

Business & Industry Endorsement

CAREER CLUSTER

PROGRAMS OF STUDY



**ARTS, AUDIO
VIDEO
TECHNOLOGY &
COMMUNICATIONS**



- **GRAPHIC DESIGN & MULTIMEDIA ARTS**
- **DIGITAL COMMUNICATIONS**



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.

Secondary Courses for High School Credit

Level 1

- Principles of Arts, A/V Technology, and Communications

Level 2

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

Level 3

- Graphic Design and Illustration II/Lab
- Commercial Photography II/Lab

Level 4

- Practicum in Graphic Design and Illustration
- Practicum in Commercial Photography

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

Industry-Based Certifications

- ^Adobe Certified Professional in Digital Video Using Adobe Premiere Pro
- Adobe Certified Professional in Graphic Design and Illustration Using Adobe Illustrator
- Adobe Certified Professional in Print and Digital Media Publication Using Adobe InDesign
- Adobe Certified Professional in Visual Design
- ^Adobe Certified Professional in Visual Design Using Adobe Photoshop
- Adobe Certified Professional In Visual Effects and Motion Graphics Using Adobe After Effects
- Audio-Visual Communications - Job Ready
- Autodesk Associate (Certified User) 3ds MAX
- Certified Professional Photographer
- Graphic Production Technology - Job Ready
- C++ Certified Associate Programmer
- Certified Used: Programmer
- CodeHS Python Level 1 Certification
- Oracle Certified Associate Java SE 9 Programmer
- Certified Entry-Level Python Programmer (PCEP)

• Adobe Certified Professional Animate*

^Offered at Donna ISD

*IBC Sunsetting 8/31/24

Aligned Occupations

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

Successful completion of the Graphic Design & Multimedia Arts program of study will fulfill requirements of the Business and Industry endorsement. Revised – August 2022

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
*Video Game Design	13009970 (1 credit)	None	None
*Digital Media	13027800 (1 credit)	None	None

Level 2

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Graphic Design and Illustration I /Lab	13008800 (1 credit) 13008810 (2 credits)	None	None
*Animation I/Lab	13008300 (1 credit) 13008310 (2 credits)	None	None
*Video Game Programming	N1300994 (1 credit)	None	None
Commercial Photography I/Lab	13009100 (1 credit) 13009110 (2 credits)	None	None
*Fashion Design I/Lab	13009300 (1 credit) 13009310 (2 credits)	None	None
*Digital Design and Media Production	03580400 (1 credit)	None	None
*Game Programing and Design	03580380 (1 credit)	Algebra I	None

Level 3

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Graphic Design and Illustration II/Lab	13008900 (1 credit) 13008910 (2 credits)	Graphic Design and Illustration I	None
*Animation II/Lab	13008400 (1 credit) 13008410 (2 credits)	Animation I	None
*Advanced Video Game Programming	N1300995 (1 credit)	None	None
*Fashion Design II/Lab	13009400 (1 credit) 13009410 (2 credits)	Fashion Design I	None
*Digital Arts and Animation	03580500 (1 credit)	None	None
*3-D Modeling and Animation	03580510 (1 credit)	None	None
Commercial Photography II/Lab	13009200 (1 credit) 13009210 (2 credits)	None	None
*Web Game Development	03580830 (1 credit)	None	None

See next page for Level 4 courses

Graphic Design & Multimedia Arts Course Information

Level 4

COURSE NAME	SERVICE ID	PREREQUISITES (PREQ)	COREQUISITES (CREQ)
*Practicum in Graphic Design and Illustration	13009000 (2 credits) 13009005 (3 credits) 13009010 (2 credits) 13009015 (3 credits)	Graphic Design and Illustration II and Graphic Design and Illustration II Lab	None
*Practicum in Animation	13008450 (2 credits) 13008455 (3 credits) 13008460 (2 credits) 13008465 (3 credits)	Animation II and Animation II Lab	None
Practicum in Commercial Photography	13009250 (2 credits) 13009255 (3 credits) 13009260 (2 credits) 13009265 (3 credits)	Commercial Photography I and Commercial Photography I Lab	None
*Career Preparation I	12701300 (2 credits) 12701305 (3 credits)	None	None
*Practicum in Entrepreneurship	N1303425 (2 credits)	None	None

