

CAREER EXPLORATION: A CASE STUDY

(Grade Level: High School)

Kathy will be a senior in high school and feels increasingly anxious with graduation only 8 months away. Several of her friends are going to college and seem to know what they want to do when they graduate. She, on the other hand, has not begun making plans for her future and doesn't know what she wants to do. Using CareerZone (www.nycareerzone.org), you can help ease Kathy's anxiety and guide her plans for the future. Below are a series of questions for you. Your search will be based on what you learn about Kathy.

1. Kathy enjoys reading, writing poetry, and painting. Which career cluster would you suggest Kathy explore first? _____

2. Kathy would like to take some time off from school following high school graduation so that she can begin saving money to finance her education.
 - a. Will it be possible for Kathy to obtain an entry-level position with a high school degree in the career cluster you identified? _____

 - b. If so, how many choices does Kathy have to choose from?

 - c. How much money could she potentially earn (yearly salary)? _____

3. After speaking to several people across various occupations in the Art and Humanities Cluster, watching people in their workplace, and engaging in some of the activities as a volunteer, Kathy decided she would like to pursue a career as an Art Director.
 - a. What skills should she seek to develop?

 - b. Find an entry-level position that would help Kathy develop these skills:

4. Under which Job Zone (education/training) does Art Director fall?

5. To become a Commercial Art Director, Kathy will need (circle one):
 - a. little or no preparation
 - b. some preparation
 - c. medium preparation
 - d. considerable preparation
 - e. extensive preparation

6. Kathy would like to begin preparing applications for training; which school programs should she explore? (name two)

- a. _____
- b. _____

7. Most programs require a personal statement. The applicant must write about his/her skills, personality characteristics, interests, etc. List those skills that Kathy should highlight in her personal statement, keeping in mind that these skills are in the initial phases of development?

- | | |
|----------|----------|
| a. _____ | g. _____ |
| b. _____ | h. _____ |
| c. _____ | i. _____ |
| d. _____ | j. _____ |
| e. _____ | k. _____ |
| f. _____ | l. _____ |

8. Kathy would like to have some alternative career choices in case her first choice does not work out. What are some similar jobs that she can explore? (name three)

- a. _____
- b. _____
- c. _____

9. Choose one of the "similar jobs" you listed in Question #8 above. Then list at least one work activity, skill, interest, and field of knowledge similar to that of an Art Director.

Occupation Similar to Art Director _____

Tasks _____

Skills _____

Interests _____

Knowledge _____