



Arts, Audio Visual Technology, and Communication 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.

Program of Study: *Design & Multimedia Arts : Graphic Design*

The Design & Multimedia Arts 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

9th Grade	- Principles of Arts, Audio/Video Technology, and Communications - Graphic Design & Illustration 1
10th Grade	- Graphic Design & Illustration 1 - Graphic Design & Illustration 2/Lab
11th Grade	- Graphic Design & Illustration 1 - Graphic Design & Illustration 2 - Practicum in Graphic Design & Illustration
12th Grade	- Graphic Design & Illustration 2/Lab - Practicum in Graphic Design & Illustration
Optional Electives	- Commerical Photography - Animation 1 - Animation 2/Lab - Entrepreneurship

Internship and Practicum Opportunities

Students have the opportunity to gain hands-on experience at the Keller Center for Advanced Learning's (KCAL) Print Shop by working with local customers.

Career and Technical Student Organization (CTSO)

TSA

Technology Student
Association

SkillsUSA

Workforce Development
Organization

Career & Technical Student Organizations (CTSOs) are student-led organizations that build leadership, career skills, and real-world experience through competitions, networking, and hands-on learning.

Aligned Industry-Based Certifications

- Adobe Premiere Pro (Audio/Video)
- Adobe InDesign (Graphic Design)
- Adobe Photoshop (Graphic Design/Commerical Photography)
- Adobe Illustrator (Graphic Design)



Successful completion of the *Design & Multimedia Arts: Graphic Design* program of study will fulfill requirements of the **Business and Industry endorsement**.



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: \$111,705
Annual Openings: 15,324
10-Year Growth: 36%

Graphic Designers

Median Wage: \$50,973
Annual Openings: 1,766
10-Year Growth: 10%

Art Directors

Median Wage: \$81,926
Annual Openings: 619
10-Year Growth: 18%

For more information, visit
the KISD Course Guide
<https://tinyurl.com/464uxm25>

