

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 (Photoshop)*

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

- Level 2**
- Commercial Photography I
 - Animation I
 - Entrepreneurship I

- Level 3**
- Commercial Photography II
 - Animation II

- Level 4**
- None

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
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.

Aligned Industry-Based Certifications

- Adobe Certified Professional in Visual Design
- Adobe Certified Professional in Visual Design Using Adobe Photoshop



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>

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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	
Digital Media 13027800 (1 credit)	Prerequisites: None Corequisites: None	

Level 2

Course	Prerequisites Corequisites	Career Clusters
Commercial Photography I 13009100 (1 credit)	Prerequisites: None Corequisites: None	
Animation I 13008300 (1 credit)	Prerequisites: None Corequisites: None	
Entrepreneurship I 13011101 (1 credit)	Prerequisites: None Corequisites: None	

Level 3

Course	Prerequisites Corequisites	Career Clusters
Commercial Photography II 13009200 (1 credit)	Prerequisites: None Corequisites: None	
Animation II 13008400 (1 credit)	Prerequisites: Animation I Corequisites: None	

Level 4

Course	Prerequisites Corequisites	Career Clusters
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 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 or 956-361-6100 or ADA/Section 504 Coordinator, Janette Bristow, Health Services Coordinator, at jmbristow@sbcisd.net or 956-361-6100; Title IX Coordinator: Nancy Casas, College, Career, Military Readiness Director, at ncasas@sbcisd.net or 956-361-6100; or ADA/Section 504 Coordinator: Ernesto Manriquez, Director of Special Services, at emanriquez@sbcisd.net or 956-361-6100, San Benito CISD, 240 N. Crockett St., San Benito, TX 78586.