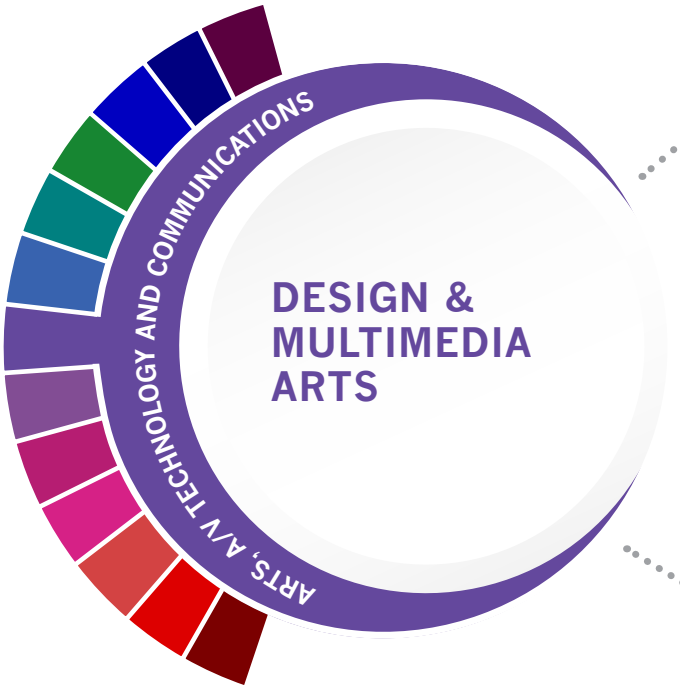


COURSES

LEVEL 1

Principles of Arts, A/V Technology, and Communications
Digital Media

LEVEL 2

Graphic Design and Illustration I/Lab
Commercial Photography I/Lab

LEVEL 3

Graphic Design and Illustration II/Lab
Commercial Photography II/Lab
Digital Art and Animation

LEVEL 4

Practicum in Graphic Design and Illustration
Practicum in Commercial Photography

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		
Adobe Certified Expert Certifications	WOW Certified Web Designer Apprentice	Graphic Design		
Apple Logic Pro X	Adobe Suite Certifications	Game and Interactive Media Design		Intermedia/ Multimedia

Additional industry based certification information is available from the TEA CTE website.

For more information on postsecondary options for this program of study, visit TXCTE.org.

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:
Join a website development or coding club.
SkillsUSA, TSA

Work Based Learning Activities:
Intern with a multimedia or animation studio.
Obtain a certificate in graphic design.

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.

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 Graphic Design & Multimedia Arts program of study will fulfill requirements of a Business and Industry Endorsement.

Approved Statewide Program of Study - September 2019

Texas Education Agency

COURSE INFORMATION

COURSE NAME	SERVICE ID	PREREQUISITES (PREQ) COREQUISITES (CREQ)	GRADE
Principles of Arts, A/V Technology, and Communications	13008200 (1 credit)	None	
Digital Media	13027800 (1 credit)	None	
Graphic Design and Illustration I /Lab	13008800 (1 credit) 13008810 (2 credits)	None	
Commercial Photography I/Lab	13009100 (1 credit) 13009110 (2 credits)	None	
Graphic Design and Illustration II /Lab	13008900 (1 credit) 13008910 (2 credits)	PREQ: Graphic Design and Illustration I	
Digital Art and Animation	03580500 (1 credit)	None	
Commercial Photography II/Lab	13009200 (1 credit) 13009210 (2 credit)	None	
Practicum in Graphic Design and Illustration	13009000 (2 credits) 13009005 (3 credits)	PREQ: Graphic Design and Illustration II with Lab	
Practicum in Commercial Photography	13009250 (2 credits) 13009255 (3 credits)	PREQ: Commercial Photography I and Lab.	

FOR ADDITIONAL INFORMATION ON THE ARTS, AUDIO/VISUAL TECHNOLOGY, AND COMMUNICATIONS CAREER CLUSTER, PLEASE CONTACT:

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https://tea.texas.gov/cte