

**CTE Career Exploration**  
**Industry Sector: Media Technology & Design**  
**Grades: 11&12**

**Learning Targets:**

- Learn about skills, abilities and knowledge needed for success in the Media Technology & Design sector
- Explore the roles and responsibilities, career paths, and 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 Media Technology & Design sector?

<b>Before - Research and Explore</b>	<b>During</b>	<b>After</b>
<ul style="list-style-type: none"> <li>● <b>Go to:</b> <ul style="list-style-type: none"> <li>○ <a href="#">Learn How To - Communications</a></li> </ul> </li> <li>● <b>Research and Explore:</b> <ul style="list-style-type: none"> <li>○ Explore each section of the Careers in Communications page.</li> <li>○ Be sure to capture relevant information, unexpected learnings, and any questions you might have.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● <b>Review and Complete:</b> <ul style="list-style-type: none"> <li>○ Activity 1: Intersections</li> <li>○ Activity 2: “Economic Redevelopment Project”</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● <b>Complete:</b> <ul style="list-style-type: none"> <li>○ CTE Career Development <a href="#">Exit Ticket</a></li> </ul> </li> </ul>

## **Activity 1: 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 this note-catcher on the next page to capture your responses.

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Question:	Your Response:
What are 3 ways that the Media Technology & Design sector impacts your life, family, or community?	<i>Ex: The Media Technology &amp; Design sector impacts the stories and narratives my family and I hear on the news.</i> 1. 2. 3.
Which of the <a href="#">career paths</a> interested you? What are the educational requirements associated with that career path?	
Now look at the <a href="#">Job Outlook and Growth section</a> .  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 <a href="#">Videogame Designer</a> .  What are the knowledge, skills, and abilities associated with a <a href="#">Videogame Designer</a> .	Knowledge:  Skills:  Abilities:
<b>Ask Around!</b> 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: Recorded Employer Experience: CTE Industry Scholars Learning Hour**

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<p><b>What We Will Learn in this Recorded Activity:</b></p>	<p>Learn about the media technology and design sector! This recorded employer interview will highlight trends in the media technology industry, the speaker’s work experience, and their responses to your questions.</p>
<p><b>What to do Before and During this Recorded Activity:</b></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"> <li>● Share questions for the employer via this <a href="#">link</a>.</li> <li>● Download the <a href="#">Note Catcher</a> in Microsoft Word or Google Doc so you know the standard questions that will be asked during the interview.</li> <li>● Watch the recorded employer interview. The <a href="#">link</a> will be made available.</li> <li>● Complete the <a href="#">Note Catcher</a> and share with your teacher.</li> </ul>
<p><b>What to do After Watching this Recorded Activity:</b></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 extra curricular activities aligned with your career goals? Complete the following <a href="#">Reflection Activity</a> 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"> <li>● Download the <a href="#">Reflection Activity</a> in Microsoft Word or Google Doc, complete the activity, and share with your teacher.</li> </ul>

## **Activity 2: Civic Redevelopment Project (Grades 11-12)**

### **Directions:**

This activity is an exciting way to apply your newly-gained understanding of the Media Technology & Design sector. During this activity, you will assume the role of the assigned career path. Read the prompt below, complete the questions below, and document your proposed solution in the [Civic Redevelopment Plan](#).

### **Prompt:**

New York City's Economic Development Enterprise is hosting a design competition to strengthen vital infrastructure in order to better withstand future challenges and crises. You are a [Graphic Designer](#), and have been chosen to be part of the team that will design Media Technology & Design systems and solutions for your neighborhood (your zip code). Though your blueprint may address city-wide needs, it must address the needs of your zip code. Using your experience and knowledge of Media Technology & Design, please propose a system or policy initiative to help the City prevent and/or better respond to future city-wide emergencies. Use the [Civic Redevelopment Plan](#) to document your proposed solution.

Consider the following questions while designing your proposed redevelopment project:

- How long will it take to implement this project design
- Does this project design build off existing systems or is this something new?
- What other professionals (if any) will I need to consult for project completion?

Use the note catcher below to guide your design project efforts.

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Questions	Answers
Using <a href="#">Google Maps</a> , how many Media Technology & Design-related businesses are currently in your zip code?	
Let's highlight a Media Technology & Design business in your zip code. What is the name of this business and what goods/services do they provide?	
<p><b>Ask Around!</b> Ask a family member to share:</p> <ul style="list-style-type: none"> <li>• What are some benefits of having Media Technology &amp; Design businesses in the neighborhood?</li> <li>• What are some ways the Media Technology &amp; Design industry can better support our neighborhood?</li> </ul>	
<p><b>Project Planning!</b>          What is your redevelopment project idea? Am I designing an immediate initiative, a system improvement or an entirely new system?</p>	
Who do I need to support from? <i>List any professionals or businesses that you can partner with.</i>	
How will they contribute to this project design effort? <i>Be specific</i>	
What type of training would they need?	

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**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](http://www.cte.nyc).