



Arts, A/V Technology and Communications

The Arts, Audio Visual Technology, and Communication (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.



Program of Study: **Graphic Design & Interactive Media**

The Graphic Design and Interactive Media program of study focuses on occupational and educational opportunities associated with designing or creating graphics to meet specific commercial or promotional needs, such as packaging, displays, or logos. The program of study includes 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.

Courses

9 th Grade	Principles of Arts, A/V Technology, and Communications
	Professional Communications (Optional)
	Web Communications (Optional)
10 th Grade	Graphic Design and Illustration I
	Digital Design and Media Productions
11 th Grade	Graphic Design and Illustration II/Lab
12 th Grade	Practicum in Graphic Design and Illustration
	OR Career Preparation for Programs of Study



Example Postsecondary Opportunities

Associate Degrees

- Graphic Design
- Digital Arts

Bachelor's Degrees

- Web Page, Digital/Multimedia and Information Resources Design
- Design and Visual Communications

Master's, Doctoral, and Professional Degrees

- Game and Interactive Media Design
- Animation, Interactive Technology, Video Graphics, and Special Effects

Additional Stackable IBCs/License

- Certified Textile Designer (CTD)

Aligned Advanced Academic Course(s)

- AP Studio Art: Two-Dimensional Design Portfolio

Work-Based Learning/Expanded Learning Opportunities

Work-Based Learning Activities	<ul style="list-style-type: none"> • Earn industry certification • Work with King Designs
Expanded Learning Opportunities	SkillsUSA

Aligned Industry-Based Certifications

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

Example Aligned Occupations

Software Developers

Median Wage: \$111,705
Annual Openings: 15,324
10-Year Growth: 36%

Graphic Designers

Median Wage: \$50,973
Annual Openings: 1,766
10-Year Growth: 10%

Art Directors

Median Wage: \$81,926
Annual Openings: 619
10-Year Growth: 18%



Graphic Design & Interactive Media Course Information

Level 1

Principles of Arts, Audio/Video Technology, and Communications

13008200

Grade: 9

Credit: 1

Introduction to careers in the Arts, Audio/Video Technology, and Communications career cluster. These careers require a creative aptitude, a strong background in computer and technology applications, a strong academic foundation, and a proficiency in oral and written communication. Within this context, students will be expected to develop an understanding of the various and multifaceted career opportunities in this cluster and the knowledge, skills, and educational requirements for those opportunities.

Professional Communications (Optional)

13009900

Grade: 9-12

Credit: 0.5

Professional Communications blends written, oral, and graphic communication in a career-based environment. Careers in the global economy require individuals to be creative and have a strong background in computer and technology applications, a strong and solid academic foundation, and a proficiency in professional oral and written communication. Within this context, students will be expected to develop and expand the ability to write, read, edit, speak, listen, apply software applications, manipulate computer graphics, and conduct Internet research.

Web Communications (Optional)

03580810

Grade: 9-12

Credit: 0.5

In Web Communications, students will acquire knowledge of web communications and technological operations and concepts. This is an exploratory course in web communications. The six strands include creativity and innovation; communication and collaboration; research and information fluency; critical thinking; problem solving, and decision making; digital citizenship; and technology operations and concepts.

Level 2

Graphic Design and Illustration I

13008800

Grade: 10-12

Credit: 1

Recommended Prerequisite: Principles of Arts, Audio/Video Technology, and Communications

Careers in graphic design and illustration span all aspects of the advertising and visual communications industries. 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.

Digital Design and Media Productions

03580400

Grade: 10-12

Credit: 1

Digital Design and Media Production will allow students to demonstrate creative thinking, develop innovative strategies, and use communication tools in order to work effectively with others as well as independently. Students will gather information electronically, which will allow for problem solving and making informed decisions regarding media projects. Students will learn digital citizenship by researching current laws and regulations and by practicing integrity and respect. Students will demonstrate a thorough understanding of digital design principles that is transferable to other disciplines. The six strands include creativity and innovation; communication and collaboration; research and information fluency; critical thinking; problem solving, and decision making; digital citizenship; and technology operations and concepts.

Level 3

Graphic Design and Illustration II with Lab

13008910

Grade: 11-12

Credit: 2

Prerequisite: Graphic Design & Illustration I

Careers in graphic design and illustration span all aspects of the advertising and visual communications industries. Within this context, in addition to developing advanced technical knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications Career Cluster, students will be expected to develop an advanced understanding of the industry with a focus on mastery of content knowledge and skills.

Industry Based Certification: Adobe Certified Professional in Graphic Design and Illustration Using Adobe Illustrator



Graphic Design & Interactive Media Course Information

Level 4

Practicum in Graphic Design and Illustration

13009000

Grade: 12

Credit: 2

Prerequisite: Graphic Design & Illustration II with Lab

In addition to developing technical knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications Career Cluster, student 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 opportunities.

Industry Based Certification: Adobe Certified Professional in Visual Design Using Adobe Photoshop