

# Arts, Audio/Visual Technology & Communications

The **Arts, Audio/Visual Technology & Communications** Career Cluster focuses on preparing students for employment in careers that relate to the designing, producing, exhibiting, performing, writing, and publishing multimedia content, including visual and performing arts, design, journalism, and entertainment services.



## UTAH CAREER AND TECHNICAL EDUCATION (CTE) CAREER PATHWAYS ALIGN WITH THE NATIONAL CAREER CLUSTERS®.

# 36,203

students concentrated in a CTE Career Pathway within the **Arts, Audio/Visual Technology & Communications** Career Cluster, with **171,489 students enrolled in CTE courses**.

CTE provides all students access to high-quality rigorous career focused programs that result in attainment of credentials with labor market value.

## TOP THREE

**CTE Skill Certifications** earned by students in CTE Career Pathways within the **Arts, Audio/Visual Technology & Communications** Career Cluster. (SY 2019-2020)

- 3,101** Digital Photography
- 1,950** Digital Graphic Arts, Intro
- 1,746** Apparel Design & Production

# 13,173

CTE Skill Certifications earned by students in this Career Cluster. (SY 2019-2020)

# 193

Third-party certifications earned by students in the **Arts, Audio/Visual Technology & Communications** Career Cluster.

(SY 2019-2020)

# 45.9%\*

of students statewide **concentrated** in a CTE Career Pathway.

A concentrator is a student who has completed specific requirements in a single CTE program of study.

\* Perkins V strengthens the requirements for a student to become a concentrator and completer. Percentages have decreased over prior years as a result of the new Perkins V definitions.

# 15.3%\*

of students statewide **completed** a CTE Career Pathway.

A completer is a student who has completed specific course requirements and earned 3.0 credits in a single CTE program of study.

## Student Success

"The information I learned from the CTE classes provided me with a knowledge base about the theories and application of fashion design. I found it exciting and motivating to be able to take classes in high school that fulfilled my passions. It not only satisfied my desire to learn about this field but the CTE classes also has made me more knowledgeable and more prepared for college and employment in my field of study."

Tyllar Hubbard

# 5,226

students are members of a Career and Technical Student Organization (CTSO) aligned with the **Arts, Audio/Visual Technology & Communications** Career Cluster. Students who participate in the related CTE Career Pathways have the opportunity to join the Career and Technical Student Organization (CTSO) of **FCCLA or SkillsUSA**. (SY 2019-2020)

[UtahFCCLA.org](http://UtahFCCLA.org) | [FCCLAinc.org](http://FCCLAinc.org)  
[UtahSkillsUSA.org](http://UtahSkillsUSA.org) | [SkillsUSA.org](http://SkillsUSA.org)

## CTE Career Pathways

Through participation in CTE Career Pathways students learn how to become productive employees and gain the academic skills to increase their earning potential while still in high school. Utah CTE Career Pathways are categorized by Career Cluster and each Career Pathway culminates in an industry-recognized credential of value.

### Arts, Audio/Visual Technology & Communications Career Cluster

#### Utah CTE Career Pathways: (SY 2020-2021)

- > Broadcasting & Digital Media
- > Fashion, Apparel & Textiles
- > Graphic Design & Communication

 **CTE** Learning that works for Utah

Data Represents Secondary Education  
Source of Data: Utah State Board of Education

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Utah State Board of Education | 250 East 500 South | P.O. Box 144200 | Salt Lake City, UT 84114-4200  
Sydnee Dickson, Ed.D., State Superintendent of Public Instruction  
Thalea Longhurst, State Director of Career and Technical Education

Utah CTE classes are open to all qualified students without regard to race, color, national origin, sex, disability, or age.