



**Business & Industry
Endorsement**



- Level 1** **Digital Media**
- Level 2** **Graphic Design and Illustration I**
- Level 3** **Animation I**
- Level 4** **Graphic Design and Illustration II**

Adobe Certified Associate (ACA) Industry Based Certifications Offered

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 also includes exploration into 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.

Students successful in careers in the Arts, A/V Technology and Communications (AAVTC) Career Cluster exhibit a creative aptitude, a strong background in computer and technology applications, a strong academic foundation, and a proficiency in oral and written communication.

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

For more information on postsecondary options for this program of study, visit TXCTE.org.