

# 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: Digital Communications

The Digital Communications program of study focuses on occupational and educational opportunities associated with the production of audio and visual media formats for various purposes, such as TV broadcasts, advertising, video production, or motion pictures. The program of study includes operating machines and equipment such as microphones, sound speakers, video screens, projectors, video monitors, sound and mixing boards, and related electronic equipment to record sound and images.



### 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>Professional Communications</li> </ul>
<b>Level 2</b>	<ul style="list-style-type: none"> <li>Audio/Video Production I</li> <li>Digital Audio Technology I</li> </ul>
<b>Level 3</b>	<ul style="list-style-type: none"> <li>Audio/Video Production II</li> <li>Digital Audio Technology II</li> </ul>
<b>Level 4</b>	<ul style="list-style-type: none"> <li>Practicum in Audio/Video Production</li> </ul>

### Aligned Advanced Academic Courses

<b>AP or IB</b>	IB Film SL IB Film HL
<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 a sound designer to learn how sound and foley are created for movies or podcasts</li> <li>Intern with a technical director at a sports team, recording studio, or radio station</li> <li>Shadow a technician on a live news broadcast, concert, or other event</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>Capture and edit film and audio for a podcast with a local community organization</li> </ul>

### Aligned Industry-Based Certifications

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



### Example Postsecondary Opportunities

#### Apprenticeships

- Light Technician

#### Associate Degrees

- Commercial and Advertising Art
- Animation, Interactive Technology, Video Graphics, and Special Effects

#### Bachelor's Degrees

- Cinematography and Film/Video Production
- Recording Arts Technology

#### Master's, Doctoral, and Professional Degrees

- Animation, Interactive Technology, Video Graphics, and Special Effects
- Communications Technology



### Example Aligned Occupations

#### Camera Operators, Television, Video, and Film

Median Wage: \$48,422  
Annual Openings: 155  
10-Year Growth: 20%

#### Audio and Video Technicians

Median Wage: \$46,319  
Annual Openings: 626  
10-Year Growth: 30%

#### Producers and Directors

Median Wage: \$65,029  
Annual Openings: 522  
10-Year Growth: 12%

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

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

Level 1	<ul style="list-style-type: none"> <li>Principles of Arts, Audio/Video Technology, and Communications</li> </ul>
Level 2	<ul style="list-style-type: none"> <li>Animation I</li> </ul>
Level 3	<ul style="list-style-type: none"> <li>Animation II</li> <li>Animation II + Animation II Lab</li> <li>Digital Art and Animation</li> <li>3-D Modeling and Animation</li> </ul>
Level 4	<ul style="list-style-type: none"> <li>Independent Study in Technology Applications</li> <li>Practicum in Animation</li> </ul>

### 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

- 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



### 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



### 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>

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

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

Level 1	• Principles of Arts, Audio/Video Technology, and Communications
Level 2	• Commercial Photography I
Level 3	• Commercial Photography II
Level 4	• Practicum in Commercial Photography

### Aligned Advanced Academic Courses

**AP or IB** AP Studio Art: Two-Dimensional Design Portfolio

**Dual Credit** 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

#### Work-Based Learning Activities

- 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

- 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

### Aligned Industry-Based Certifications

- Adobe Certified Professional in Graphic Design and Illustration Using Adobe Illustrator
- Adobe Certified Professional in Visual Design Using Adobe Photoshop
- Certified Professional Photographer



### 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



### Example Aligned Occupations

#### Software Developers

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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



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

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### Secondary Courses for High School Credit

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

### Aligned Advanced Academic Courses

AP or IB	AP Studio Art: Two-Dimensional Design Portfolio
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"> <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>
Expanded Learning Opportunities	<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

- Adobe Certified Professional in Visual Design Using Adobe Photoshop



### 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



### Example Aligned Occupations

#### Software Developers

Median Wage: \$111,705  
Annual Openings: 15,324  
10-Year Growth: 36%

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## 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

Level 1	<ul style="list-style-type: none"> <li>Principles of Arts, Audio/Video Technology, and Communications</li> </ul>
Level 2	<ul style="list-style-type: none"> <li>Graphic Design and Illustration I</li> </ul>
Level 3	<ul style="list-style-type: none"> <li>Graphic Design and Illustration II + Graphic Design and Illustration II Lab</li> </ul>
Level 4	<ul style="list-style-type: none"> <li>Independent Study in Technology Applications</li> <li>Practicum in Graphic Design and Illustration</li> </ul>

## 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.

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## Work-Based Learning and Expanded Learning Opportunities

### Work-Based Learning Activities

- 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

- 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

## 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



## 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

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

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

Level 1	<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> </ul>
Level 2	<ul style="list-style-type: none"> <li>Graphic Design and Illustration I</li> <li>Video Game Programming</li> <li>Game Programming and Design</li> <li>Digital Design and Media Production</li> </ul>
Level 3	<ul style="list-style-type: none"> <li>Advanced Video Game Programming</li> </ul>
Level 4	<ul style="list-style-type: none"> <li>Independent Study in Technology Applications</li> <li>Practicum in Entrepreneurship</li> </ul>

### Aligned Advanced Academic Courses

AP or IB	AP Studio Art: Two-Dimensional Design Portfolio
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### Work-Based Learning and Expanded Learning Opportunities

Work-Based Learning Activities	<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>
Expanded Learning Opportunities	<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

- 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
- Unity



### 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



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