

# 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

<b>Level 1</b>	<ul style="list-style-type: none"> <li>Principles of Arts, Audio/Video Technology, and Communications</li> <li>Video Game Design</li> <li>Digital Media</li> <li>Web Communications</li> </ul>
<b>Level 2</b>	<ul style="list-style-type: none"> <li>Graphic Design and Illustration I</li> <li>Graphic Design and Illustration I + Graphic Design and Illustration I Lab</li> <li>Animation I</li> <li>Animation I + Animation I Lab</li> <li>Commercial Photography I</li> <li>Commercial Photography I + Commercial Photography I Lab</li> <li>Fashion Design I</li> <li>Fashion Design I + Fashion Design I Lab</li> <li>Foundations of User Experience</li> <li>Video Game Programming</li> <li>Game Programming and Design</li> <li>Digital Design and Media Production</li> <li>Entrepreneurship I</li> </ul>
<b>Level 3</b>	<ul style="list-style-type: none"> <li>Graphic Design and Illustration II</li> <li>Graphic Design and Illustration II + Graphic Design and Illustration II Lab</li> <li>Animation II</li> <li>Animation II + Animation II Lab</li> <li>Commercial Photography II</li> <li>Commercial Photography II + Commercial Photography II Lab</li> <li>Fashion Design II</li> <li>Fashion Design II + Fashion Design II Lab</li> <li>Advanced User Experience Design</li> <li>Advanced Video Game Programming</li> <li>Digital Art and Animation</li> <li>3-D Modeling and Animation</li> <li>Web Game Development</li> </ul>
<b>Level 4</b>	<ul style="list-style-type: none"> <li>Independent Study in Technology Applications</li> <li>Independent Study in Evolving/Emerging Technologies</li> <li>Practicum in Graphic Design and Illustration</li> <li>Practicum in Graphic Design and Illustration + Extended Practicum in Graphic Design and Illustration</li> <li>Practicum in Animation</li> <li>Practicum in Animation + Extended Practicum in Animation</li> <li>Practicum in Commercial Photography</li> <li>Practicum in Commercial Photography + Extended Practicum in Commercial Photography</li> <li>Practicum in Fashion Design</li> <li>Practicum in Fashion Design + Extended Practicum in Fashion Design</li> <li>Practicum in Entrepreneurship</li> <li>Practicum in Entrepreneurship + Extended Practicum in Entrepreneurship</li> <li>Career Preparation for Programs of Study</li> <li>Career Preparation for Programs of Study + Extended Career Preparation</li> </ul>

### 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 or TSA</li> <li>Participate in Student Television Network</li> <li>Join a related co-curricular or extracurricular club such as web development or computer coding</li> </ul>

### Aligned Industry-Based Certifications

- 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
- 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)



### 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: \$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>