

# Arts, Audio Visual Technology, and Communications Career Cluster



The Arts, Audio Visual Technology, and Communication (AAVTC) career cluster focuses on designing, producing, exhibiting, performing, writing, and publishing multimedia content requiring creative aptitude, fluency in computer and technology applications, and proficiency in oral and written communication. This career cluster includes occupations ranging from camera operator, audio and video technician, director, and producer to graphic designer and web and digital interface designer.

## Statewide Program of Study: *Graphic Design and Interactive Media*

The Graphic Design and Interactive Media program of study focuses on occupational and educational opportunities associated with designing or creating graphics to meet specific commercial or promotional needs, such as packaging, displays, or logos. The program of study includes 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

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|----------------|---|
| <b>Level 1</b> | • Digital Media – 8 <sup>th</sup> Grade       |
| <b>Level 2</b> | • Commercial Photography I                    |
| <b>Level 3</b> | • Commercial Photography II                   |
| <b>Level 4</b> | • Practicum in Commercial Photography I or II |

## Aligned Advanced Academic Courses

<b>AP</b>	AP Studio Art: Two-Dimensional Design Portfolio
<b>Dual Credit</b>	Dual credit offerings will vary by local education agency.

## Work-Based Learning and Expanded Learning Opportunities

### Work-Based Learning Activities

- Shadow an art director at a branding firm or design agency
- Intern in the marketing and communications department of a technology company

### Expanded Learning Opportunities

- Participate in SkillsUSA or TSA
- Join a related co-curricular or extracurricular club such as web development or computer coding

## Aligned Industry-Based Certifications

- Adobe Certified Professional in Print and Digital Media Publication Using Adobe InDesign
- Adobe Certified Professional in Visual Design Using Adobe Photoshop



## Example Postsecondary Opportunities

### Associate Degrees

- Graphic Design
- Digital Arts

### Bachelor's Degrees

- Web Page, Digital/Multimedia and Information Resources Design
- Design and Visual Communications

### Master's, Doctoral, and Professional Degrees

- Game and Interactive Media Design
- Animation, Interactive Technology, Video Graphics, and Special Effects

### Additional Stackable IBCs/License

- Certified Textile Designer (CTD)



## Example Aligned Occupations

### Software Developers

Median Wage: \$127,000  
Annual Openings: 12,350  
10-Year Growth: 36%

### Graphic Designers

Median Wage: \$53,100  
Annual Openings: 1,758  
10-Year Growth: 10%

### Art Directors

Median Wage: \$80,944  
Annual Openings: 1,025  
10-Year Growth: 18%

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