, and Communications training in the military. Then look at the clusters, majors, and courses offered in high school as well as special programs such as co-op education and dual-credit courses. Learn about academic requirements and tests you may have to take to graduate and get into college, including PACT, PSAT, PLAN, SAT, ACT, and WorkKeys. Also, explore extracurricular activities (see “Practice Your Art” on page 18) related to your list of possible professions, including sports, community service groups, band, clubs, and student organizations such as SkillUSA and ThinkQuest.

**Step 4: Talk About Your Options With Parents and Counselors**

Assessments and research are essential, but input from your parents (or guardians), counselors, and teachers can also help as you narrow your career and education choices. Talk with them about what you are learning as you are assessed—they can help you further identify your strengths, opportunities, and interests. Tell them about your hopes and dreams. Discuss with them career options five, 10, or 20 years from now. Ask them to help with your research by providing resources or using their contacts to set up career exploration experiences such as job shadowing and internships. Time with your guidance staff person may be limited, so make the most of it. Come in with clear and well-researched ideas about your future, and ask what he or she can do to help you get where you want to go in life.

**Step 5: Make Your Choices and Document Your Decisions**

Now that you are armed with valuable research and good advice from people you trust, it’s time to make some decisions. Ask your counselor what format your IGP should follow—it will likely include most of the information shown in “What is an IGP?” on page 6. Select your career objective, cluster, and major, and write them down on your IGP. Fill in a tentative schedule for your high school years. Add to your plan lists of the out-of-class and work experiences you want to pursue and your goal after high school—college, the military, employment, or another option. It’s also smart to create a career portfolio, which is a file of material related to the education and career choices in your IGP. This portfolio might include items such as a resume, samples of your schoolwork, and research and assessment information. Once you have documented your decisions, save your IGP and career portfolio as your school directs.

**Step 6: Review and Revise Your IGP Each Year**

A good IGP is frequently updated. It expands and changes as you go through high school. At least once at the end of each year, go back to your IGP and revise it as needed. Ask yourself if your decisions are still sound or if you’ve changed your mind about your career objective or plans after high school. Be realistic, but don’t feel locked in to the choices you made earlier. Switching your cluster or major as you learn more about your interests and options in life is okay. Some direction—even if it changes—is better than no direction at all. Use this annual review of your plan to make choices that are intentional, not accidental, as you grow and change.

**Step 7: Graduate and Move On to Additional Education or Employment**

The goal of an IGP is to give you a clear path to high school graduation, but that’s not the end of your road to success. The plan you created will carry you on to college, the military, an apprenticeship, other education or training, or directly into the job market. You likely will continue to evaluate, research, discuss, and refine your career choices after high school and throughout your life.
What is an IGP?

An Individual Graduation Plan (IGP) is like a road map to your future. If you stay on course, you’ll reach your destination—graduation—with all the courses, skills, and experience you need to take your education or career to the next level. Here’s what a basic IGP includes:

- Information such as your name and school.
- Your chosen career cluster is a field of study such as Education and Training or Business, Management, and Administration on which you plan to focus in high school and beyond. South Carolina recognizes 16 career clusters (see page 2), although local schools and districts may offer different clusters. This guide is an introduction to the Arts, A/V Technology, and Communications cluster.
- Your plan for what to do after high school—get an associate’s or bachelor’s degree, enter the armed forces, seek industry certification, find employment, or pursue other options. Be specific—it’s just a goal you can change later if needed.
- A grade-nine-through-twelve outline of classes you should take, including core academic classes required for graduation and electives. Fill in the specific classes your school offers.
- Your chosen career major, a field such as Performing Arts, in which you plan to work when you enter the job market.
- Out-of-class learning opportunities you want to pursue, such as student organizations or work experiences.
- Your school may make this type of basic IGP part of your career portfolio—a file or folder that also may contain such information as results of your career-interest assessments, examples of your schoolwork, your scores from standardized tests, and records of your work experiences.

Express Your Artistic Side

Are you an artist or a poet at heart? Either way, a career in Arts, A/V Technology, and Communications may be right for you.

Quick Quiz

Answer “yes” or “no” to these questions to see if Arts, A/V Technology, and Communications is the right career cluster for you.

1. I can paint a room in my house.
2. I am able to create posters and flyers to advertise fundraisers.
3. I can draw a self-portrait.
4. I am skilled at proofreading the writing of others.
5. I am skilled at working with my hands.
6. I am able to visualize how a flat drawing of a house or a store would look as a 3-D object.
7. I like to create new ideas, write stories, or design brochures.
8. I’d like to play in a band.
9. I’d like to design a magazine or television advertisements.
10. I’d like to design a Web site or piece of software.
11. I am good at helping my friends and family do projects around the house, such as building a bookshelf or laying floor tile.

If you answered “yes” to 5 or more of the questions, you may have what it takes to make it in Arts, A/V Technology, and Communications. If you answered “yes” to 5 or more of the questions, you may have what it takes to make it in Arts, A/V Technology, and Communications.

