

# Arts, Audio Visual Technology, and Communication Career Cluster

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.

## Regional Program of Study: Printing and Imaging

### Approved in ESC Regions 2, 4, 5, 7, 9, 10, 11, 13, 18 and 20

\*The list of approved ESC regions is updated every school year. Be sure to check the CTE regional program of study website for updates.

The Printing and Imaging regional program of study focuses on occupational and educational opportunities associated with designing packaging, displays, or logos to meet specific commercial or promotional needs. This program of study includes the foundations of business management, customer service, graphic design, graphic production, and large-format printing.

## Secondary Courses for High School Credit

- Level 1**
  - Principles of Arts, Audio/Video Technology, and Communications
- Level 2**
  - Printing and Imaging Technology I
  - Printing and Imaging Technology I + Printing and Imaging Technology I Lab
  - Graphic Design and Illustration I
  - Graphic Design and Illustration I + Graphic Design and Illustration I Lab
  - Entrepreneurship I
- Level 3**
  - Printing and Imaging Technology II
  - Printing and Imaging Technology II + Printing and Imaging Technology II Lab
- Level 4**
  - Practicum in Printing and Imaging Technology
  - Practicum in Printing and Imaging Technology + Extended Practicum in Printing and Imaging Technology
  - Practicum in Entrepreneurship
  - Practicum in Entrepreneurship + Extended Practicum in Entrepreneurship
  - Career Preparation for Programs of Study
  - Career Preparation for Programs of Study + Extended Career Preparation

## Aligned Advanced Academic Courses

**Dual Credit** Dual credit offerings will vary by local education agency.

Students should be advised to consider these course opportunities to enrich their preparation. AP or IB courses not listed under the Secondary Courses for High School Credit section of this framework document do not count towards concentrator/completer status for this program of study.

## Work-Based Learning and Expanded Learning Opportunities

### Work-Based Learning Activities

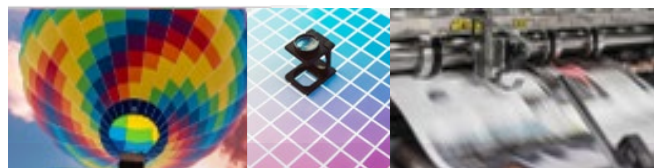
- Shadow employees at a multimedia studio and rotate through departments to learn how digital and print media is produced across mediums
- Participate in an internship at a publishing company and work on a project to bring a book series to print

### Expanded Learning Opportunities

- Participate in SkillsUSA or TSA
- Tour a printing company

## Aligned 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 Using Adobe Photoshop
- Adobe Certified Professional in Visual Effects and Motion Graphics Using Adobe After Effects
- Graphic Production Technology - Job Ready



## Example Postsecondary Opportunities

### Associate Degrees

- Graphic Design
- Commercial and Advertising Art

### Bachelor's Degrees

- Web Page, Digital/Multimedia and Information Resources Design
- Animation, Interactive Technology, Video Graphics, and Special Effects

### Master's, Doctoral, and Professional Degrees

- Digital Arts
- Game and Interactive Media Design

### Additional Stackable IBCs/License

- Xerox iGen4 Press Operator Certification



## Example Aligned Occupations

### Multimedia Artists and Animators

Median Wage: \$65,036  
Annual Openings: 337  
10-Year Growth: 20%

### Art Directors

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

Data Source: TexasWages, Texas Workforce Commission. Retrieved 3/8/2024.



For more information visit:  
<https://tea.texas.gov/academics/college-career-and-military-prep/career-and-technical-education/programs-of-study-additional-resources>



# Arts, Audio Visual Technology, and Communication Career Cluster

## Regional Program of Study: Printing and Imaging

### Course Information

Level 1

Course	Prerequisites   Corequisites	Career Clusters
<b>Principles of Arts, Audio/Video Technology, and Communications*</b> 13008200 (1 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	

Level 2

Course	Prerequisites   Corequisites	Career Clusters
<b>Printing and Imaging Technology I</b> 13009600 (1 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> Printing and Imaging Technology I Lab	
<b>Printing and Imaging Technology I + Printing and Imaging Technology I Lab</b> 13009610 (2 credits)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	
<b>Graphic Design and Illustration I*</b> 13008800 (1 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Principles of AAVTC <b>Recommended Corequisites:</b> Graphic Design and Illustration I Lab	
<b>Graphic Design and Illustration I + Graphic Design and Illustration I Lab*</b> 13008810 (2 credits)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Principles of AAVTC <b>Recommended Corequisites:</b> None	
<b>Entrepreneurship I*</b> 13011101 (1 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Principles of Business, Marketing, and Finance <b>Recommended Corequisites:</b> None	

