

# 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 & Multimedia Arts Statewide 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.

### Sharyland ISD

#### Secondary Courses for High School Credit

##### Level 1

- Principles of Arts, A/V Technology, and Communications [1 Credit]

##### Level 2

- Graphic Design and Illustration I [1 Credit]
- Commercial Photography I [1 Credit]

##### Level 3

- Graphic Design and Illustration II [1 Credit] **(Advanced Course)**
- Commercial Photography II [1 Credit] **(Advanced Course)**

##### Level 4

- Practicum in Entrepreneurship [2 Credits] **(Advanced Course)**
- Career Preparation I [3Credits] **(Advanced Course)**



## 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

- Join a website development or coding club
- Participate in SkillsUSA or TSA

### Work-Based Learning Activities

- Intern with a multimedia or animation studio
- Obtain a certificate or certification in graphic design

### Sharyland ISD

#### Industry-Based Certifications

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



## Aligned Occupations

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

# 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

### Level 2

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Graphic Design and Illustration I	13008800 (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	13008900 (1 credit)	Graphic Design and Illustration I	None
Commercial Photography II	13009200 (1 credit)	None	None

### Level 4

COURSE NAME	SERVICE ID	PREREQUISITES (PREQ)	COREQUISITES (CREQ)
Career Preparation I	12701305 (3 credits)	None	None
Practicum in Entrepreneurship	N1303425 (2 credits)	None	None

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

**Your Junior High or High School Counselor**

Sharyland 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. For inquiries regarding the nondiscrimination policies, contact our Title IX Coordinator at 1200 N. Shary Road, Mission, TX 78572, or by email at [deborahgarza@sharylandisd.org](mailto:deborahgarza@sharylandisd.org) and our Section 504 Coordinator at 1200 N. Shary Road, Mission, TX 78572, by email at [azucenagarza@sharylandisd.org](mailto:azucenagarza@sharylandisd.org) or by calling (956) 580-5200.