Source: SCOIS (Coin Career) Assessment Tests
25 Career Choices in Arts, A/V Technology, and Communications

<table>
<thead>
<tr>
<th>Occupation</th>
<th>SC Salary</th>
<th>Job Growth 1</th>
<th>Education Required 2</th>
<th>Career Readiness Certificate Level 3</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Actor</td>
<td>$71,080</td>
<td>18.8%</td>
<td>HS, OJT, AP</td>
<td>Gold</td>
<td>Works in movies, theaters, television, and radio, using his or her voice, expressions, and body movements to portray characters in stories.</td>
</tr>
<tr>
<td>Archivist and Curator</td>
<td>$68,750</td>
<td>14.9%</td>
<td>MA, DD</td>
<td>Gold</td>
<td>Assesses, collects, organizes, preserves, maintains control over, and provides access to information determined to have long-term value.</td>
</tr>
<tr>
<td>Art Director</td>
<td>$61,830</td>
<td>6.0%</td>
<td>BD</td>
<td>Gold</td>
<td>Arranges words and pictures in advertisements to make the ads compelling. May supervise lower-level artists.</td>
</tr>
<tr>
<td>Broadcast Technician</td>
<td>$51,620</td>
<td>15.3%</td>
<td>AD, BD</td>
<td>Gold</td>
<td>Speaks, performs, sponsors, or presents on a radio or television program.</td>
</tr>
<tr>
<td>Camera Operator</td>
<td>$50,090</td>
<td>15.9%</td>
<td>OJT, AO</td>
<td>Silver</td>
<td>Operates a film or video camera for the purpose of recording motion picture film, video, or a computer storage medium.</td>
</tr>
<tr>
<td>Cinematographer</td>
<td>$43,610</td>
<td>15.9%</td>
<td>BD</td>
<td>Gold</td>
<td>Directs photographic recording of movies, TV shows, and commercials. Works with camera crew to determine the photographic style of what is filmed.</td>
</tr>
<tr>
<td>Fashion Designer</td>
<td>$44,670</td>
<td>8.0%</td>
<td>OJT, HS, AD, BD</td>
<td>Gold</td>
<td>Designs clothing and lifestyle accessories, created within the cultural and social influences of a specific time.</td>
</tr>
<tr>
<td>Copywriter</td>
<td>$44,610</td>
<td>16.3%</td>
<td>BD</td>
<td>Gold</td>
<td>Writes words for printed and broadcast advertisements.</td>
</tr>
<tr>
<td>Dancer/Danceographer</td>
<td>$43,740</td>
<td>14.8%</td>
<td>AD</td>
<td>Silver</td>
<td>Creates movement structures that are used as a form of expression and social interaction.</td>
</tr>
<tr>
<td>Designer</td>
<td>$41,460</td>
<td>9.1%</td>
<td>OJT, HS, AD, BD</td>
<td>Gold</td>
<td>Designs any of a variety of things which requires being creative in a particular area of expertise.</td>
</tr>
<tr>
<td>Director/Producer</td>
<td>$36,720</td>
<td>17.9%</td>
<td>OJT, AP, AD</td>
<td>Gold</td>
<td>Interprets scripts of plays and movies; selects and rehearses actors (director). Raises money, hires directors, and keeps projects on budget (producer).</td>
</tr>
<tr>
<td>Electrical Line Installer and Repairer</td>
<td>$35,150</td>
<td>9.7%</td>
<td>OJT, HS</td>
<td>Silver</td>
<td>Maintains, repairs, calibrates, tunes, and adjusts all electronic equipment used for communications, detection and tracking, recognition, and identification.</td>
</tr>
<tr>
<td>Electronic Technician</td>
<td>$33,390</td>
<td>8.1%</td>
<td>HS</td>
<td>Gold</td>
<td>Lays out, builds, tests, troubleshoots, repairs, and modifies developmental and production electronic components, parts, equipment, and systems.</td>
</tr>
<tr>
<td>Engineering Technician</td>
<td>$32,750</td>
<td>6.8%</td>
<td>AO</td>
<td>Gold</td>
<td>Solves technical problems, helps engineers and scientists to research and development, builds equipment, does experiments, and collects and calculates data.</td>
</tr>
<tr>
<td>Graphic Designer</td>
<td>$32,730</td>
<td>9.4%</td>
<td>AD, BD</td>
<td>Gold</td>
<td>Produces art for use by major corporations, retail stores, and advertising, design, and publishing firms.</td>
</tr>
<tr>
<td>Interior Designer</td>
<td>$32,300</td>
<td>9.0%</td>
<td>AD, MA</td>
<td>Gold</td>
<td>Selects and arranges furniture, fixtures, flooring, and wall coverings to make the best, most attractive use of inside spaces.</td>
</tr>
<tr>
<td>Journalist</td>
<td>$32,300</td>
<td>16.1%</td>
<td>BD</td>
<td>Gold</td>
<td>Gathers facts and writes articles about local, state, national, and world events.</td>
</tr>
<tr>
<td>Motion Picture/Video Art Director</td>
<td>$31,410</td>
<td>6.0%</td>
<td>BD</td>
<td>Gold</td>
<td>Organizes/schedules, oversees, and designs works of art.</td>
</tr>
<tr>
<td>Painter and Paperhanger</td>
<td>$31,610</td>
<td>16.2%</td>
<td>OJT, HS</td>
<td>Bronze</td>
<td>Paints, decorates, and/or covers someone’s walls with wallpaper.</td>
</tr>
<tr>
<td>Photographer</td>
<td>$29,180</td>
<td>10.6%</td>
<td>OJT, HS, AP</td>
<td>Silver</td>
<td>Operates cameras to take pictures of people, places, and events.</td>
</tr>
<tr>
<td>Sign Painter and Letterer</td>
<td>$29,170</td>
<td>7.8%</td>
<td>OJT</td>
<td>Silver</td>
<td>Paints signs and billboards.</td>
</tr>
<tr>
<td>Software Designer</td>
<td>$27,790</td>
<td>10.6%</td>
<td>BD</td>
<td>Gold</td>
<td>Creates and designs computer programs, including the graphics, animation, and sound effects users will experience.</td>
</tr>
<tr>
<td>Sound Engineer</td>
<td>$27,210</td>
<td>16.1%</td>
<td>OJT, AP, JBD</td>
<td>Silver</td>
<td>Works in recording studios, operating sound equipment to help create the effects the recording artists and producers desire.</td>
</tr>
<tr>
<td>Web Site Designer</td>
<td>$24,470</td>
<td>11.3%</td>
<td>BD</td>
<td>Gold</td>
<td>Creates and designs Web sites.</td>
</tr>
<tr>
<td>Writer/Editor</td>
<td>$21,740</td>
<td>15.6%</td>
<td>BD</td>
<td>Gold</td>
<td>Writes fiction and nonfiction prose for books, magazines, ads, radio, and TV (writer). Edits writing to fit the requirements of the finished product (editor).</td>
</tr>
</tbody>
</table>

