

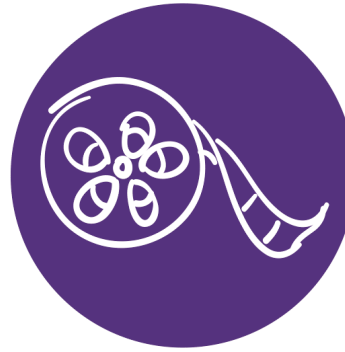
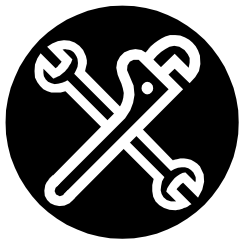
## OVERVIEW

Introduction to Arts, Media and Entertainment Production is a California CTE standards based curriculum for the Arts, Media and Entertainment (AME) Industry Sector.

Students explore several career pathways in AME while demonstrating practical application of Science, Technology, Engineering and Math (STEM) and developing professional knowledge and use of vocabulary.

Inter-industry transferable skills are emphasized, allowing this course to serve as an introduction to other Concentration and Capstone (ROP) CTE classes.

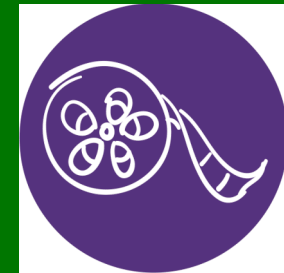
The subject of the course is careers in professional "Theatrical Staging" which includes the skill sets of conceptualization, design, engineering, fabrication, production, and project management for theatres, sports arenas, concert halls, trade expositions, festivals, special events and all sub-categorized related staging productions.



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## INTRODUCTION TO ARTS, MEDIA & ENTERTAINMENT PRODUCTION



INTRO TO AME PRODUCTION  
Course # 0681  
- Practical Art Graduation Credit  
- Year Long Course

PATRICK HENRY PERFORMING ARTS

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# INTRO TO AME PRODUCTION

## PURPOSE

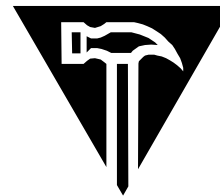
To develop and expand upon the relevance of Science, Technology, Engineering, and Math (STEM) and English Language Arts (ELA) by initiating a reality based relationship with a viable, high-skill, high-paying, college ready career path of continuing student interest. The International Alliance of Theatrical Stage Employees (IATSE) Local 122 (Region 9a San Diego and Imperial Counties) has identified a current and on going shortage of high-skilled workers for this career pathway, which encourages workers to attend college, seek out advanced degrees, and mandates a philosophy of lifelong learning. A completion of a series of courses in this career pathway will lead to employability and college readiness.

## OBJECTIVES/STANDARDS

Of all the career industries, the Arts, Media, and Entertainment sector requires perhaps the greatest cross-disciplinary interaction and development because the work in this sector has a propensity to be largely project-based, requiring uniquely independent work and self-management career skills. This Career Technical Education (CTE) course was designed using the California State CTE Foundation Standards for the Arts, Media and Entertainment Industry Sector and the Media and Design Arts (A), Production and Managerial Arts (C) Pathway Standards.

## COURSE OUTLINE

- I. Scope of Industry
  - a. Overview of Show Business
  - b. Industry Sub-Sectors
  - c. Market and Financial Overview
  - d. Careers in Show Business
- II. Organization of Production Companies and Crews
  - a. Motion Pictures and Television
  - b. Concert Tours
  - c. Live Theatre
  - d. Trade Shows
  - e. Sports Entertainment
- III. Introduction to Artistic And Production Staff
  - a. Production
    - i. Casting Directors
    - ii. Talent Agents
    - iii. Promoters, Marketers and Advertisers
    - iv. Producers
    - v. Technicians
  - b. Artistic
    - i. Writers
    - ii. Performers
    - iii. Designers
    - iv. Directors
- IV. Management
  - a. Directors
  - b. Producers
  - c. Stage Management
  - d. House Management
- V. Designers
  - a. Lighting
  - b. Sound/Video
  - c. Scenic
  - d. Costume
- VI. Technicians
  - a. Carpenters, Welders, Painters and Props Artisans
  - b. Costume Technicians
  - c. Electricians
  - d. Audio Visual Technologist



## COURSE OUTLINE

- VII. Inter-Industry Transferable Skills
  - a. Management
  - b. Designers
  - c. Technicians
- VIII. Etiquette
  - a. Audience
    - i. Sports
    - ii. Arts
    - iii. Concerts
    - iv. Trade Shows
  - b. Workplace
    - i. Dependability, On Time, On Task
    - ii. Representing Your Employer Or Client's Image
    - iii. Intellectual Property
- IX. Introduction to Elements of Composition
  - a. Analyze and Identify Visual and Aural Concepts
    - i. Color
    - ii. Imagery
    - iii. Artistic Perspective
  - b. Developing A Design From A Script
    - i. Pre-Production Process
    - ii. Conceptualization
    - iii. Distillation
    - iv. Proposals And Story Boards
    - v. Development
    - vi. Scale Models

## INTRO TO AME PROD.

