

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.

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

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| Level 1 | <ul style="list-style-type: none"> Digital Media |
| Level 2 | <ul style="list-style-type: none"> Commercial Photography I Entrepreneurship I |
| Level 3 | <ul style="list-style-type: none"> Commercial Photography II Digital Art and Animation |
| Level 4 | <ul style="list-style-type: none"> Independent Study in Technology Applications Independent Study in Evolving/Emerging Technologies |

Aligned Industry-Based Certifications

- Certified Professional Photographer

Aligned Advanced Academic Courses

Dual Credit	Dual credit offerings will vary by local education agency.
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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 agency Intern in the marketing and communications department of a technology company
Expanded Learning Opportunities	<ul style="list-style-type: none"> Participate in SkillsUSA or TSA Participate in Student Television Network Join a related co-curricular or extracurricular club such as web development or computer coding



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: 1,768
10-Year Growth: 10%

Art Directors

Median Wage: \$81,926
Annual Openings: 619
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/programs-of-study-additional-resources>



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Course Information

Level	Course	Prerequisites Corequisites	Career Clusters
Level 1	Digital Media 13027800 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Level 2	Commercial Photography I 13009100 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: Commercial Photography I Lab	
	Entrepreneurship I* 13011101 (1credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing, and Finance Recommended Corequisites: None	
Level 3	Commercial Photography II 13009200 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Commercial Photography I and Commercial Photography I Lab Recommended Corequisites: Commercial Photography II Lab	
	Digital Art and Animation 03580500 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Art I Recommended Corequisites: None	
Level 4	Independent Study in Technology Applications First Time Taken: 03580900 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: A minimum of one credit from the courses in the Information Technology career cluster Recommended Corequisites: None	
	Independent Study in Evolving/Emerging Technologies First Time Taken: 03581500 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: A minimum of one credit from the courses in the Information Technology career cluster Recommended Corequisites: None	

* Indicates course is included in more than one program of study.

For additional information on the **Arts, Audio Visual Technology, and Communication** career cluster, contact cte@tea.texas.gov or visit <https://tea.texas.gov/cte>