

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.

Printing and Imaging Regional Program of Study



The Printing and Imaging regional program of study introduces CTE learners to knowledge and skills related to providing printing and imaging services. CTE learners may learn about or practice the foundations of business management, customer service, graphic design, graphic production and large format printing.

Secondary Courses for High School Credit

Level 2

- Graphic Design and Illustration I/Lab
- Printing and Imaging Technology I/Lab

Level 3

- Printing and Imaging Technology II/Lab

Level 4

- Practicum in Printing and Imaging Technology

Postsecondary Opportunities

Associates Degrees

- Graphic Design
- Graphic Media
- Visual Design
- Visual Communication Technology

Bachelor's Degrees

- Art or Fine Arts
- Computer Graphics
- Graphic Design or Animation
- Interactive Media

Master's, Doctoral, and Professional Degrees

- Fine Arts

Work-Based Learning and Expanded Learning Opportunities

Exploration Activities	Work-Based Learning Activities
<ul style="list-style-type: none"> • Shadow a production team • Join SkillsUSA or TSA 	<ul style="list-style-type: none"> • Intern with a multimedia studio • Obtain a graphic design certificate

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
- OSHA 30 Hour General*
*IBC Sunsetting 8/31/24



Aligned Occupations

Occupations	Median Wage	Annual Openings	% Growth
Art Directors	\$77,958	179	21%
Multimedia Artists and Animators	\$67,392	186	21%
Desktop Publishers	\$37,107	101	9%
Printing Press Operators	\$34,549	1,103	9%

Successful completion of the Printing and Imaging regional program of study will fulfill requirements of the Business and Industry endorsement. Revised – August 2022

Printing and Imaging Course Information

Level 2

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Graphic Design and Illustration I/Lab	13008800 (1 credit) 13008810 (2 credits)	None	None
Printing and Imaging Technology I/Lab	13009600 (1 credit) 13009610 (2 credits)	None	None

Level 3

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Printing and Imaging Technology II/Lab	13009700 (1 credit) 13009710 (2 credits)	None	None

Level 4

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Practicum in Printing and Imaging Technology	13009800 (2 credits) 13009805 (3 credits) 13009810 (2 credits) 13009815 (3 credits)	Printing and Imaging Technology II/Lab	None

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

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Further nondiscrimination information can be found at [Notification of Nondiscrimination in Career and Technical Education Programs](#).