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.

Endorsement: *Business & Industry* Statewide Program of Study: *Video Game Design*

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.
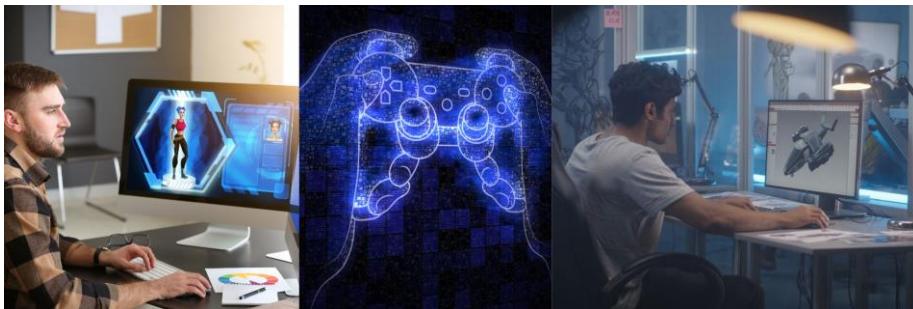
Secondary Courses for High School Credit

Grade	Courses
9th Grade	❑ Principles of Arts, Audio/Video Technology, and Communications (Level 1)
10th Grade	❑ Video Game Design (Level 1) (KCC) ❑ Elective: Entrepreneurship I (Level 2)
11th Grade	❑ Video Game Programming (Level 2) (KCC)
12th Grade	❑ Advanced Video Game Programming (Level 3) KCC

A CTE Completer is a student who completes three or more CTE courses for four or more credits including one Level 3 or 4 (advanced level) CTE course within a program of study will fulfill the requirements of a Business and Industry Endorsement.

Aligned Industry-Based Certifications

- Unity Certified Programmer

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

NAVIANCE ACCESS
All Killeen ISD students (7th – 12th graders) should login to their Naviance account through Clever.

Log into Naviance by clicking the Clever logo or link and use the College SuperMatch Tool to find colleges offering degree plans in this field.
https://clever.com/in/killeenisd

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

Additional Stackable IBCs/License
- Certified Textile Designer (CTD)

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%

Video Game Design

Arts, Audio Visual Technology, and Communication Career Cluster

Endorsement: Business & Industry
Statewide Program of Study: Video Game Design

Course Information

IT IS IN THE BEST INTEREST OF THE STUDENT TO TAKE ALL COURSES BELOW IN EACH GRADE

Level 1 — 9th Grade

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 1 & 2 — 10th Grade

Course	Prerequisites	Corequisites	Career Clusters
Video Game Design (Level 1) 13009970 (1 credit)	**Prerequisites:** None **Corequisites:** None **Recommended Prerequisites:** Principles of AAVTC **Recommended Corequisites:** None	
Entrepreneurship I* 13011101 (1credit) (Level 2)	**Prerequisites:** None **Corequisites:** None **Recommended Prerequisites:** Principles of Business, Marketing, and Finance **Recommended Corequisites:** None	

Level 2 — 11th Grade

Course	Prerequisites	Corequisites	Career Clusters
Video Game Programming N1300994 (1 credit) (Level 2)	**Prerequisites:** None **Corequisites:** None **Recommended Prerequisites:** Video Game Design **Recommended Corequisites:** None	

Level 3 — 12th Grade

Course	Prerequisites	Corequisites	Career Clusters
Advanced Video Game Programming (Level 3) N1300995 (1 credit)	**Prerequisites:** None **Corequisites:** None **Recommended Prerequisites:** Video Game Design and Video Game Programming **Recommended Corequisites:** None	

* Indicates course is included in more than one program of study.

Armed Forces Career Information

- Combat Documentation/Production Specialist – U.S. Army
- Visual Information Equipment Operator-Maintainer – U.S. Army
- Mass Communication Specialist – U.S. Navy
- Broadcast Journalist – U.S. Air Force
- This is not a comprehensive list

Local Armed Forces Recruiter Contact Information:
- Air Force – (254) 247-8992
- Army – (254) 690-8554
- Army National Guard – (903) 262-6355
- Marines – (254) 690-2626
- Navy – (254) 690-2096

See your school counselor to connect with a military recruiter for career counseling and to take the ASVAB in high school.