

# Arts, Audio/Video Technology, and Communications Career Cluster

The Arts, A/V Technology and Communications (AAVTC) Career Cluster focuses on careers in designing, producing, exhibiting, performing, writing, and publishing multimedia content including visual and performing arts and design, journalism, and entertainment services. Careers in the AAVTC career cluster require a creative aptitude, a strong background in computer and technology applications, a strong academic foundation, and a proficiency in oral and written communication.

## Graphic Design & Multimedia Arts Statewide Program of Study



The Graphic Design and Multimedia Arts program of study explores the occupations and educational opportunities associated with designing or creating graphics to meet specific commercial or promotional needs, such as packaging, displays, or logos. This program of study may also include exploration into designing clothing and accessories, and creating special effects, animation, or other visual images using film, video, computers, or other electronic tools and media, for use in computer games, movies, music videos, and commercials.

### Secondary Courses for High School Credit

#### Level 1

- Principles of Arts, A/V Technology, and Communications
- Digital Media

#### Level 2

- Graphic Design and Illustration I/Lab

#### Level 3

- Digital Arts and Animation

#### Level 4

- Career Preparation I

### Work-Based Learning and Expanded Learning Opportunities

#### Exploration Activities

- Participate in SkillsUSA

#### Work-Based Learning Activities

- Intern with a multimedia or animation studio
- Obtain a certificate or certification in graphic design

### Postsecondary Opportunities

#### Associates Degrees

- Animation, Interactive Technology, Video Graphics and Special Effects
- Graphic Design
- Game and Interactive Media Design

#### Bachelor's Degrees

- Animation, Interactive Technology, Video Graphics and Special Effects
- Graphic Design
- Game and Interactive Media Design

#### Master's, Doctoral, and Professional Degrees

- Animation, Interactive Technology, Video Graphics and Special Effects
- Graphic Design
- Intermedia/Multimedia

### Industry-Based Certifications

- Adobe Certified Professional in Digital Video Using Adobe Premiere Pro
- Adobe Certified Professional in Graphic Design and Illustration Using Adobe Illustrator
- Adobe Certified Professional in Print and Digital Media Publication Using Adobe InDesign
- Adobe Certified Professional in Visual Design
- Adobe Certified Professional in Visual Design Using Adobe Photoshop
- Adobe Certified Professional In Visual Effects and Motion Graphics Using Adobe After Effects

- Adobe Certified Professional Animate\*

\*IBC Sunsetting 8/31/24

### Aligned Occupations

Occupations	Median Wage	Annual Openings	% Growth
Graphic Designers	\$44,824	1,433	15%
Multimedia Artists and Animators	\$67,392	186	21%

Successful completion of the Graphic Design & Multimedia Arts program of study will fulfill requirements of the Business and Industry endorsement. Revised – August 2022

# COURSE INFORMATION

COURSE NAME	COURSE NUMBER AND CREDITS	PREREQUISITES (PREQ) COREQUISITES (CREQ)	GRADE
Principles of Arts, AV, Technology and Communications	8510 (1 credit)	None	9-10
Graphic Design & Illustration	8514 (1 credit)	Principles of Arts, AV, Technology and Communications	10-11
Digital Media	8641 (1 credit)	Graphic Design & Illustration	11-12
Digital Art & Animation	8643 (1 credit)	Digital Media	12
Web Design	8642 (1 credit)	Digital Media	12
Career Preparation I	8606 (3 credits)	For the POS or Endorsement: Digital Media	12

## COURSE DESCRIPTIONS

### Principles of Audio/Video:

This course is designed to develop basic technical writing and communication skills utilizing Apple iMacs and applications, the Adobe Creative Suite, Final Cut Pro, and Cannon cameras. Students will focus on pre-production, production, and post-production video editing skills with a strong introduction to industry standards. Within this context, students will be expected to develop an understanding of the various and multifaceted career opportunities in this cluster.

### Graphic Design & Illustration:

Articulated Credit: GD101-Art Institute

Students will develop skills in illustration for published media and creative interpretation as well as creating graphics used for commercial art.

**Certification:** ACP Illustrator CC

### Digital Media:

Articulated Credit: GWDA213-Art Institute

Students will develop skills in digital graphic design and image editing. They will design interactive vector animations for games, apps, and the web.

**Certifications:** ACP Animate CC, ACP Photoshop CC

### Digital Art & Animation:

Satisfies a Fine Arts graduation requirement

Students will develop skills in smart phone photography and editing computer images. They will create visual effects and motion graphics (advanced animation). **Certifications:** ACP After Effects CC

### Web Design:

Articulated Credit: IMD131-Art Institute or IMED 1316-SWTJC

Students will learn page layout and other aspects of desktop publishing. They will learn HTML, CSS, and WYSIWYG (What You See Is What You Get) Web Design. **Certifications:** ACP Dreamweaver CC, ACP InDesign CC

**Courses in red are part of the Information Technology cluster for Endorsement purposes.**

**Courses in yellow are advanced courses for endorsement purposes.**



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