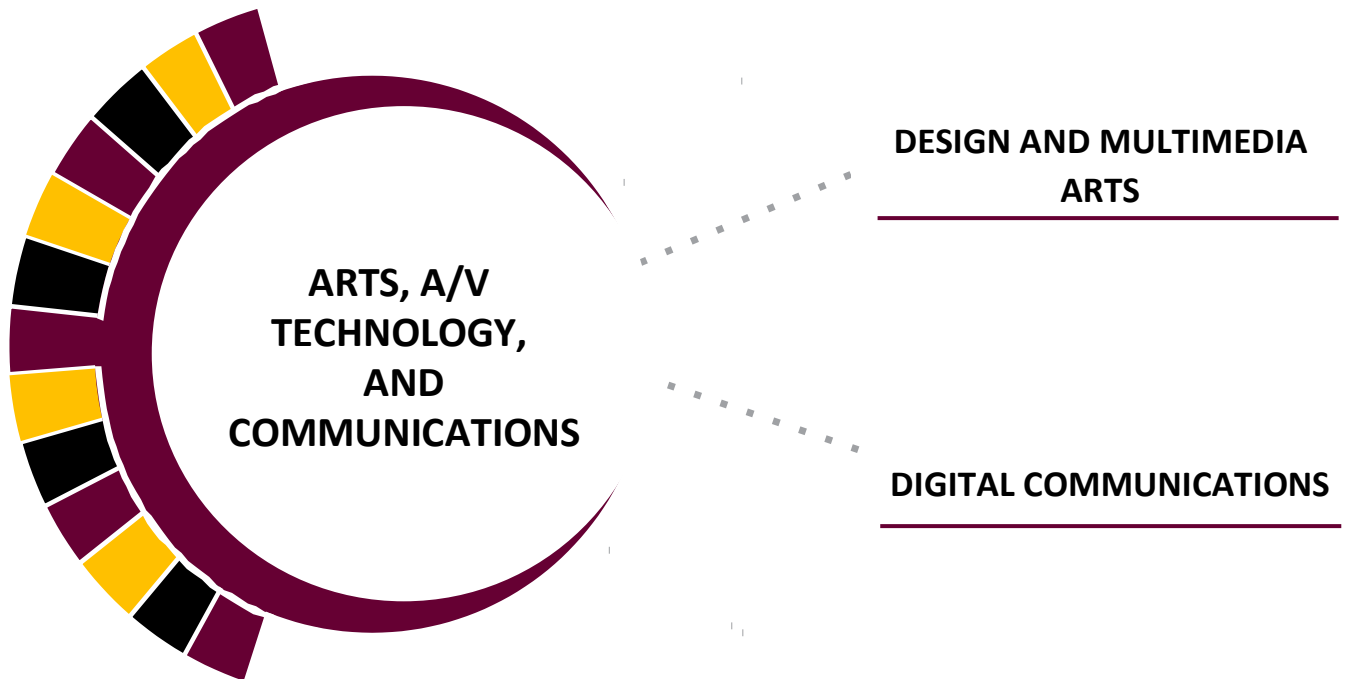


Business & Industry Endorsement

CAREER CLUSTER

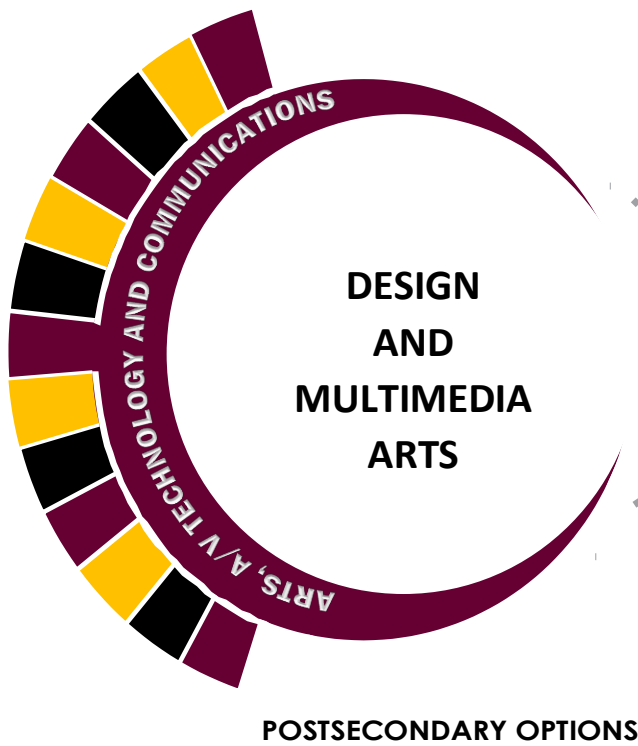
PROGRAMS OF STUDY



Students completing two or more courses for two or more credits within a program of study earn concentrator status for Perkins V federal accountability reporting.

