



Principles of Arts, A/V Technology, and Communications

**Level 1**

Graphic Design and Illustration I/Lab  
Animation I/Lab  
Commercial Photography I/Lab

**Level 2**

Animation II  
Commercial Photography II

**Level 3**

Practicum in Animation  
Practicum in Commercial Photography  
Practicum in Entrepreneurship  
Career Preparation I

**Level 4**

	Median Wage	Annual Openings	% Growth
Graphic Designers	\$44,824	1,433	15%
Multimedia Artists and Animators	\$67,392	186	21%

HIGH SCHOOL/INDUSTRY CERTIFICATION	CERTIFICATE/LICENSE*	ASSOCIATE'S DEGREE	BACHELOR'S DEGREE	MASTER'S/DOCTORAL PROFESSIONAL DEGREE
Adobe Certified Associate Certifications	Certified Digital Designer	Animation, Interactive Technology, Video Graphics and Special Effects	Animation, Interactive Technology, Video Graphics and Special Effects	Animation, Interactive Technology, Video Graphics and Special Effects
Adobe Certified Expert Certifications	WOW Certified Web Designer Apprentice	Graphic Design	Graphic Design	Graphic Design
Apple Logic Pro X	Adobe Suite Certifications	Game and Interactive Media Design	Game and Interactive Media Design	Intermedia/Multimedia

Additional industry-based certification information is available on the TEA CTE website. For more information on postsecondary options for this program of study, visit TXCTE.org.

The 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.

WORK BASED LEARNING AND EXPANDED LEARNING OPPORTUNITIES	
<b>Exploration Activities:</b>	<b>Work Based Learning Activities:</b>
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.



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.

Successful completion of the Design & Multimedia Arts program of study will fulfill requirements of the Business and Industry Endorsement. Revised - July 2020



# COURSE INFORMATION

COURSE NAME	SERVICE ID	PREREQUISITES (PREQ) COREQUISITES (CREQ)	Grade
Principles of Arts, A/V Technology, and Communications	13008200 (1 credit)	None	9
Graphic Design and Illustration I	13008800 (1 credit)	None	10-12
Animation I	13008300 (1 credit)	None	10-12
Commercial Photography I (Photo I)	13009100 (1 credit)	None	9-12
Animation II	13008400 (1 credit)	PREQ: Animation I	11-12
Commercial Photography II (Photo II)	13009200 (1 credit)	None	10-12
Practicum in Animation	13008450 (2 credits) 13008455 (3 credits) 13008460 (2 credits) 13008465 (3 credits)	PREQ: Animation II and Animation II Lab	11-12
Practicum in Commercial Photography	13009250 (2 credits) 13009255 (3 credits) 13009260 (2 credits) 13009265 (3 credits)	PREQ: Commercial Photography I and Commercial Photography I Lab.	10-12
Career Preparation I	12701300 (2 credits) 12701305 (3 credits)	None	11-12
Practicum in Entrepreneurship	N1303425 (2 credits)	None	11-12

FOR ADDITIONAL INFORMATION ON THE ARTS, AUDIO/VIDEO, TECHNOLOGY, AND COMMUNICATIONS CAREER CLUSTER, PLEASE CONTACT:

[CTE@tea.texas.gov](mailto:CTE@tea.texas.gov)  
<https://tea.texas.gov/cte>

(District) offers career and technical education programs in (types of programs offered). Admission to these programs is based on (admission standards). It is the policy of (District) not to discriminate on the basis of race, color, national origin, sex or handicap in its vocational programs, services or activities as required by Title VI of the Civil Rights Act of 1964, as amended; Title IX of the Education Amendments of 1972; and Section 504 of the Rehabilitation Act of 1973, as amended. It is the policy of (District) not to discriminate on the basis of race, color, national origin, sex, handicap, or age in its employment practices as required by Title VI of the Civil Rights Act of 1964, as amended; Title IX of the Education Amendments of 1972; the Age Discrimination Act of 1975, as amended; and Section 504 of the Rehabilitation Act of 1973, as amended. (District) will take steps to assure that lack of English language skills will not be a barrier to admission and participation in all educational and vocational programs. For information about your rights or grievance procedures, contact the Title IX Coordinator at (physical address of Coordinator) (email address of Title IX Coordinator), (phone number of Title IX Coordinator), and the Section 504 Coordinator at (physical address of Coordinator), (email address of Section 504 Coordinator), (phone number of Section 504 Coordinator)