

# 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

<b>Level 1</b>	<ul style="list-style-type: none"> <li>Principles of Arts, Audio/Video Technology, and Communications</li> <li>Video Game Design</li> <li>Digital Media</li> <li>Web Communications</li> </ul>
<b>Level 2</b>	<ul style="list-style-type: none"> <li>Graphic Design and Illustration I</li> <li>Graphic Design and Illustration I + Graphic Design and Illustration I Lab</li> <li>Animation I</li> <li>Animation I + Animation I Lab</li> <li>Commercial Photography I</li> <li>Commercial Photography I + Commercial Photography I Lab</li> <li>Fashion Design I</li> <li>Fashion Design I + Fashion Design I Lab</li> <li>Foundations of User Experience (UX)</li> <li>Video Game Programming</li> <li>Game Programming and Design</li> <li>Digital Design and Media Production</li> <li>Entrepreneurship I</li> </ul>
<b>Level 3</b>	<ul style="list-style-type: none"> <li>Graphic Design and Illustration II</li> <li>Graphic Design and Illustration II + Graphic Design and Illustration II Lab</li> <li>Animation II</li> <li>Animation II + Animation II Lab</li> <li>Commercial Photography II</li> <li>Commercial Photography II + Commercial Photography II Lab</li> <li>Fashion Design II</li> <li>Fashion Design II + Fashion Design II Lab</li> <li>Advanced User Experience Design</li> <li>Advanced Video Game Programming</li> <li>Digital Art and Animation</li> <li>3-D Modeling and Animation</li> <li>Web Game Development</li> </ul>
<b>Level 4</b>	<ul style="list-style-type: none"> <li>Virtual Production (TBD)</li> <li>Independent Study in Technology Applications</li> <li>Independent Study in Evolving/Emerging Technologies</li> <li>Practicum in Graphic Design and Illustration</li> <li>Practicum in Graphic Design and Illustration + Extended Practicum in Graphic Design and Illustration</li> <li>Practicum in Animation</li> <li>Practicum in Animation + Extended Practicum in Animation</li> <li>Practicum in Commercial Photography</li> <li>Practicum in Commercial Photography + Extended Practicum in Commercial Photography</li> <li>Practicum in Fashion Design</li> <li>Practicum in Fashion Design + Extended Practicum in Fashion Design</li> <li>Practicum in Entrepreneurship</li> <li>Practicum in Entrepreneurship + Extended Practicum in Entrepreneurship</li> <li>Career Preparation for Programs of Study</li> <li>Career Preparation for Programs of Study + Extended Career Preparation</li> </ul>



### 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)

### Aligned Advanced Academic Courses

<b>AP or IB</b>	AP Studio Art: Two-Dimensional Design Portfolio
<b>Dual Credit</b>	Dual credit offerings will vary by local education agency.

Students should be advised to consider these course opportunities to enrich their preparation. AP or IB courses not listed under the Secondary Courses for High School Credit section of this framework document do not count towards concentrator/completer status for this program of study.

### Work-Based Learning and Expanded Learning Opportunities

<b>Work-Based Learning Activities</b>	<ul style="list-style-type: none"> <li>Shadow an art director at a branding firm or design agency</li> <li>Intern in the marketing and communications department of a technology company</li> </ul>
<b>Expanded Learning Opportunities</b>	<ul style="list-style-type: none"> <li>Participate in SkillsUSA or TSA</li> <li>Participate in Student Television Network</li> <li>Join a related co-curricular or extracurricular club such as web development or computer coding</li> </ul>

### Aligned Industry-Based Certifications

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>Adobe Certified Professional in Digital Video Using Adobe Premiere Pro</li> <li>Adobe Certified Professional in Graphic Design and Illustration Using Adobe Illustrator</li> <li>Adobe Certified Professional in Print and Digital Media Publication Using Adobe InDesign</li> <li>Adobe Certified Professional in Visual Design</li> <li>Adobe Certified Professional in Visual Design Using Adobe Photoshop</li> <li>Adobe Certified Professional in Visual Effects and Motion Graphics Using Adobe After Effects</li> </ul> | <ul style="list-style-type: none"> <li>Audio-Visual Communications - Job Ready</li> <li>Autodesk Associate (Certified User) 3ds MAX</li> <li>C++ Certified Associate Programmer</li> <li>Certified Entry-Level Python Programmer (PCEP)</li> <li>Certified Professional Photographer</li> <li>Certified Professional Programmer</li> <li>Certified User: Programmer</li> <li>CodeHS Python Level I Certification</li> <li>Graphic Production Technology - Job Ready</li> <li>Oracle Certified Associate Java SE 8 Programmer</li> </ul> |
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### 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%

