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 and Interactive Media
Statewide Program of Study

The Graphic Design and Interactive Media 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 (1)

Level 2
- Graphic Design I+ (1)

Level 3 and 4 classes for this program of study are taught exclusively at the Tomball Innovation Center.

Level 3
- Graphic Design II with Lab* (2)

Level 4
- Practicum in Graphic Design* (2)

*Required Prerequisite   +Recommended Prerequisite

Specific course offerings and availability are subject to change due to interest and enrollment.

Industry-Based Certifications

- Adobe Certified Professional in Graphic Design and Illustration Using Adobe Illustrator
- Adobe Certified Professional in Visual Design Using Adobe Photoshop

Principles of Arts, A/V Technology, & Communications (1)
In Principles of Arts, A/V Tech, & Communications students will focus on careers in designing, producing, exhibiting, performing, writing, and publishing multimedia content including visual and performing arts and design, journalism, and entertainment services.

Graphic Design I+ (1)
Within this context, in addition to developing knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications Career Cluster, students will be expected to develop an understanding of the industry with a focus on fundamental elements and principles of visual art and design.

Graphic Design II with Lab* (2)
Within this context, students will be expected to develop an advanced understanding of the industry with a focus on mastery of content knowledge and skills.

Practicum in Graphic Design* (2)
In addition to developing technical knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications Career Cluster, students will be expected to develop a technical understanding of the industry with a focus on skill proficiency. Instruction may be delivered through lab-based classroom experiences or career preparation.

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

Successful completion of the Graphic Design and Interactive Media program of study will fulfill requirements of the Business and Industry endorsement. Revised – August 2022