Level 3

Course	Prerequisites   Corequisites	Career Clusters
<b>Printing and Imaging Technology II</b> 13009700 (1 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Printing and Imaging Technology I and Printing and Imaging Technology I Lab <b>Recommended Corequisites:</b> Printing and Imaging Technology II Lab	

*Continued on next page*

\* Indicates course is included in more than one program of study.

For additional information on the **Arts, Audio Visual Technology, and Communication** career cluster, contact [cte@tea.texas.gov](mailto:cte@tea.texas.gov) or visit <https://tea.texas.gov/cte>



[LEA name] does not discriminate on the basis of race, color, national origin, sex, or disability 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: [title], [address], [telephone number], [email]. Further nondiscrimination information can be found at [Notification of Nondiscrimination in Career and Technical Education Programs](#).

Printing and Imaging



# Arts, Audio Visual Technology, and Communication Career Cluster

## Regional Program of Study: *Printing and Imaging*

### Course Information

Level 3

Course	Prerequisites   Corequisites	Career Clusters
<b>Printing and Imaging Technology II + Printing and Imaging Technology II Lab</b> 13009710 (2 credits)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Printing and Imaging Technology I and Printing and Imaging Technology I Lab <b>Recommended Corequisites:</b> None	

Level 4

Course	Prerequisites   Corequisites	Career Clusters
<b>Practicum in Printing and Imaging Technology</b> First Time Taken: 13009800 (2 credits) Second Time Taken: 13009810 (2 credits)	<b>Prerequisites:</b> Printing and Imaging Technology II and Printing and Imaging Technology II Lab <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	

<b>Practicum in Printing and Imaging Technology + Extended Practicum in Printing and Imaging Technology</b> First Time Taken: 13009805 (3 credits) Second Time Taken: 13009815 (3 credits)	<b>Prerequisites:</b> Printing and Imaging Technology II and Printing and Imaging Technology II Lab <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	
--	---	--

<b>Practicum in Entrepreneurship*</b> First Time Taken: 13011111 (2 credits)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Entrepreneurship I and II or successful completion of at least two courses in a CTE program of study <b>Recommended Corequisites:</b> None	
--	--	--

<b>Practicum in Entrepreneurship + Extended Practicum in Entrepreneurship*</b> First Time Taken: 13011121 (3 credits)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Entrepreneurship I and II or successful completion of at least two courses in a CTE program of study <b>Recommended Corequisites:</b> None	
---	--	--

*Continued on next page*

\* Indicates course is included in more than one program of study.

For additional information on the **Arts, Audio Visual Technology, and Communication** career cluster, contact [cte@tea.texas.gov](mailto:cte@tea.texas.gov) or visit <https://tea.texas.gov/cte>



[LEA name] does not discriminate on the basis of race, color, national origin, sex, or disability 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: [title], [address], [telephone number], [email]. Further nondiscrimination information can be found at [Notification of Nondiscrimination in Career and Technical Education Programs](#).



# Arts, Audio Visual Technology, and Communication Career Cluster

## Regional Program of Study: *Printing and Imaging*

### Course Information

Level 4

Course	Prerequisites   Corequisites	Career Clusters
<b>Career Preparation for Programs of Study*</b> First Time Taken: 12701121 (2 credits)	<b>Prerequisites:</b> At least one Level 2 or higher CTE course <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	
<b>Career Preparation for Programs of Study + Extended Career Preparation*</b> First Time Taken: 12701141 (3 credits)	<b>Prerequisites:</b> At least one Level 2 or higher CTE course <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	

\* Indicates course is included in more than one program of study.

For additional information on the **Arts, Audio Visual Technology, and Communication** career cluster, contact [cte@tea.texas.gov](mailto:cte@tea.texas.gov) or visit <https://tea.texas.gov/cte>



[LEA name] does not discriminate on the basis of race, color, national origin, sex, or disability 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: [title], [address], [telephone number], [email]. Further nondiscrimination information can be found at [Notification of Nondiscrimination in Career and Technical Education Programs](#).