1 The expected percentage increase or decline in the number of positions in the profession in South Carolina through 2008.
2 The minimum educational attainment required to enter the profession; occupations may have different entry-level jobs for those with different degrees.
3 The South Carolina Career Readiness Certificate demonstrates to employers that you have the skills necessary to be successful in your chosen occupation. For more information on the CRC in South Carolina go to www.WorkReadySC.org.
Design Your Future

If you intend to make a career in Arts, A/V Technology, and Communications, your first work of art will be the one you commission for yourself—a solid, well thought-out plan to customize your future to your specifications. The trick is to carefully lay out a blueprint that reflects your talents, your interests, and the realities of the cluster, without sacrificing the spontaneity and creative spark necessary for the creation of all great works of art.

If you want to get the most out of your career, you really do need to invest the same effort, intensity, and sense of fun in it that an artist exhibits in the act of creation. Explore every angle, run down every lead, and don’t hesitate to experiment with new options. Building a future is serious business, but try to remember it’s also an adventure.

The Career Major Maps on the next few pages will help you keep your bearings as you explore the possibilities. You have a lot of material to examine and a lot of choices to make as you move through high school from freshman to senior. If your school has a career cluster system, one of your first decisions after choosing to go into the arts cluster is your high school career major (see “What Are Career Clusters and Majors?” on page 2). The arrangement of clusters into majors helps sort out your choices. It gives you a kind of map that divides the job terrain into manageable districts. For example, Arts, A/V Technology, and Communications is split into six areas of study:

• Performing Arts (see page 12)
• Printing Technologies (see page 13)
• Visual Arts (see page 14)
• Telecommunications Technologies (see page 15)
• Journalism and Broadcasting (see page 16)
• Audio/Video Technologies (see page 17)

The six arts, A/V technology, and communications majors listed above correspond to the arts and communications job market in South Carolina. If you choose a Printing Technologies major, for example, you can follow that pathway on to a particular program in Printing Technologies offered at a two- or four-year college and then into an occupation in the printing industry after completing your training. Generally, you need to take four electives in your major area to graduate with a high school major.

Don’t Be Afraid to Try New Options

What happens if you follow a particular career pathway and end up someplace you didn’t really want to go? Don’t worry. Your decision about a cluster and major is not permanent. As you move along through your high school career, you will have plenty of opportunities to review and change your choices.

The Career Major Maps on the following pages include sample high school schedules, but, of course, your school may offer different programs or classes. The maps also include information about extracurricular activities, options after high school, and jobs for which each major might prepare you. Use the Career Major Maps to create your Individual Graduation Plan (see “What is an IGP?” on page 6) and to chart your course into the career of your choice.

Local South Carolina schools and districts may offer fewer career clusters and majors, clusters and majors that are organized differently, or clusters and majors with alternative names. If you choose a Printing Technologies major, for example, you can follow that pathway on to a particular program in Printing Technologies offered at a two- or four-year college and then into an occupation in the printing industry after completing your training. Generally, you need to take four electives in your major area to graduate with a high school major.

