



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

- Film Appreciation: Principles of Arts, A/V Technology, and Communications - FJH and FHS
- Digital Media - FJH only

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/Extended

Work-Based Learning and Expanded Learning Opportunities

Exploration Activities	Work-Based Learning Activities
<ul style="list-style-type: none">• Join a website development or coding club• Participate in SkillsUSA or TSA	<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
- Audio-Visual Communications - Job Ready
- Autodesk Associate (Certified User) 3ds MAX
- Certified Professional Photographer
- Graphic Production Technology - Job Ready

- Adobe Certified Professional Animate*

*IBC Sunsetting 8/31/24

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

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	GRADE
7105 Film Appreciation: Principles of Arts, A/V Technology, & Communications	13008200 (1 credit)	None	9-12

Level 2

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE
7165 Graphic Design and Illustration I	13008800 (1 credit)	Recommended: Film Appreciation	9-12
7616 Commercial Photography I	13009100 (1 credit)	Journalism I	10-12

Level 3

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE
7170 Graphic Design and Illustration II	13008900 (1 credit)	Graphic Design and Illustration I	10-12
7617 Commercial Photography II	13009200 (1 credit)	Commercial Photography I	11-12

Level 4

COURSE NAME	SERVICE ID	PREREQUISITES (PREQ)	GRADE
7180 Practicum in Graphic Design and Illustration	13009000 (2 credits)	Graphic Design and Illustration II	11-12
5090/ 5091 Career Preparation I/Extend	12701300 (2 credits) 12701305 (3 credits)	None	11-12
5092/5093 Career Preparation II/Extend	12701400 (2 credits) 12701405 (3 credits)	Career Prep I	12

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Digital Communications Statewide Program of Study



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.

Secondary Courses for High School Credit

Level 1

- Film Appreciation: Principles of Arts, Audio/Video Technology, and Communications – FJH and FHS
- Professional Communications
- Digital Communications in the 21st Century – FJH only

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 and II
- Practicum in Digital Audio Technology
- Career Preparation I/Extended

Work-Based Learning and Expanded Learning Opportunities

Exploration Activities	Work-Based Learning Activities
<ul style="list-style-type: none">• Shadow a production team• Participate in SkillsUSA or TSA	<ul style="list-style-type: none">• Intern at a local television station or video production company• Work with a local company on a project

Industry-Based Certifications

- Adobe Certified Professional in Print and Digital Media Publication Using Adobe InDesign
- 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
- Audio-Visual Communications - Job Ready
- Broadcasting and Journalism
- Digital Video Production Foundations



Postsecondary Opportunities

Associates Degrees

- Recording Arts Technology/Technician
- Cinematography and Film/Video Production
- Radio and Television Broadcasting Technology/Technician
- Music Technology

Bachelor's Degrees

- Recording Arts Technology/Technician
- Cinematography and Film/Video Production
- Radio and Television
- Agricultural Communication/Journalism

Master's, Doctoral, and Professional Degrees

- Communications Technology/Technician
- Cinematography and Film/Video Production
- Radio and Television
- Agricultural Communication/Journalism

Aligned Occupations

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%

Digital Communications

Course Information

Level 1

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE
7105 Film Appreciation - Principles of Arts, A/V Technology, and Communications	13008200 (1 credit)	None	9-12
7220 Professional Communication	13009900 (.5 credit)	None	9-12

Level 2

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE
7108 Audio/Video Production I	13008500 (1 credit)	None	9-12
7185 Digital Audio Technology I	13009950 (1 credit)	None	9-12

Level 3

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE
7100 Audio/Video Production II/Lab (MCS I)	13008610 (2 credits)	Audio/Video Production I	10-12
7186 Digital Audio Technology II	13009960 (1 credit)	Digital Audio Technology I	10-12

Level 4

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE
7125 Practicum in Audio/Video Production I (MCS II)	13008700 (2 credits)	Audio/Video Production II	11-12
7150 Practicum in Audio/Video Production II (MCS III)	13008710 (2 credits)	Practicum in AV Prod I	12
7156 Practicum in Digital Audio Technology	N1300996 (2 credits)	Digital Audio Technology II	11-12
5090/ 5091 Career Preparation I/Extend	12701300 (2 credits) 12701305 (3 credits)	None	11-12
5092/5093 Career Preparation II/Extend	12701400 (2 credits) 12701405 (3 credits)	Career Prep I	12