



## 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: *Graphic 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

9th Grade	<input type="checkbox"/> Principles of Arts, Audio/Video Technology, and Communications (level 1)
10th Grade	<input type="checkbox"/> Graphic Design and Illustration I (Level 2);
	<input type="checkbox"/> Elective Options: Digital Art & Animation and/or Web Design (Level 2)
11th Grade	<input type="checkbox"/> Graphic Design and Illustration II + Graphic Design and Illustration II Lab (Level 3) (KCC)
12th Grade	<input type="checkbox"/> Practicum in Graphic Design and Illustration (Level 4) (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

- Adobe Certified Professional in Print and Digital Media Publication Using Adobe InDesign
- Adobe Certified Professional in Graphic Design and Illustration Using Adobe Illustrator
- Adobe Certified Professional in Visual Design Using Adobe Photoshop

### 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>

#### NAViance ACCESS

All Killeen ISD students (7<sup>th</sup> – 12<sup>th</sup> 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>



Killeen ISD does not discriminate on the basis of race, color, national origin, sex, or disability 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: Rhea Bell, Title IX Coordinator, 902 N. 10<sup>th</sup> St., Killeen, TX 76541, 254-336-2822, [Rhea.bell@killeenisd.org](mailto:Rhea.bell@killeenisd.org). Further nondiscrimination information can be found at [Notification of Nondiscrimination in Career and Technical Education Programs](#).



### 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%

Graphic Design and Interactive Media

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>

# Arts, Audio Visual Technology, and Communication Career Cluster

**Endorsement: Business & Industry**

**Statewide Program of Study: Graphic 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
	<b>Principles of Arts, Audio + Video Technology, and Communications*</b> 13008200 (1 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	
Level 2 10th Grade	Course	Prerequisites   Corequisites	Career Clusters
	<b>Graphic Design and Illustration I</b> 13008800 (2 credits)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Principles of AAVTC <b>Recommended Corequisites:</b> None	
Level 3 11th Grade	Course	Prerequisites   Corequisites	Career Clusters
	<b>Graphic Design and Illustration II</b> 13008900 (2 credits)	<b>Prerequisites:</b> Graphic Design and Illustration I <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	
Level 4 12th Grade	Course	Prerequisites   Corequisites	Career Clusters
	<b>Practicum in Graphic Design and Illustration</b> First Time Taken: 13009000 (2 credits) Second Time Taken: 13009010 (2 credits)	<b>Prerequisites:</b> Graphic Design and Illustration II and Graphic Design and Illustration II Lab <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> 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.