



# 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: *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

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| <b>Level 1</b> | <ul style="list-style-type: none"> <li>Principles of Arts, Audio/Video Technology, and Communications</li> <li>Video Game Design</li> </ul>   |
| <b>Level 2</b> | <ul style="list-style-type: none"> <li>Graphic Design and Illustration I</li> <li>Graphic Design and Illustration I + Graphic Design and Illustration I Lab</li> <li>Animation I</li> <li>Commercial Photography I</li> <li>Commercial Photography I + Commercial Photography I Lab</li> <li>Fashion Design I</li> </ul>                      |
| <b>Level 3</b> | <ul style="list-style-type: none"> <li>Graphic Design and Illustration II</li> <li>Graphic Design and Illustration II + Graphic Design and Illustration II Lab</li> <li>Commercial Photography II</li> <li>Commercial Photography II + Commercial Photography II Lab</li> <li>Fashion Design II</li> <li>Digital Art and Animation</li> </ul> |
| <b>Level 4</b> |   |

### 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

- 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



### 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>