

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.

Statewide Program of Study: *Graphic Design and 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.



Secondary Courses for High School Credit

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|----------------|--|
| Level 1 | <ul style="list-style-type: none"> Principles of Arts, Audio/Video Technology, and Communications Video Game Design |
| Level 2 | <ul style="list-style-type: none"> Graphic Design and Illustration I Commercial Photography I Commercial Photography I + Commercial Photography I Lab |
| Level 3 | <ul style="list-style-type: none"> Graphic Design and Illustration II Commercial Photography II |
| Level 4 | <ul style="list-style-type: none"> Practicum in Graphic Design and Illustration 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 Courses

AP or IB	AP Studio Art: Two-Dimensional Design Portfolio
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	<ul style="list-style-type: none"> Shadow an art director at a branding firm or design agency Intern in the marketing and communications department of a technology company
Expanded Learning Opportunities	<ul style="list-style-type: none"> Participate in SkillsUSA or TSA Participate in Student Television Network Join a related co-curricular or extracurricular club such as web development or computer coding

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



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%

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>

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Statewide Program of Study: *Graphic Design and Interactive Media*

Course Information



Level 1	Course	Prerequisites Corequisites	Career Clusters
	Principles of Arts, Audio + Video Technology, and Communications* 13008200 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
	Video Game Design 13009970 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of AAVTC Recommended Corequisites: None	
Level 2	Course	Prerequisites Corequisites	Career Clusters
	Graphic Design and Illustration I* 13008800 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of AAVTC Recommended Corequisites: Graphic Design and Illustration I Lab	
	Commercial Photography I 13009100 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: Commercial Photography I Lab	
	Commercial Photography I + Commercial Photography I Lab 13009110 (2 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
	Fashion Design I 13009300 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of AAVTC	
	Video Game Programming N1300994 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Video Game Design	
	Game Programming and Design 03580380 (1 credit)	Prerequisites: Algebra I Corequisites: None Recommended Prerequisites: None	
	Digital Design and Media Production* 03580400 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	





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

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Course Information

Level 3

Course	Prerequisites Corequisites	Career Clusters
Graphic Design and Illustration II 13008900 (1 credit)	Prerequisites: Graphic Design and Illustration I Corequisites: None Recommended Prerequisites: None Recommended Corequisites: Graphic Design and Illustration II Lab	
Graphic Design and Illustration II + Graphic Design and Illustration II Lab 13008910 (2 credits)	Prerequisites: Graphic Design and Illustration I Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Commercial Photography II 13009200 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Commercial Photography I and Commercial Photography I Lab Recommended Corequisites: Commercial Photography II Lab	
Commercial Photography II + Commercial Photography II Lab 13009210 (2 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: Commercial Photography I and Commercial Photography I Lab Recommended Corequisites: None	

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

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	Course	Prerequisites Corequisites	Career Clusters
Level 3	Digital Art and Animation 03580500 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Art I Recommended Corequisites: None	 
	Career Preparation for Programs of Study* First Time Taken: 12701121 (2 credits)	Prerequisites: At least one Level 2 or higher CTE course Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	             
Level 4	Practicum in Graphic Design and Illustration First Time Taken: 13009000 (2 credits) Second Time Taken: 13009010 (2 credits)	Prerequisites: Graphic Design and Illustration II and Graphic Design and Illustration II Lab Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	

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