

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 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

- Digital Media
 - 1 Semester at Ben Barber or 2 Semesters at Home Campus
 - 1280CT or 1280A-B/9-12

Level 2

- Graphic Design I
 - 2 Semesters at Ben Barber
 - 1891CA-CB/9-12
 - **Adobe Photoshop Certification Possible**
- Commercial Photography I
 - 2 Semesters at Ben Barber
 - 1889CA-CB/9-12
 - **Adobe Photoshop Certification Possible**

Level 3

- Graphic Design II
 - 2 Semesters at Ben Barber
 - 1893CA-CB/10-12
 - **Prerequisites: Graphic Design I**
 - **Adobe Illustrator Certification Possible**

Level 3

- Commercial Photography II
 - 2 Semesters at Ben Barber
 - 1888CA-CB/10-12
 - **Prerequisites: Commercial Photography I**

Level 4

- Practicum in Graphic Design
 - 2 Semesters at Ben Barber
 - 1899CA-CB/11-12
 - **Prerequisites: Graphic Design II**
 - Selection Process
 - **Adobe InDesign Certification Possible**
- Practicum in Photography
 - 2 Semesters at Ben Barber
 - 1884CA-CB/11-12 (E)
 - **Prerequisites: Commercial Photography II**
 - Selection Process

Roadmap to Completer

| Levels | Courses | |
|---------|--|---|
| Level 1 | 1280CT or 1280A-B Digital Media (1 Credit) | |
| Level 2 | 1891CA-CB Graphic Design I | 1889CA-CB Commercial Photography I (2 Credits) |
| Level 3 | 1893CA-CB Graphic Design II | 1888CA-CB Commercial Photography II (2 Credits) |
| Level 4 | 1899CA-CB Practicum in Graphic Design <i>Students must successfully complete a level 1 or 2 course AND a level 3 or 4 course to take a practicum course</i> | 1884CA-CB Practicum in Photography (2 Credits) <i>Students must successfully complete a level 1 or 2 course AND a level 3 or 4 course to take a practicum course</i> |

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|------------------------|------------------------|-----------------------|------------------------|------------------|
| 1 Semester Home Campus | 2 Semester Home Campus | 1 Semester Ben Barber | 2 Semesters Ben Barber | Ben Barber or HC |
|------------------------|------------------------|-----------------------|------------------------|------------------|

- Failure to follow the sequence of courses in the Roadmap to Completer could result in a student not meeting standards to be a CTE Completer in the program of study.
- Students without their own transportation may not be able to participate in a practicum course.
- Successful completion of the Graphic Design & Multimedia Arts program of study will fulfill requirements of the Business and Industry endorsement.