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Continuing Your Education After High School Boosts Your Career in Arts, A/V Technology, and Communications

The Arts, A/V Technology, and Communications cluster’s long name reflects the variety of occupations in the cluster. What we call “the arts” encompasses everything from the poet working in solitude to the army of writers, directors, producers, makeup artists, fashion coordinators, sound technicians, hairdressers, and public relations experts required to create a TV miniseries. So, how do you prepare for the career in the Arts that you have in mind?

South Carolina offers a variety of educational options that can fit your needs. Putting together the money to pay for your education is important, too, and there is a variety of options available (see “Financial Aid Basics” on page 19).

n Four-Year Programs

Certain jobs in the Arts, A/V Technology, and Communications cluster, such as those in the competitive fields of print and broadcast journalism, generally require a four-year college degree. The University of South Carolina in Columbia, for example, specializes in Electronic Journalism, Print Journalism, Advertising, Visual Communication, and Public Relations. On the technical side, Clemson University’s Graphic Communications program is one of the three highest-ranking Printing-Technology programs in the country. Other colleges and universities across the state offer Fine Arts, including the South Carolina Center for Dance Education at Columbia College in Columbia and the acclaimed Art and Design degree program in Interior Design at Winthrop University in Rock Hill.

n Technical Colleges

South Carolina’s public two-year colleges offer students a multitude of career training options in the Arts, with connections to four-year colleges or private employment. Most technical colleges now offer a two-year degree or other certification in Web design and Web site maintenance. Courses and certifications in photography, audio and video production, and graphic design are also available at most of the state’s two-year colleges.

n Opportunities in the Military

Surprisingly, armed forces offer a wide variety of opportunities in the arts. Musicians play in the various military band units, broadcast journalists work for Armed Forces Radio, and fashion designers create the uniforms and special apparel. Each branch of the service offers on-the-job training opportunities and scholarship funds to recruits, most of which can be translated into credit at civilian colleges and universities. To learn about military options, go to www.goarmy.com (Army), www.navy.com (the Navy), www.airforce.com (the Air Force), www.marines.com (the Marines), and www.uscg.mil (the Coast Guard).

n On-the-Job Training and Experience

Artists such as dancers, photographers, musicians, actors, and designers have traditionally trained by practicing their art under the watchful eyes of more experienced mentors. Look for volunteer opportunities with local community-theater or fine-arts groups or internship experiences in journalism, printing, or other arts-related businesses.

10 Highest-Paying Arts, A/V Technology, and Communications Professions

Occupation | Salary
--- | ---
1. Electronics Technician | $73,050
2. Software Designer | $65,150
3. Art Director | $56,250
4. Motion Picture/Radio/TV Art Director | $56,250
5. Clothes Designer | $55,460
6. Web Site Designer | $48,350
7. Industrial Designer | $48,140
8. Technical Writer | $47,410
9. Director/Producer | $47,410
10. Actor | $42,160

Based on annual mean salary in South Carolina. Source: SCOS.
Career Major Map: Performing Arts

Employees in the Performing Arts entertain audiences either in live appearances or in recorded or broadcast presentations. The Performing Arts include music, drama, dance, standup comedy, and motion pictures. Workers who support performances behind the scenes—such as screenwriters, composers, choreographers, directors, stagehands, makeup artists, and others—are included in the Performing Arts field.

**Required Core for Graduation**

<table>
<thead>
<tr>
<th>English*</th>
<th>Four Units Required</th>
</tr>
</thead>
<tbody>
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</tr>
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</table>

**Additional State Requirements**

Physical Education or JROTC (one unit)  
Electives (seven units)

**Sample Core Choices**

For additional college entrance requirements, refer to the college of your choice.

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</table>

**Courses for Major (Minimum of four credits required)**

- Dance
- Chorus
- Drama
- Instrumental Music
- IB Approved Courses
- Media Technology
- Computer Science (one unit)
- Electives (seven units)
- Art (one unit)

**Complementary Course Work**

- Art Appreciation
- Advanced Composition
- Creative Writing
- AP Studio Art: Two-Dimensional Design
- AP Studio Art: Three-Dimensional Design
- Fashion Design and Apparel Construction
- Modern or Classical Language
- Shadowing
- Internship
- SkillUSA
- Technology Student Association (TSA)
- Senior Project

**Extended Learning Opportunity Options Related to Major**

Professional Opportunities Upon Graduation

- High School Diploma
- Production Manager Assistant
- Painter
- Set Assistant
- Additional Training to 2-year Degree
- Performer
- Actor
- Musician
- Dancer
- Drama Coach
- Choreographer
- Entrepreneur
- 4-year Degree & Higher
- Performing Arts Educator
- Production Manager
- Dancer
- Composer
- Conductor
- Screenwriter

*Course selection will depend on satisfying prerequisites.

Career Major Map: Printing Technologies

Employees in Printing Technologies operate the mechanical and electronic equipment used to print newspapers, books, magazines, and brochures and to post information electronically on the Internet.

