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 & Interactive Media
Statewide Program of Study

The Graphic Design and Interactive Media 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
- Digital Media 8th Grade

Level 2
- Commercial Photography I

Level 3
- Commercial Photography II/Lab

Level 4
- Practicum in Commercial Photography I or II

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

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

Industry-Based Certifications

- Adobe Certified Professional in Print and Digital Media Publication Using Adobe InDesign
- Adobe Certified Professional in Visual Design Using Adobe Photoshop

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 – August 2022

Graphic Design & Interactive Media
Course Information

Level 1

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Digital Media 8th Grade	13027800 (1 credit)	None	None

Level 2

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Commercial Photography I	13009100 (1 credit)	None	None

Level 3

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Commercial Photography II/Lab	13009210 (2 credits)	None	None

Level 4

COURSE NAME	SERVICE ID	PREREQUISITES (PREQ)	COREQUISITES (CREQ)
Practicum in Commercial Photography I or II	13009250 (I = 2 credits) 13009260 (II = 2 credits)	Commercial Photography I and Commercial Photography I Lab	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