

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
- Art (Graphic Design - Fine Arts Credit, not CTE)

Level 2

- Graphic Design and Illustration I
- Digital Media

Level 3

- Graphic Design and Illustration II
- Animation I

Level 4

- Practicum in Graphic Design and Illustration
- Animation II

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

Work-Based Learning and Expanded Learning Opportunities

Exploration Activities	Work-Based Learning Activities
<ul style="list-style-type: none"> • Participate in UIL Animation Competitions • Participate in Graphic Design Competitions 	<ul style="list-style-type: none"> • Intern with a multimedia or animation studio • Obtain a certificate or certification in graphic design

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

Aligned Occupations

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

Graphic Design & Multimedia Arts

Course Information

Level 1

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Principles of Arts, A/V Technology, & Communications	13008200 (1 credit)	None	None
Art (Fine Art Credit, Not CTE)	03500100 (1 credit)	None	None

Level 2

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Graphic Design and Illustration I	13008800 (1 credit)	None	None
Digital Media	13027800 (1 credit)	None	None

Level 3

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Graphic Design and Illustration II	13008900 (1 credit)	Graphic Design and Illustration I	None
Animation I	13008300 (1 credit)	None	None

See next page for Level 4 courses

Graphic Design & Multimedia Arts Course Information

Level 4

COURSE NAME	SERVICE ID	PREREQUISITES (PREQ)	COREQUISITES (CREQ)
Practicum in Graphic Design and Illustration	13009000 (2 credits)	Graphic Design and Illustration II	None
Animation II	13008400 (2 credits)	Animation I	None

FOR ADDITIONAL INFORMATION ON THE ARTS, AUDIO/VIDEO TECHNOLOGY, AND COMMUNICATIONS CAREER CLUSTER, PLEASE CONTACT: CTE@tea.texas.gov
<https://tea.texas.gov/cte>

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Further nondiscrimination information can be found at [Notification of Nondiscrimination in Career and Technical Education Programs](#).