

# Arts, A/V Technology and Communications Career Cluster



The Arts, A/V Technology and Communications Career Cluster focuses on careers in designing, producing, exhibiting, performing writing, and publishing multimedia content including visual and performing arts and design, journalism, and entertainment services. Careers in the Arts, A/V Technology and Communications Career Cluster require a creative aptitude, a strong background in computer and technology applications, a strong academic foundation, and a proficiency in oral and written communication.

## Statewide Program of Study: *Graphic Design and Interactive Media (Illustrator)*

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, 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**
  - Principles of Arts, Audio/Video Technology, and Communications
  - Digital Media

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- Level 2**
  - Graphic Design and Illustration I

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- Level 3**
  - Graphic Design and Illustration II + Graphic Design and Illustration II Lab

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- Level 4**
  - Practicum in Graphic Design and Illustration

### Aligned Advanced Academic Courses

<b>AP or IB</b>	AP Studio Art: Two-Dimensional Design Portfolio
<b>Dual Credit</b>	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

<b>Work-Based Learning Activities</b>	<ul style="list-style-type: none"> <li>• Shadow an art director at a branding firm or design agency</li> <li>• Intern in the marketing and communications department of a technology company</li> </ul>
<b>Expanded Learning Opportunities</b>	<ul style="list-style-type: none"> <li>• Participate in SkillsUSA SkillsUSA is a partnership of students, teachers and industry working together to ensure America has a skilled workforce. We help each student excel. A nonprofit national education association, SkillsUSA serves in preparing students for careers in trade, technical and skilled service. Students compete at the regional, state, and national levels in Skills Assessment Program events, engage in community and leadership service activities, and meet students across the state and country through participation in our programs.</li> </ul>

### Aligned Industry-Based Certifications

- Adobe Certified Professional in Graphic Design and Illustration Using Adobe Illustrator
- Adobe Certified Professional in Visual Design



### Example Postsecondary Opportunities

#### Apprenticeships

- Graphic Designer



#### 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/Licensures

- Certified Textile Designer (CTD)



### Example Aligned Occupations

#### *Web and Digital Interface Designers*

Median Wage: \$67,379  
Annual Openings: 1,119  
10-Year Growth: 57%

#### *Graphic Designers*

Median Wage: \$46,378  
Annual Openings: 2,513  
10-Year Growth: 27%

#### *Art Directors*

Median Wage: \$58,241  
Annual Openings: 888  
10-Year Growth: 34%

Data Source: Lightcast™. (2022). Occupation Table. Retrieved 9/27/2022.



For more information visit:

<https://tea.texas.gov/academics/college-career-and-military-prep/career-and-technical-education/programs-of-study-additional-resources>

# Arts, A/V Technology and Communication Career Cluster

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

### Course Information



Level 1

Course	Prerequisites   Corequisites	Career Clusters
<b>Principles of Arts, Audio/Video Technology, and Communications*</b> 13008200 (1 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None	
<b>Digital Media</b> 13027800 (1 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None	

Level 2

Course	Prerequisites   Corequisites	Career Clusters
<b>Graphic Design and Illustration I*</b> 13008800 (1 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None	

Level 3

Course	Prerequisites   Corequisites	Career Clusters
<b>Graphic Design and Illustration II + Graphic Design and Illustration II Lab</b> 13008910 (2 credits)	<b>Prerequisites:</b> Graphic Design and Illustration I <b>Corequisites:</b> None	

Level 4

Course	Prerequisites   Corequisites	Career Clusters
<b>Practicum in Graphic Design and Illustration</b> First Time Taken: 13009000 (2 credits)	<b>Prerequisites:</b> Graphic Design and Illustration II and Graphic Design and Illustration II Lab <b>Corequisites:</b> None	

\* Indicates course is included in more than one program of study.

For additional information on the **Arts, A/V Technology and Communication Career Cluster**, contact [cte@tea.texas.gov](mailto:cte@tea.texas.gov) or visit <https://tea.texas.gov/cte>

San Benito CISD does not discriminate on the basis of race, color, national origin, sex, or disability in its programs or activities and provides equal access to the Boy Scouts and other designated youth groups. The following person has been designated to handle inquiries regarding the nondiscrimination policies: Title IX Coordinator: Erika Echartea, Executive Director of Administrative Services, at [eechartea@sbcisd.net](mailto:eechartea@sbcisd.net) or 956-361-6100 or ADA/Section 504 Coordinator, Janette Bristow, Health Services Coordinator, at [jmbristow@sbcisd.net](mailto:jmbristow@sbcisd.net) or 956-361-6100; Title IX Coordinator: Nancy Casas, College, Career, Military Readiness Director, at [ncasas@sbcisd.net](mailto:ncasas@sbcisd.net) or 956-361-6100; or ADA/Section 504 Coordinator: Ernesto Manriquez, Director of Special Services, at [emanriquez@sbcisd.net](mailto:emanriquez@sbcisd.net) or 956-361-6100, San Benito CISD, 240 N. Crockett St., San Benito, TX 78586.