**Required Core for Graduation**

<table>
<thead>
<tr>
<th>English*</th>
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<table>
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</table>

<table>
<thead>
<tr>
<th>Social Studies</th>
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<tbody>
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</tbody>
</table>

**Additional State Requirements**

Physical Education or JROTC (one unit)  
Electives (seven units)

**Sample Core Choices**

For additional college entrance requirements, refer to the college of your choice.

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</tbody>
</table>

**Courses for Major (Minimum of four credits required)**

- Dance
- Chorus
- Drama
- Instrumental Music
- IB Approved Courses
- Media Technology
- Computer Science (one unit)
- Electives (seven units)
- Art (one unit)

**Complementary Course Work**

- Art Appreciation
- Advanced Composition
- Creative Writing
- AP Studio Art: Two-Dimensional Design
- AP Studio Art: Three-Dimensional Design
- Fashion Design and Apparel Construction
- Modern or Classical Language
- Shadowing
- Internship
- SkillUSA
- Technology Student Association (TSA)
- Senior Project

**Extended Learning Opportunity Options Related to Major**

Professional Opportunities Upon Graduation

- High School Diploma
- Production Manager Assistant
- Painter
- Set Assistant
- Additional Training to 2-year Degree
- Performer
- Actor
- Musician
- Dancer
- Drama Coach
- Choreographer
- Entrepreneur
- 4-year Degree & Higher
- Performing Arts Educator
- Production Manager
- Dancer
- Composer
- Conductor
- Screenwriter

*Course selection will depend on satisfying prerequisites.
Career Major Map: Visual Arts

Employees in the Visual Arts are involved in the production of works experienced primarily through the sense of sight, such as paintings, drawings, photographs, and fashion. Employees in the Visual Arts include those who produce the works and those who support the production and presentation, such as curators of museums and art instructors.

Required Core for Graduation

<table>
<thead>
<tr>
<th>Sample Core Choices</th>
<th>9</th>
<th>10</th>
<th>11</th>
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<tr>
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</tr>
</tbody>
</table>

Courses for Major

Minimum of four credits required

- Art
- Visual Arts
- Interior Design 1 and 2
- Fashion Design and Apparel Construction 1 and 2
- AP Art History
- AP Studio Art: Drawing
- AP Studio Art: Two-Dimensional Design
- AP Studio Art: Three-Dimensional Design
- IB Approved Visual Arts Courses
- Art Appreciation
- Architectural Design
- Digital Art and Design
- Media Technology
- Housing and Interior 1 and 2
- Introduction to Fashion Design and Apparel Construction
- Modern or Classical Language
- Career Mentoring
- Shadowing
- Technology Student Association (TSA)

Electives (seven units)

- Additional Core Choices
- CTE or Modern or Classical Language (one unit)
- Art (one unit)
- Computer Science (one unit)
- Electives (seven units)
- Pass High School Assessment
- Pass High School Assessment
- CTE or Modern or Classical Language (one unit)
- Art (one unit)

Professional Opportunities Upon Graduation

- High School Diploma
- Commercial Photographer Assistant
- Graphic Design Assistant
- Commercial Artist Assistant
- Visual Display Assistant
- Show Room Assistant
- Sales Associate
- Additional Training to 2-year Degree
- CAD Technician
- Commercial Photographer
- Illustrator
- Photo Stylist
- Display Designer
- Custom Tailor
- Fashion Illustrator
- Entrepreneur
- 4-year Degree & Higher
- Visual Arts Educator
- Art Curator
- Commercial Artist
- Interior Designer
- Sustainable Designer
- Design Journalist
- Fashion Designer
- Textile Scientist
- Industrial Designer

*Course selection will depend on satisfying prerequisites.

Career Major Map: Telecommunications Technologies

Employees in Telecommunications Technologies design, manufacture, install, and repair telecommunications equipment. Telecommunications involves the flow of information from one point to another. Voice connections, computer communications, cable and broadband hookups, and video conferences are all examples of telecommunications links.

Required Core for Graduation

<table>
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</tbody>
</table>

Courses for Major

Minimum of four credits required

- Art
- Visual Arts
- Interior Design 1 and 2
- Fashion Design and Apparel Construction 1 and 2
- AP Art History
- AP Studio Art: Drawing
- AP Studio Art: Two-Dimensional Design
- AP Studio Art: Three-Dimensional Design
- IB Approved Visual Arts Courses
- Art Appreciation
- Architectural Design
- Digital Art and Design
- Media Technology
- Housing and Interior 1 and 2
- Introduction to Fashion Design and Apparel Construction
- Modern or Classical Language
- Career Mentoring
- Shadowing
- Technology Student Association (TSA)

Electives (seven units)

- Additional Core Choices
- CTE or Modern or Classical Language (one unit)
- Art (one unit)
- Computer Science (one unit)
- Electives (seven units)
- Pass High School Assessment
- Pass High School Assessment
- CTE or Modern or Classical Language (one unit)
- Art (one unit)

Professional Opportunities Upon Graduation

- High School Diploma
- Telecommunications Specialist Assistant
- Telecommunications Repair/Installer Assistant
- Telecommunications Technician
- Additional Training to 2-year Degree
- Telecommunications Equipment, Cable, and Line Repair/Installer
- Telecommunications Technician
- 4-year Degree & Higher
- Telecommunications Technologies Educator
- Telecommunications Computer Programmer and Systems Analyst
- Electrical Engineer
- Electronics Engineer

*Course selection will depend on satisfying prerequisites.
### Career Major Map: Journalism and Broadcasting

Employees in Journalism and Broadcasting gather and present information on local, national, and world events in print and via radio, television, and the Internet. Workers in Journalism and Broadcasting include those who gather and present the news and those who support its presentation.