Students finishing three or more courses for four or more credits with one course from level 3 or 4 within a program of study earn completer status for Perkins V federal accountability reporting.





COURSES

LEVEL 1

Principles of Arts, A/V Technology, and Communications

LEVEL 2

Commercial Photography I

LEVEL 3

Commercial Photography II

LEVEL 4

Practicum in Commercial Photography

HIGH SCHOOL/ *INDUSTRY CERTIFICATION	CERTIFICATE/ LICENSE	ASSOCIATE'S DEGREE	BACHELOR'S DEGREE	MASTER'S/ DOCTORAL PROFESSIONAL DEGREE	OCCUPATIONS	MEDIAN WAGE	ANNUAL OPENINGS	% GROWTH
*Adobe Certified Associate Certifications— Photoshop, Premiere Pro, Visual Design Specialist	Certified Digital Designer	Animation, Interactive Technology, Video Graphics and Special Effects			Graphic Designers Technicians	\$44,824	1,433	15%
Adobe Certified Expert Certifications	WOW Certified Web Designer	Graphic Design			Multimedia Artists Equipment Technicians	\$67,392	186	21%
Apple Logic Pro X	Adobe Suite Certifications	Game and Interactive Media Design		Intermedia/Multimedia	Cartographers and Photogrammetrists	\$ 60,810	170	28%
*Certification offered at DISD. Additional industry based certification information is available from the TEA CTE website.					WORK BASED LEARNING AND EXPANDED LEARNING OPPORTUNITIES			
For more information on postsecondary options for this program of study, visit TXCTE.org, your counselor, or the CTE department at DISD					Exploration Activities: SkillsUSA TSA		Work Based Learning Activities: Intern with a multimedia, or photography studio Join a photography club	

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.



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 and Multimedia Arts program of study will fulfill requirements of the Business and Industry Endorsement – Approved Statewide Programs of Study – September 2019.



COURSE INFORMATION

COURSE NAME	SERVICE ID	PREREQUISITES (PREQ) REC. PREREQUISITES (RPREQ)	GRADE
Principles of Arts, A/V Technology, and Communications	13008200 (1 credit)	None	9
Commercial Photography I	13009100 (1 credit)	None	9-12
Commercial Photography II	13009200 (1 credit)	RPREQ: Commercial Photography I	10-12
Practicum in Commercial Photography	13009250 (2 credits)	PREQ: Commercial Photography I	11-12

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

Les Hudson/Les.Hudson@tea.texas.gov

<https://tea.texas.gov/cte>

<http://www.donnaisd.net/Community/Graduation-Plans>



POSTSECONDARY OPTIONS

COURSES



HIGH SCHOOL/ *INDUSTRY CERTIFICATION	CERTIFICATE/ LICENSE	ASSOCIATE'S DEGREE	BACHELOR'S DEGREE	MASTER'S/ DOCTORAL PROFESSIONAL DEGREE	OCCUPATIONS	MEDIAN WAGE	ANNUAL OPENINGS	% GROWTH
*Adobe Certified Associate Certifications—Photoshop, Premiere Pro, Visual Design Specialist	Certified Broadcast Radio Engineer	Music Technology	Communications/Journalism		Sound Engineering Technicians	\$39,562	79	27%
Apple Final Cut Pro X	Certified Video Engineer	Recording Arts Technology/Technician		Communications Technology/Technician	Camera Operators, Television, Video and Motion Pictures	\$50,024	129	9%
Apple Logic Pro X	Commercial Audio Technician	Cinematography and Film/ Video Production			Audio and Video Equipment Technicians	\$40,581	757	29%
					Film and Video Editors	\$47,382	118	23%
*Certification offered at DISD. Additional industry based certification information is available from the TEA CTE website.					WORK BASED LEARNING AND EXPANDED LEARNING OPPORTUNITIES			
For more information on postsecondary options for this program of study, visit TXCTE.org, your counselor, or the CTE department at DISD.					Exploration Activities: SkillsUSA TSA Shadow a production team	Work Based Learning Activities: Intern at a local television station or video production company		

The Digital Communications program of study explores the occupations 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. This program of study may also include exploration into operating machines and equipment to record sound and images, such as microphones, sound speakers, video screens, projectors, video monitors, sound and mixing boards, and related electronic equipment.



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 Digital Communication program of study will fulfill requirements of the Business and Industry Endorsement – Approved Statewide Programs of Study – September 2019.



COURSE INFORMATION

COURSE NAME	SERVICE ID	PREREQUISITES (PREQ)	GRADE
Principles of Arts, A/V Technology, and Communications	13008200 (1 credit)	None	9
Professional Communications/CC	13009900 (.5 credits)	None	9-12
Audio Video Production I	13008500 (1 credit)	None	10-12
Audio Video Production II	13008600 (1 credit)	PREQ: Audio Video Production I	11-12

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