

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.

CFISD Program of Study: *Fashion Design*

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

The Fashion Design program of study focuses on occupational and educational opportunities associated with designing clothing and accessories, along with industrial projects. This program of study integrates video production, graphic design, and social media to expand career opportunities for individuals interested in fashion design.



Recommended Course Sequence (credits)(A=advanced)

Students wanting an endorsement in this area must select three (3) or more courses totaling four (4) or more credits with at least one being advanced.

Grade 9	• Digital Media (1)
Grade 10	• Fashion Design I (1)
Grade 11	• Fashion Design II (2) (A)
Grade 12	• Capstone – Fashion Design (2) (related elective, does not count towards endorsement)

Aligned Industry-Based Certifications Offered in CFISD

(course) (CCMR=impacts “career ready” status as outlined by the TEA Accountability System for College, Career or Military Readiness)

- Adobe Certified Professional in Visual Design Using Photoshop (Digital Media) (CCMR)

Work-Based Learning and Expanded Learning Opportunities

Work-Based Learning Activities	• Shadow an art director of a branding firm or design agency
Expanded Learning Opportunities	• Participate in SkillsUSA or TSA



- Receive training on industry-standard material, software & equipment.
- Enhance your resume by earning recognized industry-based certifications.
- Get a jump-start by taking advantage of core curriculum dual credit, transferable to 2-yr and 4-yr degrees.

ALL AT A FRACTION OF THE COST!



Example Aligned Occupations

Data Source: Texas Wages, Texas Workforce Commission. rev 3/8/2024

Sewing Machine Operators

Median Wage: \$31,314
Annual Openings: 1,062
10-Year Growth: 1.9%

Fashion Designers

Median Wage: \$53,038
Annual Openings: 183
10-Year Growth: 14.5%

Art Directors

Median Wage: \$81,926
Annual Openings: 619
10-Year Growth: 18%

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

- Animation, Interactive Technology, Video Graphics, and Special Effects

Additional Stackable IBCs/License

- Certified Textile Designer (CTD)



For more information on this and other CTE programs of study offered in CFISD, visit <https://www.cfisd.net/academics/career-technical-education/programs-of-study>

What's next? For more information on related programs available to continue your studies at Lone Star College, visit <https://www.lonestar.edu/programs-of-study>

