

Arts, Audio Visual Technology, and Communications 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 1	• Digital Media
Level 2	• Graphic Design and Illustration I
Level 3	• Graphic Design and Illustration II
Level 4	• Digital Art & Animation



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)



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

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| <ul style="list-style-type: none"> • Adobe Certified Professional in Digital Video Using Adobe Premiere Pro • Adobe Certified Professional in Graphic Design and Illustration Using Adobe Illustrator • Adobe Certified Professional in Print and Digital Media Publication Using Adobe InDesign • Adobe Certified Professional in Visual Design • Adobe Certified Professional in Visual Design Using Adobe Photoshop • Adobe Certified Professional in Visual Effects and Motion Graphics Using Adobe After Effects • Audio-Visual Communications - Job Ready • Autodesk Certified User 3ds MAX • Autodesk Certified User Maya • C++ Certified Associate Programmer • Certified Entry-Level Python Programmer (PCEP) • Certified Professional Photographer • Certified Professional: Programmer • Certified User: Artist • Certified User: Programmer | <ul style="list-style-type: none"> • Certified User: VR Developer • Certified Web Animator Associate (CWAA) • Content Creation & Marketing Using Adobe Express • Graphic Production Technology - Job Ready • ITIL 4 FOUNDATION • Knowledge Pillars: HTML and CSS Coding Specialist (HCCS) • Knowledge Pillars: WordPress Certified Administrator (WCA) • Knowledge Pillars: WordPress Certified Developer (WCD) • Knowledge Pillars: WordPress Certified Editor (WCE) • Meta Certified Digital Marketing Associate • Online Marketing Certified Associate (OMCA) • Oracle Certified Associate Java SE 8 Programmer • Toon Boom Associate Certification in Harmony Premium • Toon Boom Associate Certification in Storyboarding Pro • Tosa Adobe Illustrator (Advanced or Expert) • Tosa Adobe InDesign (Advanced or Expert) • Tosa Adobe Photoshop (Advanced or Expert) • Tosa Adobe Premiere Pro (Advanced or Expert) |
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Example Aligned Occupations

Software Developers

Median Wage: \$127,000
Annual Openings: 12,350
10-Year Growth: 36%

Graphic Designers

Median Wage: \$53,100
Annual Openings: 1,758
10-Year Growth: 10%

Art Directors

Median Wage: \$80,944
Annual Openings: 1,025
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/aavtc-graphic-design-and-interactive-media-extended.pdf>

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

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Statewide Program of Study: *Graphic Design and Interactive Media*

Course Information

Level 1

Course	Prerequisites Corequisites	Career Clusters
Principles of Arts, Audio + Video Technology, and Communications* 13008200 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Video Game Design 13009970 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of AAVTC Recommended Corequisites: None	
Digital Media 13027800 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	  
Web Communications* 03580810 (0.5 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	 

Level 2

Course	Prerequisites Corequisites	Career Clusters
Graphic Design and Illustration I* 13008800 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of AAVTC Recommended Corequisites: Graphic Design and Illustration I Lab	
Graphic Design and Illustration I + Graphic Design and Illustration I Lab* 13008810 (2 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of AAVTC Recommended Corequisites: None	
Animation I 13008300 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of AAVTC, or Art I Recommended Corequisites: Animation I Lab	
Animation I + Animation I Lab 13008310 (2 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of AAVTC, or Art I Recommended Corequisites: None	

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* Indicates course is included in more than one program of study in this career cluster.

For additional information on the **Arts, Audio Visual Technology, and Communication** career cluster, contact cte@tea.texas.gov or visit <https://tea.texas.gov/cte>



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Course Information

Level 2

Course	Prerequisites Corequisites	Career Clusters
Commercial Photography I 13009100 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: Commercial Photography I Lab	
Commercial Photography I + Commercial Photography I Lab 13009110 (2 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Fashion Design I 13009300 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of AAVTC Recommended Corequisites: Fashion Design I Lab	
Fashion Design I + Fashion Design I Lab 13009310 (2 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of AAVTC Recommended Corequisites: None	
Foundations of User Experience 13027525 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Video Game Programming N1300994 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Video Game Design Recommended Corequisites: None	
Game Programming and Design 03580380 (1 credit)	Prerequisites: Algebra I Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Digital Design and Media Production* 03580400 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Entrepreneurship I* 13011101 (1credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing, and Finance Recommended Corequisites: None	

