

CTE: DEVELOPING THE ARTS, MEDIA AND ENTERTAINMENT WORKFORCE

Career and technical education (CTE) supports America's arts, media and entertainment workforce needs by

preparing learners to enter this critical workforce, which employs almost **3 million**¹ people and is a major contributor to the U.S. economy.

CTE programs in arts, media and entertainment develop students' technical, academic and employability skills through work-based and hands-on learning, ensuring that they are prepared to enter a **high-wage, in-demand** career in areas such as animation, game design and visual effects (VFX); performance, music and live entertainment; and media production.

This infographic describes a small sample of the career opportunities available in the arts, media and entertainment workforce.

ANIMATION, GAME DESIGN AND VFX

- The **animation, game design and VFX** sub-sector includes game and graphic designers, animators, web developers, software engineers and more.
- The video game industry is surging, with jobs for game designers projected to grow **much faster**² than average.
- Game designers earn a median annual wage of about **\$83,000**³ while VFX artists and animators make almost **\$100,000**⁴ per year.
- Postsecondary certificates and degrees, apprenticeships and industry credentials can help individuals achieve **career success** in this sub-sector.



PERFORMANCE, MUSIC AND LIVE ENTERTAINMENT

- Jobs for agents and business managers of performers and other entertainers are expected to grow **much faster**⁵ than average through 2032 and pay more than **\$82,000** per year.
- Casting directors who identify performers for film, TV and games can earn a median annual wage of over **\$85,000**.⁶
- About **100,000**⁷ people are employed teaching drama, music and other arts in colleges and universities, making more than **\$80,000** annually.
- Postsecondary certificates and degrees and industry credentials can help people build a **fulfilling career** in the performing arts.



MEDIA PRODUCTION

- There are currently more than **142,000**⁸ broadcast, sound and video technicians across the nation, with the highest earners making as much as **\$110,000** per year.
- More than **8,000**⁹ job opportunities for film and video editors and camera operators are projected each year, on average, through 2032.
- Individuals who oversee programming at TV and radio stations earn approximately **\$85,000**¹⁰ annually.
- Apprenticeships, industry credentials, and postsecondary certificates and degrees can support **career entry and advancement** in media production.



MORE JOBS IN ARTS, MEDIA AND ENTERTAINMENT

In addition to the careers already profiled, CTE prepares youth and adults for these further occupations in arts, media and entertainment:

- **Set designer**
- **Public relations manager**
- **Commercial designer**
- **Photographer**
- **Advertising manager**
- **Actor**
- **Radio announcer**
- **Art director**
- **Audio and video systems technician**
- **Gallery manager**

To build pathways for learners into arts, media and entertainment (AME) careers, the California AME Sector Strategy Initiative has mapped CTE curriculum to job skills, established a network of statewide Registered Apprenticeship programs and launched a scalable pre-apprenticeship model for K-14 students, all supported by partnerships of secondary and postsecondary programs, unions, employers and other organizations.

HOW CTE PREPARES THE ARTS, MEDIA AND ENTERTAINMENT WORKFORCE

CTE programs of study and career pathways prepare secondary, postsecondary and adult learners for the arts, media and entertainment workforce in many ways:

- **Courses** in interactive game design, digital sound design, audiovisual production, commercial graphic design and more spanning secondary and postsecondary education.
- Opportunities to earn **postsecondary certificates and degrees** in digital media design, film and television production, sound engineering, animation and VFX, commercial art technology and more.
- Opportunities to earn **industry credentials** from Adobe, Autodesk, Avid Technology and the Society of Broadcast Engineers, among many others.
- **Work-based learning** experiences like job shadowing, internships and apprenticeships.
- Competitive events, service learning and leadership development through **career and technical student organizations** such as SkillsUSA, the Technology Student Association and FCCLA.
- **Activities** that build technical, academic and employability skills such as teamwork, communication and problem solving.

Learn More

This Sector Sheet highlights just a few occupations within the arts, media and entertainment workforce. To learn more, please visit the U.S. Department of Labor at www.CareerOneStop.org/ExploreCareers and MyNextMove.org.



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Citations

- ¹CareerOneStop. (N.d.). *Audio/video, arts and communications career cluster*. Retrieved from <https://www.careeronestop.org/ExploreCareers/Learn/CareerClusters/arts-audio-video-and-communications-career-cluster.aspx>
- ²CareerOneStop. (N.d.). *Video game designers*. Retrieved from <https://www.careeronestop.org/Toolkit/Careers/Occupations/occupation-profile.aspx?keyword=Video%20Game%20Designers&location=US&onetcode=15-1255.01>
- ³Ibid.
- ⁴U.S. Bureau of Labor Statistics. (2024, April). *Occupational outlook handbook: Special effects artists and animators*. Retrieved from <https://www.bls.gov/ooh/arts-and-design/multimedia-artists-and-animators.htm>
- ⁵CareerOneStop. (N.d.). *Agents and business managers of artists, performers, and athletes*. Retrieved from <https://www.careeronestop.org/Toolkit/Careers/Occupations/occupation-profile.aspx?keyword=Agents%20and%20Business%20Managers%20of%20Artists,%20Performers,%20and%20Athletes&location=US&onetcode=13-1011.00>
- ⁶CareerOneStop. (N.d.). *Talent directors*. Retrieved from <https://www.careeronestop.org/Toolkit/Careers/Occupations/occupation-profile.aspx?keyword=Talent%20Directors&onetcode=27201204&location=US&lang=en>
- ⁷U.S. Bureau of Labor Statistics. (2024, April). *Occupational employment and wages, May 2023: 25-1121 Art, drama, and music teachers, postsecondary*. Retrieved from <https://www.bls.gov/oes/current/oes251121.htm>
- ⁸U.S. Bureau of Labor Statistics. (2024, April). *Occupational outlook handbook: Broadcast, sound and video technicians*. Retrieved from <https://www.bls.gov/ooh/media-and-communication/broadcast-and-sound-engineering-technicians.htm>
- ⁹U.S. Bureau of Labor Statistics. (2024, April). *Occupational outlook handbook: Film and video editors and camera operators*. Retrieved from <https://www.bls.gov/ooh/media-and-communication/film-and-video-editors-and-camera-operators.htm#tab-6>
- ¹⁰CareerOneStop. (N.d.). *Media programming directors*. Retrieved from <https://www.careeronestop.org/Toolkit/Careers/Occupations/occupation-profile.aspx?keyword=Media%20Programming%20Directors&location=UNITED%20STATES&onetcode=27201203>