

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
- Video Game Design
- Digital Media

Level 2

- Graphic Design and Illustration I/Lab
- Animation I/Lab
- Video Game Programming
- Game Programming and Design

Level 3

- Graphic Design and Illustration II/Lab
- Animation II/Lab
- Advanced Video Game Programming
- Web Game Development

Level 4

- Practicum in Animation
- Career Preparation I

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
- 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% |

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

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 |
| Video Game Design | 13009970 (1 credit) | None | None |
| Digital Media | 13027800 (1 credit) | None | None |

Level 2

| COURSE NAME | SERVICE ID | PREREQUISITES | COREQUISITES |
|----------------------------------------|---------------------------------------------|---------------|--------------|
| Graphic Design and Illustration I /Lab | 13008800 (1 credit) 13008810 (2 credits) | None | None |
| Animation I/Lab | 13008300 (1 credit) 13008310 (2 credits) | None | None |
| Video Game Programming | N1300994 (1 credit) | None | None |
| Game Programing and Design | 03580380 (1 credit) | Algebra I | None |

Level 3

| COURSE NAME | SERVICE ID | PREREQUISITES | COREQUISITES |
|----------------------------------------------|----------------------------------------------|-------------------------------------------------------------------------------|---------------------|
| Graphic Design and Illustration II/Lab | 13008900 (1 credit) 13008910 (2 credits) | Graphic Design and Illustration I | None |
| Animation II/Lab | 13008400 (1 credit) 13008410 (2 credits) | Animation I | None |
| Advanced Video Game Programming | N1300995 (1 credit) | None | None |
| Web Game Development | 03580830 (1 credit) | None | None |
| COURSE NAME | SERVICE ID | PREREQUISITES (PREQ) | COREQUISITES (CREQ) |
| Practicum in Graphic Design and Illustration | 13009000 (2 credits) 13009005 (3 credits) | Graphic Design and Illustration II and Graphic Design and Illustration II Lab | None |
| Practicum in Animation | 13008450 (2 credits) | Animation II and Animation II Lab | None |
| Career Preparation I | 12701300 (2 credits) 12701305 (3 credits) | None | None |

See next page for Level 4 courses

Graphic Design & Multimedia Arts Course Information

FOR ADDITIONAL INFORMATION ON THE BUSINESS, MARKETING, AND FINANCE CAREER CLUSTER, PLEASE CONTACT:
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Lake Dallas ISD does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs or activities and provides equal access to the Boy Scouts and other designated youth groups. The following person has been designated to handle inquiries regarding the nondiscrimination policies: Karla Landrum @ klandrum@ldisd.net , 940-497-4039.

Further nondiscrimination information can be found:

https://www.ldisd.net/cms/lib5/TX01817232/Centricity/Domain/1589//22-23/Non%20Discrimination%20Statement%202022_2023%20English.pdf