**Required Core for Graduation**

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**Additional State Requirements**

- Physical Education or JROTC (one unit)
- Electives (seven units)
- Pass High School Assessment
- CTE or Modern or Classical Language (one unit)
- Art (one unit)

**Courses for Major**

- Journalism 1 and 2
- Speech
- Creative Writing
- Advanced Composition
- Vocabulary
- Drama 1 and 2
- Media Technology

**Complementary Course Work**

- Desktop Publishing
- Multimedia
- Electronics
- Drama 3 and 4
- Digital Art and Design
- Newspaper Production
- Yearbook Production

**Extended Learning Opportunity Options Related to Major**

- Career Mentoring
- Shadowing
- Internship
- SkillsUSA
- Technology Student Association (TSA)
- Senior Project
- SC Scholastic Press Association

**Professional Opportunities Upon Graduation**

- High School Diploma
- Audio/Visual Operation Assistant
- Control Room Technician Assistant
- Additional Training to 2-year Degree
- Audio/Video Operator
- Control Room Technician
- Broadcast Technician
- Broadcast and Sound Engineer
- Researcher
- 4-year Degree & Higher
- Reporter
- Journalism and Broadcast Educator
- Station Manager
- Radio and TV Announcer
- Editor/Publisher
- Author
- Journalist
- Broadcaster
- Fashion Journalist

*Course selection will depend on satisfying prerequisites.

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### Career Major Map: Audio/Video Technologies

Employees in Audio/Video Technologies design, install, and maintain systems and equipment used to present information in the form of sound and pictures to a particular audience. Quite often, A/V Technologies involve the transformation of transmitted digital information into audio and video displays.

**Required Core for Graduation**

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**Additional State Requirements**

- Physical Education or JROTC (one unit)
- Electives (seven units)
- Pass High School Assessment
- CTE or Modern or Classical Language (one unit)
- Art (one unit)

**Courses for Major**

- Computer Science Technology
- Computer Programming
- Multimedia
- Work-Based Credit (Arts, A/V Technology, and Communications)

**Complementary Course Work**

- Home Systems Technology
- Electronics
- Desktop Publishing
- Multimedia
- Art
- Digital Art and Design
- Animated Computer Production
- Modern or Classical Language

**Extended Learning Opportunity Options Related to Major**

- Career Mentoring
- Shadowing
- Internship
- SkillsUSA
- Technology Student Association (TSA)
- Senior Project

**Professional Opportunities Upon Graduation**

- High School Diploma
- Audio/Video Systems Technician Assistant
- Video Systems Technician Assistant
- Technical Computer Support Technician Assistant
- Additional Training to 2-year Degree
- Audio/Video Systems Technician
- Video Systems Technician
- Technical Computer Support Technician
- 4-year Degree & Higher
- Audio/Video Technologies Educator
- Audio Video Engineer
- Video Graphic Technician
- Special Effects Technician
- Animator

*Course selection will depend on satisfying prerequisites.*
You’ve got to pay your dues if you want to sing the blues... The arts have always rested on the principle of learning by doing. Traditionally, people born with artistic talent would pick up the basics of their craft, usually from a mentor, and then practice, practice, practice. Learning outside the classroom remains a central part of education in the arts. Students in South Carolina often begin their arts careers at an early age with private dance, music, or acting classes. Instruction in school involves more in-group activities—studio art classes, school plays, band, orchestra, choral groups, and dance—that continue their development. There are plenty of opportunities in most local communities to practice the arts in an organized setting, and savvy students take advantage of as many of these out-of-the-classroom learning opportunities as they can fit in their schedules.

Community Groups

In the Arts, A/V Technology, and Communications career cluster, local community groups play a special role in out-of-classroom learning in traditional and new media arts. These groups traditionally give artists the opportunity to practice, and they’re often open to all aspiring artists, no matter what their level of experience. Community theater groups, for example, produce plays in practically every city of any size in South Carolina and offer beginning actors, set designers, and technical assistants the chance to practice their arts. Community concerts are performed throughout the summer in cities across the state. Pickup bands play rock, Latin, folk, blues, and practically any other style of music you can think of in bookstores and coffeehouses, and at festivals. Bookstores and libraries also commonly provide writers of fiction and poetry the chance to meet regularly to compare notes, share their work, and garner constructive advice for improving it.

