Arts, A/V Technology and Communications

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.

Program of Study: Graphic Design & 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.

Courses

9th Grade	Principles of Arts, A/V Technology, and Communications Professional Communications (Optional) Web Communications
10th Grade	Graphic Design and Illustration I Entrepreneurship I
11th Grade	Graphic Design and Illustration II/Lab
12th Grade	Practicum in Graphic Design and Illustration OR Career Preparation for Programs of Study

Work-Based Learning/Expanded Learning Opportunities

Work-Based Learning Activities	• Earn industry certification • Work with King Designs
Expanded Learning Opportunities	SkillsUSA

Aligned Industry-Based Certifications

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

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%

Successful completion of this program of study will fulfill requirements of the Business and Industry Endorsement.
Approved Statewide Program of Study. C. E. King High School – 2026-27

Graphic Design & Interactive Media

Course Information

Level 1

Principles of Arts, Audio/Video Technology, and Communications 13008200

Grade: 9 **Credit: 1**

Introduction to careers in the Arts, Audio/Video Technology, and Communications career cluster. These careers require a creative aptitude, a strong background in computer and technology applications, a strong academic foundation, and a proficiency in oral and written communication. Within this context, students will be expected to develop an understanding of the various and multifaceted career opportunities in this cluster and the knowledge, skills, and educational requirements for those opportunities.

Professional Communications (Optional) 13009900

Grade: 9-12 **Credit: 0.5**

Professional Communications blends written, oral, and graphic communication in a career-based environment. Careers in the global economy require individuals to be creative and have a strong background in computer and technology applications, a strong and solid academic foundation, and a proficiency in professional oral and written communication. Within this context, students will be expected to develop and expand the ability to write, read, edit, speak, listen, apply software applications, manipulate computer graphics, and conduct Internet research.

Web Communications 03580810

Grade: 9-12 **Credit: 0.5**

In Web Communications, students will acquire knowledge of web communications and technological operations and concepts. This is an exploratory course in web communications. The six strands include creativity and innovation; communication and collaboration; research and information fluency; critical thinking; problem solving, and decision making; digital citizenship; and technology operations and concepts.

Level 2

Graphic Design and Illustration I 13008800

Grade: 10-12 **Credit: 1**

Recommended Prerequisite: Principles of Arts, Audio/Video Technology, and Communications

Careers in graphic design and illustration span all aspects of the advertising and visual communications industries. Within this context, in addition to developing knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications Career Cluster, students will be expected to develop an understanding of the industry with a focus on fundamental elements and principles of visual art and design.

Entrepreneurship I 13011101

Grade: 10-12 **Credit: 1**

In Entrepreneurship I, students will gain the knowledge and skills needed to become an entrepreneur in a free enterprise system. Students will learn the key concepts necessary to begin and operate a business. The primary focus of the course is to help students identify the types and selection criteria of business structures, understand the components of a business plan, determine feasibility of an idea using research, and develop and present a business concept. In addition, students will understand the basics of management, accounting, finance, marketing, risk, and product development.

Level 3

Graphic Design and Illustration II with Lab 13008910

Grade: 11-12 **Credit: 2**

Prerequisite: Graphic Design & Illustration I

Careers in graphic design and illustration span all aspects of the advertising and visual communications industries. Within this context, in addition to developing advanced technical knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications Career Cluster, students will be expected to develop an advanced understanding of the industry with a focus on mastery of content knowledge and skills.

Industry Based Certification: Adobe Certified Professional in Graphic Design and Illustration Using Adobe Illustrator

Level 4

Practicum in Graphic Design and Illustration 13009000

Grade: 12 **Credit: 2**

Prerequisite: Graphic Design & Illustration II with Lab

In addition to developing technical knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications Career Cluster, student will be expected to develop a technical understanding of the industry with a focus on skill proficiency. Instruction may be delivered through lab-based classroom experiences or career preparation opportunities.

Industry Based Certification: Adobe Certified Professional in Visual Design Using Adobe Photoshop