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.

Tivy 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

Level 1
- Principles of Arts, Audio/Video Technology, and Communications
- Digital Media

Level 2
- Graphic Design and Illustration I + Graphic Design and Illustration I Lab

Level 3
- Graphic Design and Illustration II + Graphic Design and Illustration II Lab

Level 4
- 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

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 an art director at a branding firm or design agency • Intern in the marketing and communications department of a technology company
Expanded Learning Opportunities	• 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
- Adobe Certified Professional in Visual Design Using Adobe Photoshop
- Adobe Certified Professional in Visual Effects and Motion Graphics Using Adobe After Effects
- Audio-Visual Communications - Job Ready
- Autodesk Associate (Certified User) 3ds MAX
- C++ Certified Associate Programmer
- Certified Entry-Level Python Programmer (PCEP)
- Certified Professional Photographer
- Certified Professional Programmer
- Certified User: Programmer
- Certified Web Animator Associate
- CodeHS Python Level I Certification
- Graphic Production Technology - Job Ready
- Oracle Certified Associate Java SE 8 Programmer

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

Successful completion of the Graphic Design and Interactive Media program of study will fulfill requirements of the Business and Industry endorsement.