

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

Level 3

- **Graphic Design II (2 credits)**
 - 1893CA/CB; 10-12 grade
 - 2 semesters at Ben Barber
 - **Adobe Illustrator Certification Possible**
- **Video Game Programming II (1 credit)**
 - 1274CT; 10-12 grade
 - 1 semester at Ben Barber
 - *Prerequisite: Video Game Programming I*
- **3-D Modeling & Animation (1 credit)**
 - 1054BB; 10-12 grade; Dual Credit: 0191
 - 1 semester at Ben Barber
 - TCC Dual Credit Option: Game1436 (Must attempt TSIA English)
 - **Fine Arts Credit**
 - *Prerequisite: Animation I*
- **Digital Art and Animation (1 credit)**
 - 1053BB; 10-12 grade; Dual Credit: 0190
 - 1 semester at Ben Barber
 - TCC Dual Credit Option: Game2325 (Must attempt TSIA English)
 - **Fine Arts Credit**
 - *Prerequisite: Animation I*

Level 4

- **Video Game Studio Production (1 credit)**
 - 1275CT; 11-12 grade
 - 1 semester at Ben Barber
 - *Prerequisite: Video Game Programming II*
 - **Unity Certified User: Programmer Certification Possible**
- **Practicum in Graphic Design (2 credits)**
 - 1899CA/CB; 11-12 grade
 - 2 semesters at Ben Barber
 - *Prerequisite: Graphic Design II AND Selection Process*
 - **Adobe InDesign Certification Possible**
- **Practicum in Animation (2 credits)**
 - 1898CA/CB; 11-12 grade
 - 2 semesters at Ben Barber
 - *Prerequisite: Digital Art and Animation AND 3D Modeling & Animation AND Selection Process*



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>