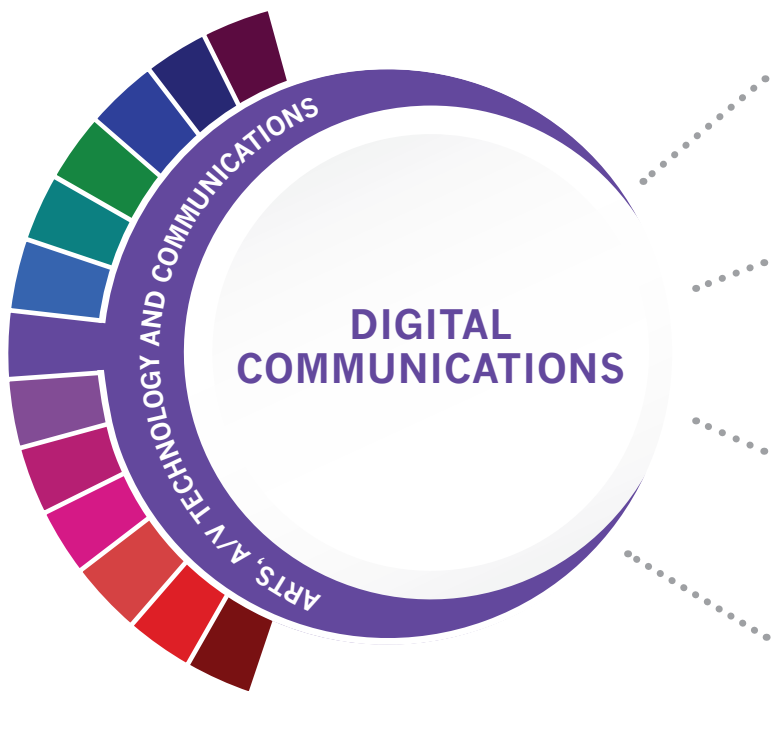


Local Implementation Considerations:

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.

Proposed Indicator: 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 federal accountability reporting.

COURSES



LEVEL 1

Principles of Arts, A/V Technology, and Communications
Professional Communications
Web Communications
Digital Communications in the 21st Century

LEVEL 2

Audio/Video Production/Lab
Digital Audio Technology

LEVEL 3

Audio Video Production II/Lab
Digital Audio Technology II

LEVEL 4

Practicum of Audio/Video Production
Practicum of Digital Audio (TBD)
Practicum of Entrepreneurship (TBD)

| HIGH SCHOOL/ INDUSTRY CERTIFICATION | CERTIFICATE/ LICENSE* | ASSOCIATE'S DEGREE | BACHELOR'S DEGREE | MASTER'S/ DOCTORAL PROFESSIONAL DEGREE |
|--------------------------------------------------------------------------------------------|-------------------------------------|---------------------------------------------------------|---------------------------------------|-------------------------------------------------|
| Apple Final Cut Pro X | Certified Video Engineer | Recording Arts Technology/Technician | | Communications Technology/Technician |
| Apple Logic Pro X | Commercial Audio Technician | Cinematography and Film/Video Production | | |
| Adobe Certified Associate Premiere Pro | Certified AM Directional Specialist | Radio and Television Broadcasting Technology/Technician | Radio and Television | |
| Adobe Certified Associate Certifications | Certified Broadcast Radio Engineer | Music Technology | Agricultural Communication/Journalism | |
| Additional industry based certification information is available from the TEA CTE website. | | | | |
| For more information on postsecondary options for this program of study, visit TXCTE.org. | | | | |

| 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% |

WORK BASED LEARNING AND EXPANDED LEARNING OPPORTUNITIES

Exploration Activities:
Shadow a production team
SkillsUSA

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 Communications program of study will fulfill requirements of a Business and Industry Endorsement.

