

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*

Endorsement: *Business and Industry*

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



Graphic Design & Interactive Media Course Sequence

Level	Course	Prerequisites Corequisites
Level 1	Principles of Arts, Audio/Video Tech & Communications 1 credit, 1 class period	Prerequisites: None
	Graphic Design I, Fashion Design I, Video Game Design, Entrepreneurship I 1 credit, 1 class period	Prerequisites: Principles of AAVTC
Level 2	Graphic Design II, Fashion Design II, Video Game Programming 1 credit, 1 class period	Prerequisites: Audio/Visual Production I, Fashion Design, Video Game Design
	Industry Based Certifications	<ul style="list-style-type: none"> • Adobe Certified Prof. in Graphic Dsgn and Illust.- Adobe Illustrator • Adobe Certified Prof. in Visual Design Using Adobe Photoshop • CodeHS Python Level 1 Certification
Level 3	Practicum in Graphic Design , Practicum in Entrepreneurship 2 credits, 2 class periods	Prerequisites: 2 or more courses in the Graphic Design and Interactive Pathway.
	Advanced Video Game Design 1 credit, 1 class period	Prerequisites: Video Game Programming

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

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%

To earn the Graphic Design and Interactive Media Pathway and Business and Industry Endorsement, students must complete at least 3 classes for 4 or more credits.

Graphic Design and Multimedia Arts

BUSINESS & INDUSTRY ENDORSEMENT



An example of a four-year plan for a student entering 9th grade to complete the Graphic Design and Multimedia Arts Program of Study.

Subject	9th	10th	11th	12th
Language Arts	English 1	English 2	English 3	Advanced English
Mathematics	Algebra 1	Geometry	3 rd Math	4 th Math
Science	Biology or IPC	Biology or Chemistry	3 rd Science	4 th Science
Social Studies	World Geography	World History	US History	Govt./Econ.
Required CTE courses	Principles of Arts, Audio/Video Tech & Communications	Graphic Design I, Fashion Design I, Video Game Design, Entrepreneurship I	Graphic Design II, Fashion Design II, Video Game Programming	Prac. in Graphic Design, Prac. in Entrepreneurship OR Advanced Video Game Design
Elective	Physical Education	Fine Arts	Elective	
Elective	Foreign Language	Foreign Language	Elective	Elective

Industry Based Certifications

- Adobe Certified Prof. in Graphic Dsgn and Illust.- Adobe Illustrator
- Adobe Certified Prof. in Visual Design Using Adobe Photoshop
- CodeHS Python Level 1 Certification

Related CTE Elective Courses

- Audio Visual Production I and II
- Business Management
- Entrepreneurship II
- Sports & Ent. Mkt./Global Bus.

Program of Study Planning

- To complete any Program of Study, a student must complete 3 or more courses for a total of 4 or more credits.
- A student may change their Program of Study at the end of their 9th grade year but must remain in their newly chosen pathway for the remainder of high school if they wish to complete it.
- Students are encouraged to pursue other passions in their academics with the understanding that courses and/or commitments in other programs may conflict with completing their Program of Study.