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>

# Arts, Audio Visual Technology, and Communication Career Cluster





## Statewide Program of Study: *Graphic Design and Interactive Media*

### Course Information

#### Level 1

Course	Prerequisites   Corequisites	Career Clusters
<b>Principles of Arts, Audio + Video Technology, and Communications*</b> 13008200 (1 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	
<b>Video Game Design</b> 13009970 (1 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Principles of AAVTC <b>Recommended Corequisites:</b> None	
<b>Digital Media</b> 13027800 (1 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	  
<b>Web Communications*</b> 03580810 (0.5 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	 

#### Level 2

Course	Prerequisites   Corequisites	Career Clusters
<b>Graphic Design and Illustration I*</b> 13008800 (1 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Principles of AAVTC <b>Recommended Corequisites:</b> Graphic Design and Illustration I Lab	
<b>Graphic Design and Illustration I + Graphic Design and Illustration I Lab*</b> 13008810 (2 credits)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Principles of AAVTC <b>Recommended Corequisites:</b> None	
<b>Animation I</b> 13008300 (1 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Principles of AAVTC <b>Recommended Corequisites:</b> Animation I Lab	
<b>Animation I + Animation I Lab</b> 13008310 (2 credits)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Principles of AAVTC <b>Recommended Corequisites:</b> None	

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

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# Arts, Audio Visual Technology, and Communication Career Cluster

## Statewide Program of Study: Graphic Design and Interactive Media

### Course Information

Level 2

Course	Prerequisites   Corequisites	Career Clusters
<b>Commercial Photography I</b> 13009100 (1 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> Commercial Photography I Lab	
<b>Commercial Photography I + Commercial Photography I Lab</b> 13009110 (2 credits)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	
<b>Fashion Design I</b> 13009300 (1 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Principles of AAVTC <b>Recommended Corequisites:</b> Fashion Design I Lab	
<b>Fashion Design I + Fashion Design I Lab</b> 13009310 (2 credits)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Principles of AAVTC <b>Recommended Corequisites:</b> None	
<b>Foundations of User Experience (UX)</b> N1302809 (1 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	
<b>Video Game Programming</b> N1300994 (1 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Video Game Design <b>Recommended Corequisites:</b> None	
<b>Game Programming and Design</b> 03580380 (1 credit)	<b>Prerequisites:</b> Algebra I <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	
<b>Digital Design and Media Production*</b> 03580400 (1 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	
<b>Entrepreneurship I*</b> 13011101 (1 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Principles of Business, Marketing, and Finance <b>Recommended Corequisites:</b> None	 

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# Arts, Audio Visual Technology, and Communication Career Cluster

## Statewide Program of Study: *Graphic Design and Interactive Media*

### Course Information

Level 3

Course	Prerequisites   Corequisites	Career Clusters
<b>Graphic Design and Illustration II</b> 13008900 (1 credit)	<b>Prerequisites:</b> Graphic Design and Illustration I <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> Graphic Design and Illustration II Lab	
<b>Graphic Design and Illustration II + Graphic Design and Illustration II Lab</b> 13008910 (2 credits)	<b>Prerequisites:</b> Graphic Design and Illustration I <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	
<b>Animation II</b> 13008400 (1 credit)	<b>Prerequisites:</b> Animation I <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> Animation II Lab	
<b>Animation II + Animation II Lab</b> 13008410 (2 credits)	<b>Prerequisites:</b> Animation I <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	
<b>Commercial Photography II</b> 13009200 (1 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Commercial Photography I and Commercial Photography I Lab <b>Recommended Corequisites:</b> Commercial Photography II Lab	
<b>Commercial Photography II + Commercial Photography II Lab</b> 13009210 (2 credits)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Commercial Photography I and Commercial Photography I Lab <b>Recommended Corequisites:</b> None	
<b>Fashion Design II</b> 13009400 (1 credit)	<b>Prerequisites:</b> Fashion Design I <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> Fashion Design II Lab	
<b>Fashion Design II + Fashion Design II Lab</b> 13009410 (2 credits)	<b>Prerequisites:</b> Fashion Design I <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	

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# Arts, Audio Visual Technology, and Communication Career Cluster

