

Learning Targets

- Learn about skills, abilities and knowledge needed for success in the Media, Technology & Design sector
- Explore the roles and responsibilities, career paths, job growth and outcomes associated with the Media, Technology & Design sector
- Practice developing strategies for increasing parent awareness around the Media, Technology & Design sector

Driving Question: What skills, knowledge, and abilities are needed to excel in the Business & Finance sector?

Before: Research and Explore	During	After
<ul style="list-style-type: none"> ❖ Go To: <ul style="list-style-type: none"> • Learn How To - Communications ❖ Research and Explore <ul style="list-style-type: none"> • Explore each section of the Careers in Communications page. • Be sure to capture relevant information, unexpected learnings, and any questions you might have 	<ul style="list-style-type: none"> • Go To: <ul style="list-style-type: none"> • Activity 1a: Intersections • Activity 1b: Increasing Family Engagement through the Media, Technology & Design Industry 	<ul style="list-style-type: none"> • Complete <ul style="list-style-type: none"> • CTE Career Development Exit Ticket

Activity 1a: Intersections

Whether we realize it or not, our daily lives are impacted by vital industries and their services. What starts as an idea in one’s mind may one day turn into a product experienced by billions. Take Apple’s iPhone for example. In fact, there are several stages between concept development (an idea) and the end-user product (what you receive). For example, Apple’s engineers think about the type of material they will use; supply chain managers decide how they will transport and get their products to you; and marketing managers develop unique advertising to catch your attention.

In order to understand and appreciate an industry, and the careers available within it, we must first explore how these products and services impact our lives, our families, and our communities. During this activity, we will take a closer look at the [“Communication Career Paths”](#) section. Review the careers and then answer the following questions.

Use the note-catcher on the next page to capture your responses.

Note Catcher

Question:	Your Response
What are 3 ways that the Media, Technology & Design sector impacts your life, family, or community?	<i>Ex: The Media Technology & Design sector impacts the stories and narratives my family and I hear on the news.</i> 1. 2. 3.
Which of the career paths interested you? What are the educational requirements associated with that career path?	
Now look at the Job Outlook and Growth section . What is something new that you learned? What surprised you?	
Let's take a closer look at a career path in Media Technology & Design. Review this profile for a Videogame Designer . What are the knowledge, skills, and abilities associated with a Videogame Designer .	Knowledge: Skills: Abilities:
Ask Around! Ask a family member to share 3 personality traits that makes you a strong candidate for an internship in the Media, Technology & Design sector.	1. 2. 3.
What academic and CTE classes most link to careers in Media, Technology & Design?	

Media, Technology & Design Industry: Recorded Employer Experience: CTE Industry Scholars Learning Hour

<p>What We Will Learn in this Recorded Activity:</p>	<p>Learn about the Media, Technology & Design sector! This recorded employer interview will highlight trends in the Media, Technology & Design industry, the speaker’s work experience, and their responses to your questions.</p>
<p>What to do Before and During this Recorded Activity</p>	<p>Before watching the session, reflect on your career aspirations and what steps you have taken to reach your goals.</p> <p>Also, please do the following:</p> <ul style="list-style-type: none"> • Download the Note Catcher in Microsoft Word or Google Doc so you know the standard questions that will be asked during the interview. • Watch the recorded employer interview. The link will be made available. • Complete the Note Catcher and share with your teacher.
<p>What to do After Watching this Recorded Activity</p>	<p>After watching the recorded employer interview, reflect on what you heard. Can you see yourself spending a day in their shoes? How have your academic coursework and extracurricular activities aligned with your career goals? Complete the following Reflection Activity and pass your knowledge along. Share your experience with family, friends and classmates.</p> <p>Please do the following:</p> <ul style="list-style-type: none"> • Download the Reflection Activity in Microsoft Word or Google Doc, complete the activity, and share with your teacher.

Activity 1b: Increasing Family Engagement through the Media, Technology & Design Industry

Directions:

This activity is an exciting way to apply your newly-gained understanding of the Media, Technology & Design sector. For this activity, you will assume the role of the assigned career path. Read the prompt below and complete the [Presentation Guide](#).

Prompt:

You are a [Videogame Designer](#) and have been hired by your school’s Family Engagement Coordinator to develop innovative ways to share information about the Media Technology & Design sector with families. Many families have expressed a desire to learn more about the career outlooks and opportunities in Media Technology & Design. Based on your knowledge and experience in this sector, you have been invited to present at next week’s School Family Night on “How to start a career in Media Technology & Design?” To best prepare for next week’s presentation, you created a [Presentation Guide](#). This guide will help you organize your talking points, as well as field questions from families and peers.

Exit Ticket

Thank you for taking time to engage in today’s CTE Career Exploration session. We hope it was informative for you and your family. Please take a few moments to complete the Exit Ticket

For more information, visit www.cte.nyc.