

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.

Regional Program of Study: Printing and Imaging

Approved in ESC Regions 2, 4, 5, 7, 9, 10, 11, 13, 18 and 20

*The list of approved ESC regions is updated every school year. Be sure to check the CTE regional program of study website for updates.

The Printing and Imaging regional program of study focuses on occupational and educational opportunities associated with designing packaging, displays, or logos to meet specific commercial or promotional needs. This program of study includes the foundations of business management, customer service, graphic design, graphic production, and large-format printing.



Secondary Courses for High School Credit

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| Level 1 | <ul style="list-style-type: none"> Principles of Arts, Audio/Video Technology, and Communications |
| Level 2 | <ul style="list-style-type: none"> Printing and Imaging Technology I Printing and Imaging Technology I + Printing and Imaging Technology I Lab Graphic Design and Illustration I Graphic Design and Illustration I + Graphic Design and Illustration I Lab Entrepreneurship I |
| Level 3 | <ul style="list-style-type: none"> Printing and Imaging Technology II Printing and Imaging Technology II + Printing and Imaging Technology II Lab |
| Level 4 | <ul style="list-style-type: none"> Practicum in Printing and Imaging Technology Practicum in Printing and Imaging Technology + Extended Practicum in Printing and Imaging Technology Practicum in Entrepreneurship Practicum in Entrepreneurship + Extended Practicum in Entrepreneurship Career Preparation for Programs of Study Career Preparation for Programs of Study + Extended Career Preparation |

Aligned Advanced Academic Courses

Dual Credit	Dual credit offerings will vary by local education agency.
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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

Work-Based Learning Activities	<ul style="list-style-type: none"> Shadow employees at a multimedia studio and rotate through departments to learn how digital and print media is produced across mediums Participate in an internship at a publishing company and work on a project to bring a book series to print
Expanded Learning Opportunities	<ul style="list-style-type: none"> Participate in SkillsUSA or TSA Tour a printing company

Aligned 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 Using Adobe Photoshop
- Adobe Certified Professional in Visual Effects and Motion Graphics Using Adobe After Effects
- Graphic Production Technology - Job Ready



Example Postsecondary Opportunities

Associate Degrees

- Graphic Design
- Commercial and Advertising Art

Bachelor's Degrees

- Web Page, Digital/Multimedia and Information Resources Design
- Animation, Interactive Technology, Video Graphics, and Special Effects

Master's, Doctoral, and Professional Degrees

- Digital Arts
- Game and Interactive Media Design

Additional Stackable IBCs/License

- Xerox iGen4 Press Operator Certification



Example Aligned Occupations

Multimedia Artists and Animators

Median Wage: \$65,036
Annual Openings: 337
10-Year Growth: 20%

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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Regional Program of Study: *Printing and Imaging*

Course Information

Level 1

Course	Prerequisites Corequisites	Career Clusters
Principles of Arts, Audio/Video Technology, and Communications* 13008200 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	

Level 2

Course	Prerequisites Corequisites	Career Clusters
Printing and Imaging Technology I 13009600 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: Printing and Imaging Technology I Lab	
Printing and Imaging Technology I + Printing and Imaging Technology I Lab 13009610 (2 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Graphic Design and Illustration I* 13008800 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of AAVTC Recommended Corequisites: Graphic Design and Illustration I Lab	
Graphic Design and Illustration I + Graphic Design and Illustration I Lab* 13008810 (2 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of AAVTC Recommended Corequisites: None	
Entrepreneurship I* 13011101 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing, and Finance Recommended Corequisites: None	

Level 3

Course	Prerequisites Corequisites	Career Clusters
Printing and Imaging Technology II 13009700 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Printing and Imaging Technology I and Printing and Imaging Technology I Lab Recommended Corequisites: Printing and Imaging Technology II Lab	

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* 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>



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Printing and Imaging



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Regional Program of Study: *Printing and Imaging*

Course Information

Level 3

Course	Prerequisites Corequisites	Career Clusters
Printing and Imaging Technology II + Printing and Imaging Technology II Lab 13009710 (2 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: Printing and Imaging Technology I and Printing and Imaging Technology I Lab Recommended Corequisites: None	

Level 4

Course	Prerequisites Corequisites	Career Clusters
Practicum in Printing and Imaging Technology First Time Taken: 13009800 (2 credits) Second Time Taken: 13009810 (2 credits)	Prerequisites: Printing and Imaging Technology II and Printing and Imaging Technology II Lab Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	

Practicum in Printing and Imaging Technology + Extended Practicum in Printing and Imaging Technology First Time Taken: 13009805 (3 credits) Second Time Taken: 13009815 (3 credits)	Prerequisites: Printing and Imaging Technology II and Printing and Imaging Technology II Lab Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
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Practicum in Entrepreneurship* First Time Taken: 13011111 (2 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: Entrepreneurship I and II or successful completion of at least two courses in a CTE program of study Recommended Corequisites: None	
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Practicum in Entrepreneurship + Extended Practicum in Entrepreneurship* First Time Taken: 13011121 (3 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: Entrepreneurship I and II or successful completion of at least two courses in a CTE program of study Recommended Corequisites: None	
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Course Information

Level 4

Course	Prerequisites Corequisites	Career Clusters
Career Preparation for Programs of Study* First Time Taken: 12701121 (2 credits)	Prerequisites: At least one Level 2 or higher CTE course Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Career Preparation for Programs of Study + Extended Career Preparation* First Time Taken: 12701141 (3 credits)	Prerequisites: At least one Level 2 or higher CTE course Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	

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Printing and Imaging