

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	<ul style="list-style-type: none">Principles of Arts, Audio/Video Technology, and Communications (13008200)
Level 2	<ul style="list-style-type: none">Digital Design and Media Production (03580400)
Level 3	<ul style="list-style-type: none">Graphic Design and Illustration I (13008800)
Level 4	<ul style="list-style-type: none">Graphic Design and Illustration II (13008900)



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	<ul style="list-style-type: none">Shadow an art director at a branding firm or design agencyIntern in the marketing and communications department of Huffman ISD
Expanded Learning Opportunities	<ul style="list-style-type: none">Participate in TSA

Aligned Industry-Based Certifications

- Adobe Certified Professional in Graphic Design and Illustration



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%