Approved Statewide Program of Study - September 2019

COURSE INFORMATION

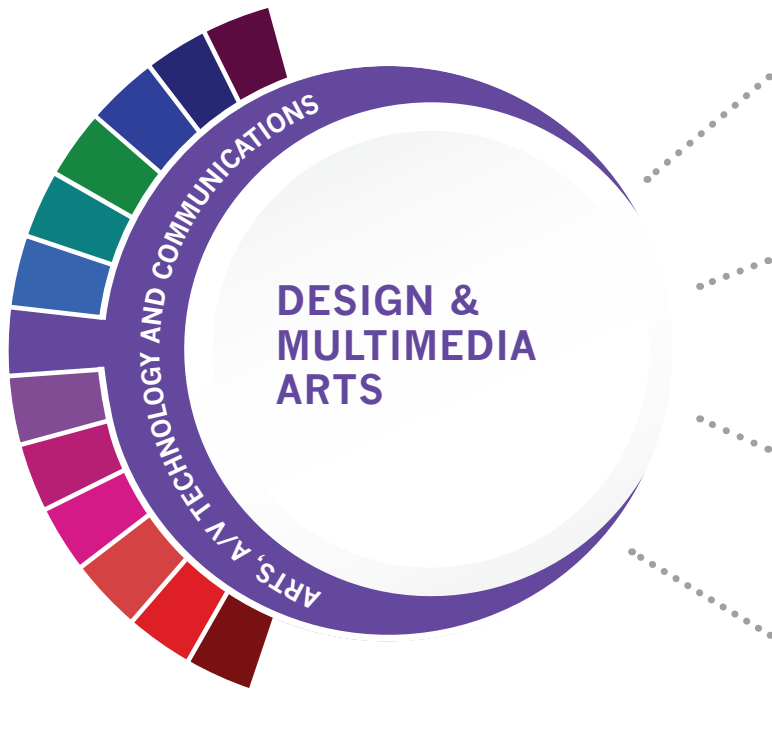
| COURSE NAME | SERVICE ID | PREREQUISITES (PREQ) COREQUISITES (CREQ) | GRADE |
|-------------------------------------------------------|------------------------------------------|---------------------------------------------|-------|
| Principles of Arts,A/V Technology, and Communications | 13008200 (1 credit) | None | 9 |
| Professional Communications | 13009900 (.5 credits) | None | 9-12 |
| Web Communications | 03580810 (.5 credits) | None | 9 |
| Digital Communications in the 21st Century | 03580610 (.5 credits) | None | 9-12 |
| Audio/Video Production I/Lab | 13008500 (1 credit) 13008510 (2 credits) | None | 10-12 |
| Digital Audio Technology I | 13009950 (1 credit) | None | 10-12 |
| Audio Video Production II/Lab | 13008600 (1 credit) 13008610 (2 credits) | PREQ: Audio/Video Production I | 10-12 |
| Digital Audio Technology II | 13009960 (1 credit) | PREQ: Digital Audio Technology I | 10-12 |
| Practicum of Audio/Video Production | TBD | TBD | TBD |
| Practicum of Digital Audio Technology | TBD | TBD | TBD |
| Practicum of Entrepreneurship | TBD | TBD | TBD |
| | | | |

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

Les Hudson | les.hudson@tea.texas.gov

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

COURSES



LEVEL 1

Principles of Arts, A/V Technology, and Communications
Video Game Design
Digital Media

LEVEL 2

Graphic Design and Illustration I/Lab
Animation I/Lab
Video Game Programming
Commercial Photography I/Lab
Fashion Design I/Lab
Digital Design and Media Productions
Game Programming and Design

LEVEL 3

Graphic Design and Illustration II/Lab
Animation II/Lab
Advanced Video Game Programming
Commercial Photography II/Lab
Fashion Design II/Lab
Digital Art and Animation
3-D Modeling and Animation

