

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: *Graphic Design and Interactive Media*

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

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 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.



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	• Animation I (1)
Grade 11	• Animation II (2) (A)
Grade 12	• Practicum in Animation (2) (A)

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 Multiplatform Animation Using Animate (Animation I)
- Adobe Certified Professional in Visual Design Using Photoshop (Digital Media) (CCMR)
- Adobe Certified Professional in Visual Effects and Motion Graphics Using After Effects (Practicum in Animation) (CCMR)
- Autodesk Associate (Certified User) Maya (Animation II) (CCMR)

Work-Based Learning and Expanded Learning Opportunities

Work-Based Learning Activities	• Intern in the marketing and communications department of a technology company
Expanded Learning Opportunities	• Participate in SkillsUSA or TSA • Participate in Student Television Network

- 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 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 Programmer (C++, Python, Java SE)



Example Aligned Occupations

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

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%



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>