## Statewide Program of Study: *Graphic Design and Interactive Media*

### Course Information

Level 3

Course	Prerequisites   Corequisites	Career Clusters
<b>Advanced User Experience Design</b> N1302814 (1 credit)	<b>Prerequisites:</b> Foundations of User Experience (UX) <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	
<b>Advanced Video Game Programming</b> N1300995 (1 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Video Game Design and Video Game Programming <b>Recommended Corequisites:</b> None	
<b>Digital Art and Animation</b> 03580500 (1 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Art I <b>Recommended Corequisites:</b> None	
<b>3-D Modeling and Animation</b> 03580510 (1 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Art I <b>Recommended Corequisites:</b> None	
<b>Web Game Development</b> 03580830 (1 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Web Design <b>Recommended Corequisites:</b> None	

Level 4

Course	Prerequisites   Corequisites	Career Clusters
<b>Virtual Production</b> TBD (TDB credit)	<b>Prerequisites:</b> TBD <b>Corequisites:</b> TBD <b>Recommended Prerequisites:</b> TBD <b>Recommended Corequisites:</b> TBD	
<b>Independent Study in Technology Applications</b> First Time Taken: 03580900 (1 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> A minimum of one credit from the courses in the Information Technology career cluster <b>Recommended Corequisites:</b> None	
<b>Independent Study in Evolving/Emerging Technologies</b> First Time Taken: 03581500 (1 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> A minimum of one credit from the courses in the Information Technology career cluster <b>Recommended Corequisites:</b> None	
<b>Practicum in Graphic Design and Illustration</b> First Time Taken: 13009000 (2 credits) Second Time Taken: 13009010 (2 credits)	<b>Prerequisites:</b> Graphic Design and Illustration II and Graphic Design and Illustration II Lab <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	

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# Arts, Audio Visual Technology, and Communication Career Cluster

## Statewide Program of Study: *Graphic Design and Interactive Media*

### Course Information

Level 4

Course	Prerequisites   Corequisites	Career Clusters
<b>Practicum in Graphic Design and Illustration + Extended Practicum in Graphic Design and Illustration</b> First Time Taken: 13009005 (3 credits) Second Time Taken: 13009015 (3 credits)	<b>Prerequisites:</b> Graphic Design and Illustration II and Graphic Design and Illustration II Lab <b>Corequisites:</b> Practicum in Graphic Design and Illustration <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	
<b>Practicum in Animation</b> First Time Taken: 13008450 (2 credits) Second Time Taken: 13008460 (2 credits)	<b>Prerequisites:</b> Animation II and Animation II Lab <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	
<b>Practicum in Animation + Extended Practicum in Animation</b> First Time Taken: 13008455 (3 credits) Second Time Taken: 13008465 (3 credits)	<b>Prerequisites:</b> Animation II and Animation II Lab <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	
<b>Practicum in Commercial Photography</b> First Time Taken: 13009250 (2 credits) Second Time Taken: 13009260 (2 credits)	<b>Prerequisites:</b> Commercial Photography I and Commercial Photography I Lab along with teacher recommendation <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	
<b>Practicum in Commercial Photography + Extended Practicum in Commercial Photography</b> First Time Taken: 13009255 (3 credits) Second Time Taken: 13009265 (3 credits)	<b>Prerequisites:</b> Commercial Photography I and Commercial Photography I Lab along with teacher recommendation <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	
<b>Practicum in Fashion Design</b> First Time Taken: 13009500 (2 credits) Second Time Taken: 13009510 (2 credits)	<b>Prerequisites:</b> Fashion Design II and Fashion Design II Lab <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	

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# Arts, Audio Visual Technology, and Communication Career Cluster

## Statewide Program of Study: *Graphic Design and Interactive Media*

### Course Information

Level 4

Course	Prerequisites   Corequisites	Career Clusters
<b>Practicum in Fashion Design + Extended Practicum in Fashion</b> First Time Taken: 13009505 (3 credits) Second Time Taken: 13009515 (3 credits)	<b>Prerequisites:</b> Fashion Design II and Fashion Design II Lab <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	
<b>Practicum in Entrepreneurship*</b> First Time Taken: 13011111 (2 credits)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Entrepreneurship I and II or successful completion of at least two courses in a CTE program of study <b>Recommended Corequisites:</b> None	
<b>Practicum in Entrepreneurship + Extended Practicum in Entrepreneurship*</b> First Time Taken: 13011121 (3 credits)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Entrepreneurship I and II or successful completion of at least two courses in a CTE program of study <b>Recommended Corequisites:</b> None	
<b>Career Preparation for Programs of Study*</b> First Time Taken: 12701121 (2 credits)	<b>Prerequisites:</b> At least one Level 2 or higher CTE course <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	
<b>Career Preparation for Programs of Study + Extended Career Preparation*</b> First Time Taken: 12701141 (3 credits)	<b>Prerequisites:</b> At least one Level 2 or higher CTE course <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	

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