



Principles of Arts, A/V Technology, and Communications

**Level 1** Digital Media

Graphic Design I  
Animation I

**Level 2**

Graphic Design and Illustration II  
Animation II

**Level 3**

**Level 4**

Practicum in Graphic Design and Illustration  
Practicum in Animation

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

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

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.

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	PREREQUISITES (PREQ) COREQUISITES (CREQ)	Grade
Principles of Arts, A/V Technology, and Communications	13008200 (1 credit)	None	9
Digital Media	13027800 (1 credit)	None	9-12
Graphic Design and Illustration I	13008800 (1 credit)	None	10-12
Animation I	13008300 (1 credit)	None	10-12
Graphic Design and Illustration II	13008900 (1 credit)	PREQ: Graphic Design and Illustration I	10-12
Animation II	13008400 (1 credit)	PREQ: Animation I	11-12
Practicum in Graphic Design and Illustration	13009000 (2 credits)	PREQ: Graphic Design and Illustration II and Graphic Design and Illustration II Lab	10-12
Practicum in Animation	13008450 (2 credits)	PREQ: Animation II and Animation II Lab	11-12