

# 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: Fashion Design

The **Fashion Design** program of study focuses on occupational and educational opportunities related to designing and creating clothing, accessories, and textiles to meet specific commercial or artistic needs. This program includes learning about garment construction, pattern-making, and the use of design software to develop unique styles. Students explore creating visual presentations and multimedia content for fashion marketing, such as lookbooks, runway visuals, and promotional materials for fashion shows, retail displays, and online platforms.



## Secondary Courses for High School Credit

Grade Level	Courses
9 <sup>th</sup>	<ul style="list-style-type: none"> <li>Principles of Arts, Audio/Video Technology, and Communications</li> </ul>
10 <sup>th</sup>	<ul style="list-style-type: none"> <li>Fashion Design I</li> </ul>
11 <sup>th</sup>	<ul style="list-style-type: none"> <li>Fashion Design II + Fashion Design II Lab</li> </ul>
12 <sup>th</sup>	<ul style="list-style-type: none"> <li>Practicum in Fashion Design</li> </ul>

## Aligned Advanced Academic Courses

<b>AP or IB</b>	AP Studio Art: Two-Dimensional Design Portfolio
<b>Dual Credit</b>	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

<b>Work-Based Learning Activities</b>	<ul style="list-style-type: none"> <li>Shadow an art director at a branding firm or design agency</li> <li>Intern in the marketing and communications department of a technology company</li> </ul>
<b>Expanded Learning Opportunities</b>	<ul style="list-style-type: none"> <li>Participate in SkillsUSA or TSA</li> <li>Participate in Student Television Network</li> <li>Join a related co-curricular or extracurricular club such as web development or computer coding</li> </ul>

## Aligned Industry-Based Certifications

**IBC's Offered**

- None



## 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)



## 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>