

# 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 Principles of Arts, Audio/Video Technology, and Communications

Graphic Design and Illustration I Level 2

Graphic Design and Illustration I + Graphic Design and Illustration I Lab

Commercial Photography I

Commercial Photography I + Commercial Photography I Lab

Fashion Design I

Graphic Design and Illustration II Level 3

Graphic Design and Illustration II + Graphic Design and Illustration II Lab Commercial Photography II Commercial Photography II + Commercial Photography II Lab

Digital Art and Animation

Level 4

# **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



# **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**

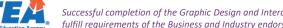
Median Wage: \$50,973 Annual Openings: 1,766 10-Year Growth: 10%

#### **Art Directors**

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

Data Source: TexasWages, Texas Workforce Commission. Retrieved 3/8/2024





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