Arts, Audio/Video Technology, and Communications Career Cluster

The Arts, A/V Technology and Communications (AAVTC) 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 AAVTC 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.

Graphic Design & Multimedia Arts
Statewide Program of Study

The Graphic Design and Multimedia Arts program of study explores the occupations and educational opportunities associated with designing or creating graphics to meet specific commercial or promotional needs, such as packaging, displays, or logos. This program of study may also include exploration into 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
- Principles of Arts, A/V Technology, and Communications
- Video Game Design
- Digital Media

Level 2
- Graphic Design and Illustration I/Lab
- Animation I/Lab
- Video Game Programming
- Commercial Photography I/Lab
- Fashion Design I/Lab
- Digital Design and Media Productions
- Game Programming and Design

Level 3
- Graphic Design and Illustration II/Lab
- Animation II/Lab
- Advanced Video Game Programming
- Commercial Photography II/Lab
- Fashion Design II/Lab
- Digital Arts and Animation
- 3-D Modeling and Animation
- Web Game Development

Level 4
- Practicum in Graphic Design and Illustration
- Practicum in Animation
- Practicum in Commercial Photography
- Practicum in Entrepreneurship
- Career Preparation I

Postsecondary Opportunities

Associates Degrees
- Animation, Interactive Technology, Video Graphics and Special Effects
- Graphic Design
- Game and Interactive Media Design

Bachelor's Degrees
- Animation, Interactive Technology, Video Graphics and Special Effects
- Graphic Design
- Game and Interactive Media Design

Master's, Doctoral, and Professional Degrees
- Animation, Interactive Technology, Video Graphics and Special Effects
- Graphic Design
- Intermedia/Multimedia

Work-Based Learning and Expanded Learning Opportunities

Exploration Activities	Work-Based Learning Activities
• Join a website development or coding club • Participate in SkillsUSA or TSA	• Intern with a multimedia or animation studio • Obtain a certificate or certification in graphic design

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 Associate (Certified User) 3ds MAX
- Certified Professional Photographer
- Certified Professional Programmer
- Graphic Production Technology - Job Ready
- C++ Certified Associate Programmer
- Certified User: Programmer
- CodeHS Phython Level 1 Certification
- Oracle Certified Associate Java SE 9 Programmer
- Certified Entry-Level Python Programmer (PCEP)

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- Adobe Certified Professional Animate*
  *IBC Sunsetting 8/31/24

Aligned Occupations

Occupations	Median Wage	Annual Openings	% Growth
Graphic Designers	$44,824	1,433	15%
Multimedia Artists and Animators	$67,392	186	21%

Successful completion of the Graphic Design & Multimedia Arts program of study will fulfill requirements of the Business and Industry endorsement. Revised – October 2022

Graphic Design & Multimedia Arts
Course Information

Level 1

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Principles of Arts, A/V Technology, & Communications	13008200 (1 credit)	None	None
Video Game Design	13009970 (1 credit)	None	None
Digital Media	13027800 (1 credit)	None	None

Level 2

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Graphic Design and Illustration I /Lab	13008800 (1 credit) 13008810 (2 credits)	None	None
Animation I/Lab	13008300 (1 credit) 13008310 (2 credits)	None	None
Video Game Programming	N1300994 (1 credit)	None	None
Commercial Photography I/Lab	13009100 (1 credit) 13009110 (2 credits)	None	None
Fashion Design I/Lab	13009300 (1 credit) 13009310 (2 credits)	None	None
Digital Design and Media Production	03580400 (1 credit)	None	None
Game Programing and Design	03580380 (1 credit)	Algebra I	None

Level 3

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Graphic Design and Illustration II/Lab	13008900 (1 credit) 13008910 (2 credits)	Graphic Design and Illustration l/Lab	None
Animation II/Lab	13008400 (1 credit) 13008410 (2 credits)	Animation I	None
Advanced Video Game Programming	N1300995 (1 credit)	None	None
Fashion Design II/Lab	13009400 (1 credit) 13009410 (2 credits)	Fashion Design I/Lab	None
Digital Arts and Animation	03580500 (1 credit)	None	None
3-D Modeling and Animation	03580510 (1 credit)	None	None
Commercial Photography II/Lab	13009200 (1 credit) 13009210 (2 credits)	None	None
Web Game Development	03580830 (1 credit)	None	None

Level 4

COURSE NAME	SERVICE ID	PREREQUISITES (PREQ)	COREQUISITES (CREQ)
Practicum in Graphic Design and Illustration	13009000 (2 credits) 13009005 (3 credits) 13009010 (2 credits) 13009015 (3 credits)	Graphic Design and Illustration II/Lab	None
Practicum in Animation	13008450 (2 credits) 13008455 (3 credits) 13008460 (2 credits) 13008465 (3 credits)	Animation II/Lab	None
Practicum in Commercial Photography	13009250 (2 credits) 13009255 (3 credits) 13009260 (2 credits) 13009265 (3 credits)	Commercial Photography I/Lab	None
Career Preparation I	12701300 (2 credits) 12701305 (3 credits)	None	None
Practicum in Entrepreneurship	N1303425 (2 credits)	None	None

FOR ADDITIONAL INFORMATION ON THE ARTS, AUDIO/VIDEO TECHNOLOGY, AND COMMUNICATIONS CAREER CLUSTER, PLEASE CONTACT: CTE@tea.texas.gov
https://tea.texas.gov/cte