Other arts enthusiasts with diverse interests regularly come together to share what they’re doing. Photography, theater, poetry, filmmaking, and other special-interest arts-related groups provide opportunities and experiences for beginners to take the steps that can eventually lead to professional careers. All of these community groups can be found by checking listings in the arts section of your local newspaper and phone book or bulletin boards in the bookstores, libraries, and cafes where the groups gather. The contacts you make by participating in these community activities can lead to long-lasting mentoring relationships that can help you hone your technique. Just as importantly, a mentor already established in your particular art form can offer you guidance to work as your skills improve.

Technical Majors

Just as involvement with various community groups introduces students to the creative arts; job shadowing, field trips, and guest speakers play the same mentoring role in the Arts, A/V Technology, and Communications major. These activities show students the full range of substantial careers available in telecommunications, audio/visual, and printing technologies. Job shadowing helps students find out what a particular field is all about. By visiting the workplace and following an employee for a day in the course of his or her job, you can begin to figure out if this is the right career path for you. Work with your career guidance counselor to make job shadowing arrangements with companies you are interested in, and take part in Groundhog Job Shadow Day. Every February, more than a million middle and high school students investigate different occupations on this special day dedicated to career exploration.

Get to Work

While job shadowing gives you a taste of working in a particular profession, it won’t provide you the experience to position yourself in the arts and communications after high school. For that, particularly on the technical side of the cluster, you need to investigate options such as summer or school-year internships and co-op work programs. For example, you might spend the morning in class and then head to the local newspaper or cable company to work for the afternoon. While you’re there, you’ll receive training, feedback, experience, credits, and maybe even a paycheck. Plus, you’ll be applying what you learn in the classroom in a real-world work setting. You can also work part- or full-time while investigating career options. Any occupation that features on-the-job training is a good place to start looking for useful work-based learning opportunities. Interns are commonly employed in publishing, journalism, and other art-related agencies. Your guidance counselor, teachers, parents, relatives, or neighbors—who anyone who’s familiar with your town and the businesses in it—can help you locate learning opportunities that work for you.

Financial Aid Basics

The key to finding the money you need to pay for education or training after high school is persistence. If you put in the effort, you will find what you need. Residents of South Carolina are eligible for more than 20,000 state-specific scholarships totaling more than $54 million each academic year. Available funds include LIFE Scholarships, Palmetto Scholarships, and the South Carolina HOPE Scholarship. The money to pursue your career in arts and communications is out there, you just need to know where to look.

The Internet has greatly simplified the process of qualifying for financial aid in recent years. Virtually any scholarship program posts some or all of the pertinent application information online. There are also Web sites designed for younger people seeking money to pay for education and training in specific fields. At www.finaid.com, students can search for grants, loans, internships, and military opportunities in areas such as fine arts, graphic design, print journalism, and telecommunications. At www.scholarships.com, funds are organized by categories including interest, geography, cultural heritage, income, grade-point average, religious affiliation, and more. Each year approximately $50 billion in financial aid is made available to students through federal and state funds. For the type of financial aid, often in the form of loans and grants, you must submit a Free Application for Federal Student Aid (FAFSA), which you can obtain from your guidance office, a college, or the U.S. Department of Education’s Web site at www.fafsa.ed.gov.

Remember to apply for as many scholarships and grants as possible and to apply for financial aid as early in the year as you can. Make the effort to track down the right financial aid, and you will have taken the first steps toward launching your future.
### Core Requirements for Graduation

#### High School Graduation

<table>
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<tr>
<th>Subjects</th>
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</tr>
</thead>
<tbody>
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<td>4</td>
</tr>
<tr>
<td>Mathematics</td>
<td>4</td>
</tr>
<tr>
<td>Science</td>
<td>3</td>
</tr>
<tr>
<td>U.S. History and Constitution</td>
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<tr>
<td>Economics</td>
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<tr>
<td>Other Social Studies</td>
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<tr>
<td>Physical Education or Junior ROTC</td>
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<td>Computer Science</td>
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<td>Career and Technology Education</td>
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<tr>
<td>Electives</td>
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<td><strong>Total</strong></td>
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*Must pass the exit examination.*

#### State Certificate

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</tr>
<tr>
<td>Mathematics</td>
<td>4</td>
</tr>
<tr>
<td>Science</td>
<td>3</td>
</tr>
<tr>
<td>U.S. History and Constitution</td>
<td>1</td>
</tr>
<tr>
<td>Economics</td>
<td>0.5</td>
</tr>
<tr>
<td>U.S. Government</td>
<td>0.5</td>
</tr>
<tr>
<td>Other Social Studies</td>
<td>1</td>
</tr>
<tr>
<td>Physical Education or Junior ROTC</td>
<td>1</td>
</tr>
<tr>
<td>Computer Science</td>
<td>1</td>
</tr>
<tr>
<td>Modern or Classical Language or</td>
<td>1</td>
</tr>
<tr>
<td>Career and Technology Education</td>
<td></td>
</tr>
<tr>
<td>Electives</td>
<td>7</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>24</strong></td>
</tr>
</tbody>
</table>

