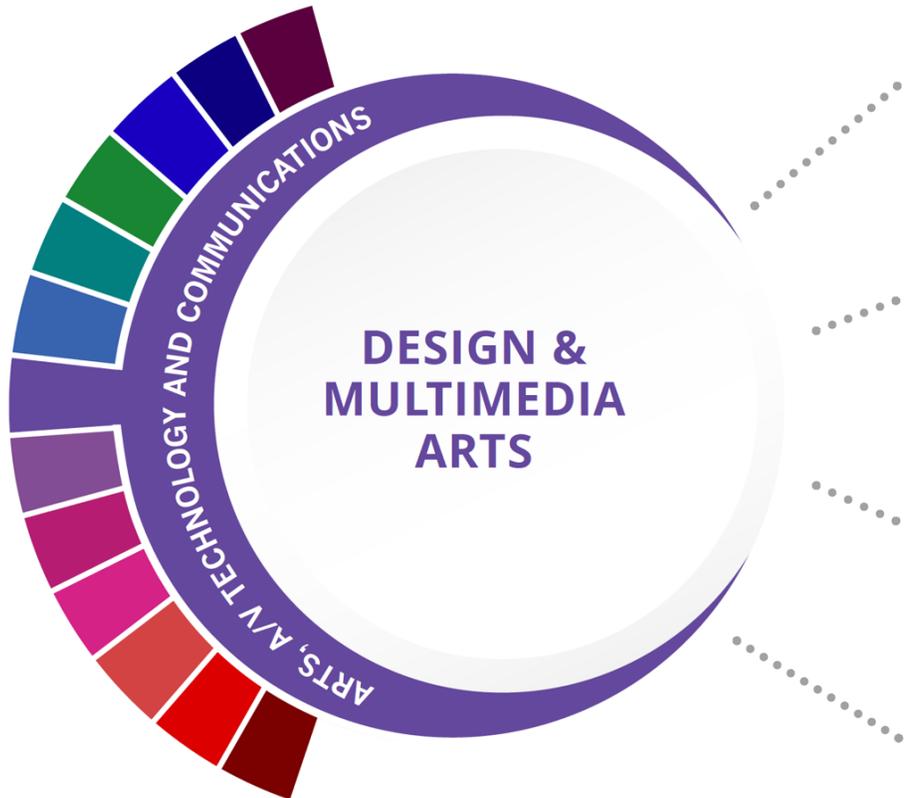


**DESIGN AND
MULTIMEDIA
ARTS**

**DIGITAL
COMMUNICATIONS**





- Level 1**
Film Appreciation:
Principles of Arts, A/V
Technology, and
Communications
Digital Media - FJH

- Level 2**
Graphic Design and
Illustration I
Commercial Photography I

- Level 3**
Graphic Design and
Illustration II
Commercial Photography II

- Level 4**
Practicum in Graphic
Design and Illustration
Career Preparation I

HIGH SCHOOL/ INDUSTRY CERTIFICATION	CERTIFICATE/ LICENSE*	ASSOCIATE'S DEGREE	BACHELOR'S DEGREE	MASTER'S/ DOCTORAL PROFESSIONAL DEGREE
Adobe Certified Associate Certifications	Certified Digital Designer	Animation, Interactive Technology, Video Graphics and Special Effects	Animation, Interactive Technology, Video Graphics and Special Effects	Animation, Interactive Technology, Video Graphics and Special Effects
Adobe Certified Expert Certifications	WOW Certified Web Designer Apprentice	Graphic Design	Graphic Design	Graphic Design
Apple Logic Pro X	Adobe Suite Certifications	Game and Interactive Media Design	Game and Interactive Media Design	Intermedia/Multimedia

Additional industry-based certification information is available on the TEA CTE website. For more information on postsecondary options for this program of study, visit TXCTE.org.

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

WORK BASED LEARNING AND EXPANDED LEARNING OPPORTUNITIES	
Exploration Activities:	Work Based Learning Activities:
Join a website development or coding club. Participate in SkillsUSA	Intern with a multimedia or animation studio. Obtain a certificate or certification in graphic design.

The 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.



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.

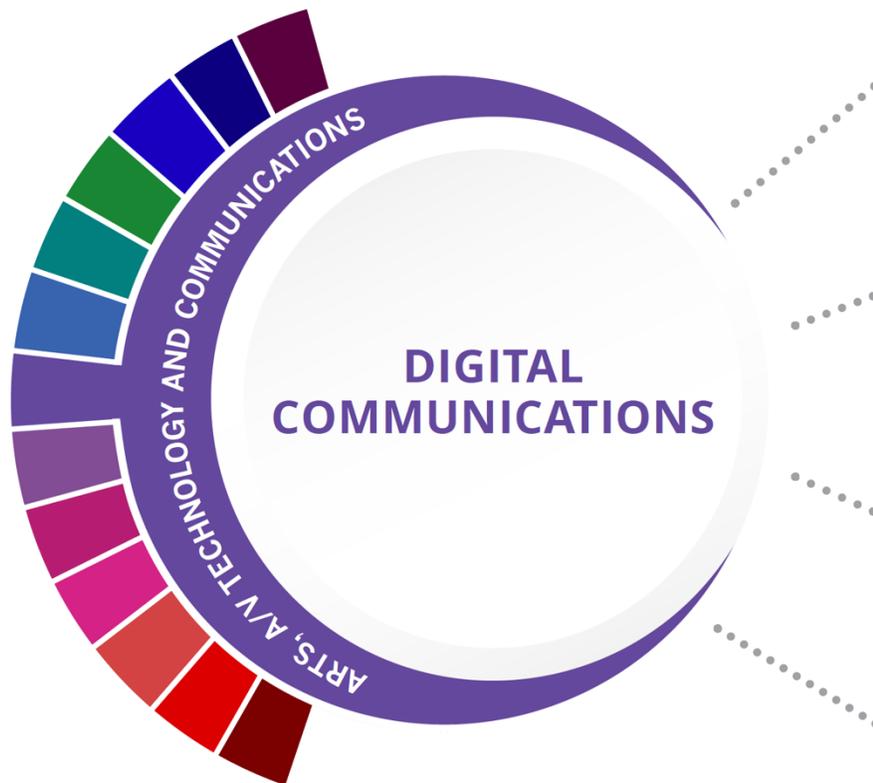
Successful completion of the Design & Multimedia Arts program of study will fulfill requirements of the Business and Industry Endorsement. Revised - July 2020



