

Arts, Audio Visual Technology, and Communication Career Cluster

The Arts, Audio Visual Technology, and Communication (AAVTC) career cluster focuses on designing, producing, exhibiting, performing, writing, and publishing multimedia content requiring creative aptitude, fluency in computer and technology applications, and proficiency in oral and written communication. This career cluster includes occupations ranging from camera operator, audio and video technician, director, and producer to graphic designer and web and digital interface designer.

Statewide Program of Study: *Graphic Design and Interactive Media*

The Graphic Design and Interactive Media program of study focuses on occupational and educational opportunities associated with designing or creating graphics to meet specific commercial or promotional needs, such as packaging, displays, or logos. The program of study includes 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, Audio/Video Technology, and Communications
Digital Media

Level 2 • Graphic Design and Illustration I

Level 3 • Digital Art and Animation

Level 4 • Career Preparation for Programs of Study + Extended Career Preparation

Aligned Advanced Academic Courses

Dual Credit Dual credit offerings will vary by local education agency.

Students should be advised to consider these course opportunities to enrich their preparation. AP or IB courses not listed under the Secondary Courses for High School Credit section of this framework document do not count towards concentrator/completer status for this program of study.

Work-Based Learning and Expanded Learning Opportunities

Work-Based Learning Activities

- Shadow an art director at a branding firm or design agency
- Intern in the marketing and communications department of a technology company

Expanded Learning Opportunities

- Participate in SkillsUSA or TSA
- Participate in Student Television Network
- Join a related co-curricular or extracurricular club such as web development or computer coding

Aligned 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 Using Adobe Photoshop
- Adobe Certified Professional in Visual Effects and Motion Graphics Using Adobe After Effects



Example Postsecondary Opportunities

Associate Degrees

- Graphic Design
- Digital Arts

Bachelor's Degrees

- Web Page, Digital/Multimedia and Information Resources Design
- Design and Visual Communications

Master's, Doctoral, and Professional Degrees

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

Additional Stackable IBCs/License

- Certified Textile Designer (CTD)



Example Aligned Occupations

Software Developers

Median Wage: \$111,705
Annual Openings: 15,324
10-Year Growth: 36%

Graphic Designers

Median Wage: \$50,973
Annual Openings: 1,766
10-Year Growth: 10%

Art Directors

Median Wage: \$81,926
Annual Openings: 619
10-Year Growth: 18%

Data Source: TexasWages, Texas Workforce Commission. Retrieved 3/8/2024



For more information visit:
<https://tea.texas.gov/academics/college-career-and-military-prep/career-and-technical-education/programs-of-study-additional-resources>

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
Career Preparation I for Programs of Study	8606 (3 credits)	For the POS or Endorsement: GDI	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

Career Prep I:

Career Preparation I provides opportunities for students to participate in a work-based learning experience that combines classroom instruction with business and industry employment experiences.

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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