

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 Animation, Graphic Design, & Newspaper/Yearbook - 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
- Digital Media
- Journalism Honors

Level 2

- Graphic Design and Illustration I/Lab
- Animation I/Lab
- Newspaper / Yearbook I: Commercial Photography I

Level 3

- Graphic Design and Illustration II/Lab
- Animation II/Lab
- Newspaper / Yearbook II: Commercial Photography II

Level 4

- Practicum in Graphic Design & Illustration #
- Animation III / Digital Arts and Animation
- Newspaper / Yearbook III: Practicum in Commercial Photography #

***CTE Completer: 3 or more courses for 4 or more credits**

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
<ul style="list-style-type: none"> • Develop a college & career ready portfolio • UIL Competitions 	<ul style="list-style-type: none"> • Project based career ready projects • Obtain a certificate or certification in graphic design

Industry-Based Certifications

- Adobe Certified Professional in Multi Platform Animation Using Adobe Animate*
- 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



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 & Multimedia Arts

Course Information

Level 1

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

Level 2

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Graphic Design and Illustration I	13008800 (1 credit)	None	None
Animation I	13008300 (1 credit)	None	None
Commercial Photography I	13009100 (1 credit)	None	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 I	None
Animation II/Lab	13008400 (1 credit) 13008410 (2 credits)	Animation I	None
Commercial Photography II/Lab	13009200 (1 credit) 13009210 (2 credits)	None	None

Level 4

COURSE NAME	SERVICE ID	PREREQUISITES (PREQ)	COREQUISITES (CREQ)
Animation III: Digital Arts and Animation	03580500 (1 credit)	None	None
Practicum in Graphic Design & Illustration	13009000 (2 credits)	Graphic Design and Illustration II and Graphic Design and Illustration II Lab	None
Practicum in Commercial Photography	13009250 (2 credits)		

FOR ADDITIONAL INFORMATION ON THE ARTS, AUDIO/VIDEO, TECHNOLOGY, AND COMMUNICATIONS CAREER CLUSTER, PLEASE CONTACT: CTE@tea.texas.gov or LISD CTE Director, Teri Hodges, HodgesTC@lisdeagles.net
<https://tea.texas.gov/cte>

Lindale ISD does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs or activities and provides equal access to the Boy Scouts and other designated youth groups. The following person has been designated to handle inquiries regarding the nondiscrimination policies: Jamie Holder, Title IX Coordinator, 903-881-4000.

Further nondiscrimination information can be found at [Notification of Nondiscrimination in Career and Technical Education Programs](#)