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Level 3

Course	Prerequisites Corequisites	Career Clusters
Graphic Design and Illustration II 13008900 (1 credit)	Prerequisites: Graphic Design and Illustration I Corequisites: None Recommended Prerequisites: None Recommended Corequisites: Graphic Design and Illustration II Lab	
Graphic Design and Illustration II + Graphic Design and Illustration II Lab 13008910 (2 credits)	Prerequisites: Graphic Design and Illustration I Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Animation II 13008400 (1 credit)	Prerequisites: Animation I Corequisites: None Recommended Prerequisites: None Recommended Corequisites: Animation II Lab	
Animation II + Animation II Lab 13008410 (2 credits)	Prerequisites: Animation I Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Commercial Photography II 13009200 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Commercial Photography I + Commercial Photography I Lab Recommended Corequisites: Commercial Photography II Lab	
Commercial Photography II + Commercial Photography II Lab 13009210 (2 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: Commercial Photography I and Commercial Photography I Lab Recommended Corequisites: None	
Fashion Design II 13009400 (1 credit)	Prerequisites: Fashion Design I Corequisites: None Recommended Prerequisites: None Recommended Corequisites: Fashion Design II Lab	
Fashion Design II + Fashion Design II Lab 13009410 (2 credits)	Prerequisites: Fashion Design I Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	

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Course Information

Level 3

Course	Prerequisites Corequisites	Career Clusters
Advanced User Experience Design 13027530 (1 credit)	Prerequisites: Foundations of User Experience Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	 
Advanced Video Game Programming N1300995 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Video Game Design and Video Game Programming Recommended Corequisites: None	
Digital Art and Animation 03580500 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Art, Level I Recommended Corequisites: None	
3-D Modeling and Animation 03580510 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Art, Level I Recommended Corequisites: None	
Web Game Development 03580830 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Web Design Recommended Corequisites: None	 

Level 4

Course	Prerequisites Corequisites	Career Clusters
Independent Study in Technology Applications First Time Taken: 03580900 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: A minimum of one credit from the courses in the Information Technology career cluster Recommended Corequisites: None	 
Independent Study in Evolving/Emerging Technologies First Time Taken: 03581500 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: A minimum of one credit from the courses in the Information Technology career cluster Recommended Corequisites: None	 
Practicum in Graphic Design and Illustration First Time Taken: 13009000 (2 credits) Second Time Taken: 13009010 (2 credits)	Prerequisites: Graphic Design and Illustration II + Graphic Design and Illustration II Lab Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	

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Course Information

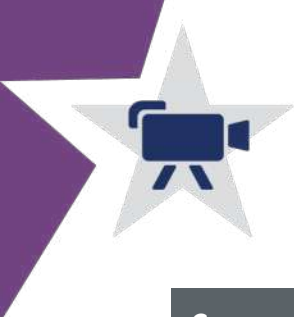
Level 4

Course	Prerequisites Corequisites	Career Clusters
Practicum in Graphic Design and Illustration + Extended Practicum in Graphic Design and Illustration First Time Taken: 13009005 (3 credits) Second Time Taken: 13009015 (3 credits)	Prerequisites: Graphic Design and Illustration II + Graphic Design and Illustration II Lab Corequisites: Practicum in Graphic Design and Illustration Recommended Prerequisites: None Recommended Corequisites: None	
Practicum in Animation First Time Taken: 13008450 (2 credits) Second Time Taken: 13008460 (2 credits)	Prerequisites: Animation II + Animation II Lab Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Practicum in Animation + Extended Practicum in Animation First Time Taken: 13008455 (3 credits) Second Time Taken: 13008465 (3 credits)	Prerequisites: Animation II + Animation II Lab Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Practicum in Commercial Photography First Time Taken: 13009250 (2 credits) Second Time Taken: 13009260 (2 credits)	Prerequisites: Commercial Photography I and Commercial Photography I Lab along with teacher recommendation Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Practicum in Commercial Photography + Extended Practicum in Commercial Photography First Time Taken: 13009255 (3 credits) Second Time Taken: 13009265 (3 credits)	Prerequisites: Commercial Photography I and Commercial Photography I Lab along with teacher recommendation Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Practicum in Fashion Design First Time Taken: 13009500 (2 credits) Second Time Taken: 13009510 (2 credits)	Prerequisites: Fashion Design II + Fashion Design II Lab Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	

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Level 4

Course	Prerequisites Corequisites	Career Clusters
Practicum in Fashion Design + Extended Practicum in Fashion First Time Taken: 13009505 (3 credits) Second Time Taken: 13009515 (3 credits)	Prerequisites: Fashion Design II + Fashion Design II Lab Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Practicum in Entrepreneurship* First Time Taken: 13011111 (2 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: Entrepreneurship I and II, or successful completion of at least two courses in a CTE program of study Recommended Corequisites: None	
Practicum in Entrepreneurship + Extended Practicum in Entrepreneurship* First Time Taken: 13011121 (3 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: Entrepreneurship I and II, or successful completion of at least two courses in a CTE program of study Recommended Corequisites: None	
Career Preparation for Programs of Study* First Time Taken: 12701121 (2 credits)	Prerequisites: At least one Level 2 or higher CTE course Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Career Preparation for Programs of Study + Extended Career Preparation* First Time Taken: 12701141 (3 credits)	Prerequisites: At least one Level 2 or higher CTE course Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	

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