*Must have failed to meet the standard all subtests of the exit examination.*

### College Entrance

<table>
<thead>
<tr>
<th>Subjects</th>
<th>Units Required</th>
</tr>
</thead>
<tbody>
<tr>
<td>English/Language Arts</td>
<td>4</td>
</tr>
<tr>
<td>Grammar and Composition</td>
<td>2</td>
</tr>
<tr>
<td>English Literature</td>
<td>1</td>
</tr>
<tr>
<td>American Literature</td>
<td></td>
</tr>
<tr>
<td>Mathematics</td>
<td>4</td>
</tr>
<tr>
<td>Algebra 1 and 2</td>
<td>2</td>
</tr>
<tr>
<td>Geometry</td>
<td>1</td>
</tr>
<tr>
<td>Pre-Calculus</td>
<td></td>
</tr>
<tr>
<td>Modern or Classical Language or</td>
<td>2</td>
</tr>
<tr>
<td>Laboratory Science</td>
<td></td>
</tr>
<tr>
<td>Biology, Chemistry, or Physics</td>
<td>3</td>
</tr>
<tr>
<td>Social Sciences</td>
<td></td>
</tr>
<tr>
<td>U.S. History, Economics, and Government</td>
<td>3</td>
</tr>
<tr>
<td>Electives</td>
<td>1</td>
</tr>
<tr>
<td>Physical Education/ROTC</td>
<td></td>
</tr>
<tr>
<td>Arts</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>19</strong></td>
</tr>
</tbody>
</table>

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**Resources**

**College Entrance**

**High School Graduation**

**State Certificate**

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**Resource Roundup**

Click your way to more career, educational, and scholarship resources by using the Internet. Here are some useful Web sites to get you started:

**Arts and Communications Web Sites**
- Graphic Arts Education and Research Foundation, www.npse.org/gaerf/home.htm
- Graphic Arts Information Network, www.gain.net
- InfoCarrer International, www.infocarrer.com
- Media Literacy, www1.medialiteracy.com
- National Cable and Telecommunications Association, www.ncta.com
- South Carolina Arts Commission, www.southcarolinasarts.org
- South Carolina Chapter of the Public Relations Society of America, www.scprsa.org
- Search the Internet for other professional organizations related to Arts, AV Technology, and Communications.

**Education and Career Planning Web Sites**

**Inside South Carolina**
- South Carolina Chamber of Commerce, www.sccomber.net
- South Carolina Commission on Higher Education, www.cche400.state.sc.us
- South Carolina Higher Education Tuition Grants Commission, www.sc tgtgrants.com
- South Carolina Independent College and Universities, www.scri.org
- South Carolina Occupational Information System, www.scosis.net
- South Carolina Public Colleges and Universities, www.state.sc.edu/uvcol/index.html
- South Carolina Technical College System, www.sctcsempowering.org
- WorkKeys, www.workready.org

**Outside South Carolina**
- Career Communications, Inc., www.carcom.com
- Armed Services Vocational Aptitude Battery (ASVAB), www.todaysmilitary.com/app/tm/nextsteps/asvab
- Career Interests Game, career.missouri.edu/students/explore/thecareerinterestsgame.php
- Career Key, www.careerkey.org
- Con Career College System, community.com3.com
- College Board, www.collegeboard.com
- Kuder, www.scw.kuder.com
- O*NET Online, online.onetcenter.org
- Salary Information, www.salary.com

*Web site addresses were correct at time of publication but may have changed.

If an address is no longer valid, please use an Internet search engine to locate the resource.

Note: Local South Carolina schools and districts may choose to use fewer career clusters, clusters that are organized differently, or clusters with alternative names.

**Pathways to Success, Arts, AV Technology, & Communications Edition**

2003 South Carolina Tech Prep/School-to-Work Alliance

Published by the South Carolina Tech Prep/School-to-Work Alliance in partnership with the Office of Career and Technology Education, South Carolina Department of Education and VTECS.

Produced by American Communications (www.americancommunications.com)

Revised 2007–South Carolina Department of Education with South Carolina Education and Economic Development Act funding. Published by the South Carolina Department of Education in partnership with the Office of Career and Technology Education. Designed and produced by Lane Communications and Chemoff Newman (www.chemoffnewman.com).

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**Career Guidance Information Sources**

Check out these comprehensive sources of career and education information, which are available through your school or public libraries:

**SCOIS (South Carolina Occupational Information System)**—www.scois.net. An electronic database of information about careers, salaries, job requirements, educational options, scholarships, and more.

O*NET (Occupational Information Network)—online.onetcenter.org. A national occupational information database that helps students make informed decisions about education, training, career choices, and work.

COIN (Coin Career Guidance System)—community.coin3.com. A comprehensive software program with career and college planning information, especially for South Carolina students.

WorkKeys—www.workready.org. A comprehensive resource for information about the South Carolina Career Readiness Certificate—how and where to qualify, as well as its value to students and the community.

Kuder—sc.w.kuder.com. A comprehensive online college and career planning system with links to government and educational information and organizations.

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