COURSE INFORMATION

COURSE NAME	SERVICE ID	PREREQUISITS (PREQ) COREQUISITES (CREQ)	Grade
7105 Film Appreciation: Principles of Arts, A/V Technology, and Communications	13008200 (1 credit)	None	9-12
7165 Graphic Design and Illustration I	13008800 (1 credits)	Recommended PREQ: Film Appreciation	10-12
7616 Annual/Commercial Photography I	13009100 (1 credit)	PREQ: Journalism I	10-12
7170 Graphic Design and Illustration II	13008900 (1 credit)	PREQ: Graphic Design and Illustration I	10-12
7617 Annual/Commercial Photography II	13009200 (1 credit)	PREQ: Journalism I	10-12
7180 Practicum in Graphic Design and Illustration	13009000 (2 credits)	PREQ: Graphic Design and Illustration II	12
5090 Career Preparation I 5091 Career Preparation I/Ext	12701300 (2 credits) 12701305 (3 credits)	None	11-12

ARTS, AUDIO/VIDEO, TECHNOLOGY, AND COMMUNICATIONS CAREER CLUSTER
DESIGN AND MULTIMEDIA ARTS



Level 1	Film Appreciation: Principles of Arts, A/V Technology, and Communications Professional Communications Global Solutions in a Digital World - FJH
Level 2	Audio/Video Production I Digital Audio Technology I
Level 3	Audio Video Production II Digital Audio Technology II
Level 4	Practicum of Audio/Video Production I Practicum of Audio/Video Production II Practicum of Digital Audio Technology

HIGH SCHOOL/ INDUSTRY CERTIFICATION	CERTIFICATE/ LICENSE*	ASSOCIATE'S DEGREE	BACHELOR'S DEGREE	MASTER'S/ DOCTORAL PROFESSIONAL DEGREE
Apple Final Cut Pro X	Certified Video Engineer	Recording Arts Technology/ Technician	Recording Arts Technology/ Technician	Communications Technician/ Technician
FHS- Society of Broadcast Engineers TV Operator	Commercial Audio Technician	Cinematography and Film/ Video Production	Cinematography and Film/ Video Production	Cinematography and Film/ Video Production
FHS – OSHA General Industry Certification	Certified AM Directional Specialist	Radio and Television Broadcasting Technology/ Technician	Radio and Television	Radio and Television
Adobe Certified Associate Certifications	Certified Broadcast Radio Engineer	Music Technology	Agricultural Communication/ Journalism	Agricultural Communication/ Journalism

Occupations	Median Wage	Annual Openings	% Growth
Sound Engineering Technicians	\$39,562	79	27%
Camera Operators, Television, Video and Motion Picture	\$50,024	129	9%
Audio and Video Equipment Technicians	\$40,581	757	29%
Film and Video Editors	\$47,382	118	23%

Additional industry-based certification information is available on the TEA CTE website. For more information on postsecondary options for this program of study, visit TXCTE.org.

WORK BASED LEARNING AND EXPANDED LEARNING OPPORTUNITIES	
Exploration Activities:	Work Based Learning Activities:
Shadow a production team Participate in SkillsUSA	Intern at a local television station or video production company Work with a local company on a project

The Digital Communications program of study explores the occupations and educational opportunities associated with the production of audio and visual media formats for various purposes, such as TV broadcasts, advertising, video production, or motion pictures. This program of study may also include exploration into operating machines and equipment to record sound and images, such as microphones, sound speakers, video screens, projectors, video monitors, sound and mixing boards, and related electronic equipment.

 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.

Successful completion of the Digital Communications program of study will fulfill requirements of the Business and Industry Endorsement. Revised - July 2020



COURSE INFORMATION

COURSE NAME	SERVICE ID	PREREQUISITS (PREQ) COREQUISITES (CREQ)	Grade
7105 Film Appreciation: Principles of Arts, A/V Technology, and Communications	13008200 (1 credit)	None	9-12
7220 Professional Communications	13009900 (.5 credits)	None	9-12
7108 Audio/Video Production I	13008500 (1 credits)	None	9-12
7185 Digital Audio Technology I	13009950 (1 credit)	None	9-12
7100 Audio Video Production II/Lab (MCS I)	13008610 (2 credits)	PREQ: Audio/Video Production I	10-12
7186 Digital Audio Technology II	13009960 (1 credit)	PREQ: Digital Audio Technology I	10-12
7125 Practicum of Audio/Video Production I (MCS II)	13008700 (2 credits)	PREQ: Audio/Video Production II/Lab	11-12
7150 Practicum of Audio/Video Production II (MCS III)	13008710 (2 credits)	PREQ: Practicum of Audio/Video Production I	12
7156 Practicum of Digital Audio Technology	TBA (2 credits)	PREQ: Digital Audio Technology II	11-12

ARTS, AUDIO/VIDEO, TECHNOLOGY, AND COMMUNICATIONS CAREER CLUSTER
DIGITAL COMMUNICATIONS