

Arts, Audio/Video Technology, and Communications Career Cluster

The Arts, Audio Visual Technology and Communications (AAVTC) Career Cluster focuses on designing, producing, exhibiting, performing, writing, and publishing multimedia content requiring creative aptitude, fluency in computer and technology applications, and proficiency in oral and written communication. This career cluster includes occupations ranging from camera operator, audio and video technician, director, and producer to graphic designer and web and digital interface designer.

Graphic Design



The Graphic Design 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, Audio/Video Technology, and Communications

Level 2

- Graphic Design and Illustration I

Level 3

- Graphic Design and Illustration II/Lab ¹

Level 4

- Practicum in Graphic Design and Illustration (H)



Postsecondary Opportunities

Associates Degrees

- Artist
- Web Designer

Bachelor's Degrees

- Graphic Designer

Master's, Doctoral, and Professional Degrees

- Art Director
- Creative Director

Work-Based Learning and Expanded Learning Opportunities

Exploration Activities

- Participate in Business Professionals of America (BPA) or Technology Student Association (TSA)

Work-Based Learning Activities

- Intern with a local business

Industry-Based Certifications

- Adobe Certified Professional in Graphic Design and Illustration Using Adobe Illustrator ¹



Aligned Occupations

Occupations	Median Wage	Annual Openings	% Growth
Graphic Designers	\$55,000	1,800	10%
Art Director	\$89,000	600	18%

Successful completion of the Graphic Design program of study will fulfill requirements of the Business and Industry endorsement. Revised – May 2024

Graphic Design Course Information

Level 1

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE LEVEL(S)
Principles of Arts, Audio/Video Technology, & Communications	13008200 (1 credit)	None	9

Level 2

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE LEVEL(S)
Graphic Design and Illustration I	13008800 (1 credit)	Principles of Arts, Audio/Video Technology, & Communications	10

Level 3

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE LEVEL(S)
Graphic Design and Illustration II/Lab	13008910 (2 credits)	Graphic Design and Illustration I	11

Level 4

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE LEVEL(S)
Practicum in Graphic Design and Illustration (H)	13009000 (2 credits)	Graphic Design and Illustration II/Lab	12

FOR ADDITIONAL INFORMATION ON THE ARTS, AUDIO/VIDEO TECHNOLOGY, AND COMMUNICATIONS CAREER CLUSTER, PLEASE CONTACT YOUR CAMPUS CTE COUNSELOR
<https://tea.texas.gov/cte>

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