

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: **Photography**

The **Photography** program of study focuses on occupational and educational opportunities associated with capturing and creating photographic images to meet specific commercial or promotional needs, such as product photography, advertising campaigns, or event documentation. The program of study includes techniques for photographing people, products, and environments and utilizing digital tools for editing, enhancing, and producing high-quality visual content for use in marketing materials, advertisements, magazines, and social media.



Secondary Courses for High School Credit

Grade Level	Courses
9 th	• Principles of Arts, Audio/Video Technology, and Communications
10 th	• Commercial Photography I
11 th	• Commercial Photography II + Commercial Photography II Lab
12 th	• Practicum in Commercial Photography



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

- **IBC's Offered**
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%

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>