LEVEL 4

Practicum in Graphic Design and Illustration
Practicum in Animation
Practicum in Commercial Photography
Practicum in Entrepreneurship (TBD)
Career Preparation I

| HIGH SCHOOL/ INDUSTRY CERTIFICATION | CERTIFICATE/ LICENSE* | ASSOCIATE'S DEGREE | BACHELOR'S DEGREE | MASTER'S/ DOCTORAL PROFESSIONAL DEGREE |
|--------------------------------------------------------------------------------------------|---------------------------------------|-----------------------------------------------------------------------|---------------------------|-------------------------------------------------|
| Adobe Certified Associate Certifications | Certified Digital Designer | Animation, Interactive Technology, Video Graphics and Special Effects | | |
| Adobe Certified Expert Certifications | WOW Certified Web Designer Apprentice | Graphic Design | | |
| Apple Logic Pro X | Adobe Suite Certifications | Game and Interactive Media Design | Intermedia/ Multimedia | |
| Additional industry based certification information is available from the TEA CTE website. | | | | |
| For more information on postsecondary options for this program of study, visit TXCTE.org. | | | | |

| OCCUPATIONS | MEDIAN WAGE | ANNUAL OPENINGS | % GROWTH |
|----------------------------------|-------------|-----------------|----------|
| Graphic Designers | \$44,824 | 1,433 | 15% |
| Multimedia Artists and Animators | \$67,392 | 186 | 21% |

WORK BASED LEARNING AND EXPANDED LEARNING OPPORTUNITIES

Exploration Activities:
Join a website development or coding club.
SkillsUSA

Work Based Learning Activities:
Intern with a multimedia or animation studio.
Obtain a certificate in graphic design.

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.



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 Graphic Design & Multimedia Arts program of study will fulfill requirements of a Business and Industry Endorsement.

Approved Statewide Program of Study - September 2019

COURSE INFORMATION

| COURSE NAME | SERVICE ID | PREREQUISITES (PREQ) COREQUISITES (CREQ) | GRADE |
|--------------------------------------------------------|----------------------------------------------|-------------------------------------------------------------------------------------|-------|
| Principles of Arts, A/V Technology, and Communications | 13008200 (1 credit) | None | 9 |
| Video Game Design | 13009970 (1 credit) | None | 9-12 |
| Digital Media | 13027800 (1 credit) | None | 9-12 |
| Graphic Design and Illustration I /Lab | 13008800 (1 credit) 13008810 (2 credits) | None | 10-12 |
| Animation I/Lab | 13008300 (1 credit) 13008310 (2 credits) | None | 10-12 |
| Video Game Programming | N1300994 (1 credit) | None | 10-12 |
| Commercial Photography I/Lab | 13009100 (1 credit) 13009110 (2 credits) | None | 9-12 |
| Fashion Design I/Lab | 13009300 (1 credit) 13009310 (2 credits) | None | 10-12 |
| Digital Design and Media Production | 03580400 (1 credit) | None | 9-12 |
| Game Programing and Design | 03580380 (1 credit) | PREQ: Algebra I | 9-12 |
| Graphic Design and Illustration II /Lab | 13008900 (1 credit) 13008910 (2 credits) | PREQ: Graphic Design and Illustration I | 10-12 |
| Animation II/Lab | 13008400 (1 credit) 13008410 (2 credits) | PREQ: Animation I | 11-12 |
| Advanced Video Game Programming | N1300995 (1 credit) | None | 10-12 |
| Fashion Design II/Lab | 13009400 (1 credit) 13009410 (2 credits) | PREQ: Fashion Design I | 11-12 |
| Digital Art and Animation | 03580500 (1 credit) | None | 9-12 |
| 3-D Modeling and Animation | 03580510 (1 credit) | None | 9-12 |
| Commercial Photography II/Lab | 13009200 (1 credit) 13009210 (2 credit) | None | 10-12 |
| Practicum in Graphic Design and Illustration | 13009000 (2 credits) 13009005 (3 credits) | PREQ: Graphic Design and Illustration II and Graphic Design and Illustration II Lab | 10-12 |
| Practicum in Animation | 13008450 (2 credits) 13008455 (3 credits) | PREQ: Animation II and Animation II Lab | 11-12 |
| Practicum in Commercial Photography | 13009250 (2 credits) 13009255 (3 credits) | PREQ: Commercial Photography I and Commercial Photography I Lab. | 10-12 |
| Career Preparation I | 12701300 (2 credits) 12701305 (3 credits) | None | 11-12 |
| Practicum in Entrepreneurship | TBD | TBD | TBD |

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