

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 (9th Grade)

- Principles of Arts, A/V Technology, and Communications

Level 2 (10th Grade)

- Graphic Design and Illustration I/Lab

Level 3 (11th Grade)

- Graphic Design and Illustration II/Lab

Level 4 (12th Grade)

- Practicum in Graphic Design and Illustration

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%

Work-Based Learning and Expanded Learning Opportunities

Exploration Activities

- Join a website development or coding club
- Participate in SkillsUSA or TSA

Work-Based Learning Activities

- 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 (SRHS)
- Adobe Certified Professional in Graphic Design and Illustration Using Adobe Illustrator (SRHS)
- Adobe Certified Professional in Print and Digital Media Publication Using Adobe InDesign (SRHS)
- 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
- Certified Professional Programmer
- Graphic Production Technology - Job Ready
- C++ Certified Associate Programmer
- Certified User: Programmer
- Adobe Certified Professional Animate*

*IBC Sunsetting 8/31/24

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

Graphic Design & Multimedia Arts

Course Information

Level 1 (9th Grade)

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Principles of Arts, A/V Technology, & Communications	13008200 (1 credit)	None	None

Level 2 (10th Grade)

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Graphic Design and Illustration I /Lab	13008800 (1 credit)	None	None

Level 3 (11th Grade)

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Graphic Design and Illustration II/Lab	13008900 (1 credit)	Graphic Design and Illustration I/Lab	None

Level 4 (12th Grade)

COURSE NAME	SERVICE ID	PREREQUISITES (PREQ)	COREQUISITES (CREQ)
Practicum in Graphic Design and Illustration	13009000 (2 credits)	Graphic Design and Illustration II/Lab	None

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

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Further nondiscrimination information can be found at [Notification of Nondiscrimination in Career and Technical Education Programs](#).