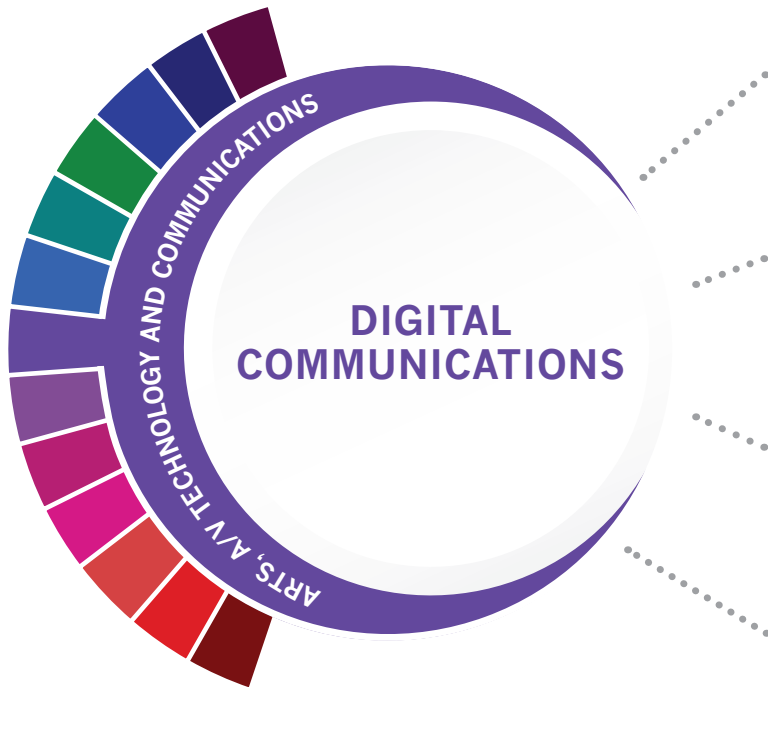


Local Implementation Considerations:

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.

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	

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, TSA

#### Work Based Learning Activities:

Intern at a local television station or video production company

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.

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

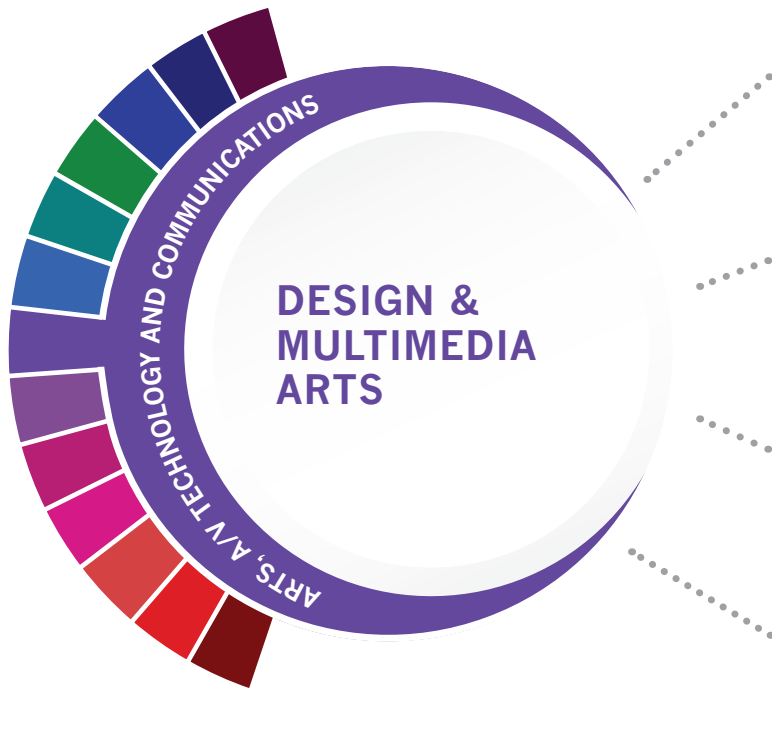
COURSE NAME	SERVICE ID	PREREQUISITES (PREQ) COREQUISITES (CREQ)	GRADE
Principles of Arts,AV Technology, and Communications	13008200 (1 credit)	None	9
Professional Communications	13009900 (.5 credits)	None	9-12
Web Communications	03580810 (.5 credits)	None	9
Digital Communications in the 21st Century	03580610 (1 credit)	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	9-12
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	13008700 (2 credits) 13008705 (3 credits) 13008710 (2 credits) 13008715 (3 credits)	PREQ: Audio/Video Production II/Lab	11-12
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](mailto: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, TSA

**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) 13009010 (2 credits) 13009015 (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) 13008460 (2 credits) 13008465 (3 credits)	PREQ: Animation II and Animation II Lab	11-12
Practicum in Commercial Photography	13009250 (2 credits) 13009255 (3 credits) 13009260 (2 credits) 13009265 (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

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

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