*Not Currently Offered at DISD

FOR ADDITIONAL INFORMATION ON THE ARTS, AUDIO/VIDEO TECHNOLOGY, AND COMMUNICATIONS CAREER CLUSTER, PLEASE CONTACT: CTE@tea.texas.gov OR VISIT <https://tea.texas.gov/cte>

The Public Notification of Nondiscrimination can be found in our Donna ISD's CTE webpage at <https://tx50000621.schoolwires.net/Domain/76>

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.

Digital Communications Statewide Program of Study



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.

Secondary Courses for High School Credit

Level 1

- Principles of Arts, Audio/Video Technology, and Communications
- Professional Communications

Level 2

- Audio/Video Production I/Lab

Level 3

- Audio/Video Production II/Lab

Level 4

- Practicum of Audio/Video Production

Postsecondary Opportunities

Associates Degrees

- Recording Arts Technology/Technician
- Cinematography and Film/Video Production
- Radio and Television Broadcasting Technology/Technician
- Music Technology

Bachelor's Degrees

- Recording Arts Technology/Technician
- Cinematography and Film/Video Production
- Radio and Television
- Agricultural Communication/Journalism

Master's, Doctoral, and Professional Degrees

- Communications Technology/Technician
- Cinematography and Film/Video Production
- Radio and Television
- Agricultural Communication/Journalism

Work-Based Learning and Expanded Learning Opportunities

Exploration Activities	Work-Based Learning Activities
<ul style="list-style-type: none"> Shadow a production team Participate in SkillsUSA or TSA 	<ul style="list-style-type: none"> Intern at a local television station or video production company Work with a local company on a project

Industry-Based Certifications

- Adobe Certified Professional in Print and Digital Media Publication Using Adobe InDesign
 - Adobe Certified Professional in Print and Digital Media Publication Using Adobe InDesign
 - Adobe Certified Professional in Visual Design
 - ^Adobe Certified Professional in Visual Design Using Adobe Photoshop
 - Adobe Certified Professional in Visual Design Using Adobe Premiere Pro
 - Audio-Visual Communications - Job Ready
 - Broadcasting and Journalism
 - Digital Video Production Foundations
- ^Offered at Donna ISD**



Aligned Occupations

Occupations	Median Wage	Annual Openings	% Growth
Sound Engineering Technicians	\$39,562	79	27%
Camera Operators, Television, Video, and Motion Picture	\$50,024	129	9%
Audio and Video Equipment Technicians	\$40,581	757	29%
Film and Video Editors	\$47,382	118	23%

Successful completion of the Digital Communications program of study will fulfill requirements of the Business and Industry endorsement. Revised – August 2022

Digital Communications Course Information

Level 1

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Principles of Arts, A/V Technology, and Communications	13008200 (1 credit)	None	None
Professional Communication	13009900 (.5 credit)	None	None
*Web Communications	03580810 (.5 credit)	None	None
*Digital Communications in the 21st Century	03580610 (1 credit)	None	None

Level 2

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Audio/Video Production I/Lab	13008500 (1 credit) 13008510 (2 credits)	None	None
*Digital Audio Technology I	13009950 (1 credit)	None	None

Level 3

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES (CREQ)
Audio/Video Production II/Lab	13008600 (1 credit) 13008610 (2 credits)	Audio/Video Production I	None
*Digital Audio Technology II	13009960 (1 credit)	Digital Audio Technology I	None

Level 4

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Practicum in Audio/Video Production	13008700 (2 credits) 13008705 (3 credits) 13008710 (2 credits) 13008715 (3 credits)	Audio/Video Production II/Lab	None
*Practicum in Digital Audio Technology	N1300996 (2 credits)	Digital Audio Technology I & Digital Audio Technology II	None
*Practicum in Entrepreneurship	N1303425 (2 credits)	None	None
*Career Preparation I	12701300 (2 credits) 12701305 (3 credits)	None	None

*Not Currently Offered at Donna ISD

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