ARTS, AUDIO VIDEO TECHNOLOGY, AND COMMUNICATIONS

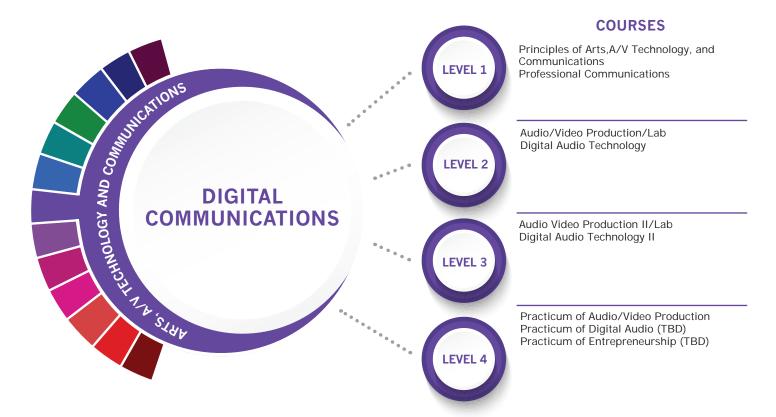## DIGITAL COMMUNICATIONS

GRAPHIC DESIGN AND MULTIMEDIA ARTS

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.

DIGITAL COMMUNICATIONS

ARTS, A/V TECHNOLOGY AND COMMUNICATIONS

COURSES

LEVEL 1

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

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		
	Certified AM Directional Specialist	Radio and Television Broadcasting Technology/ Technician	Radio and Television	
	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%

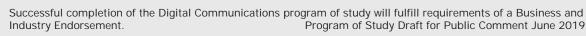### WORK BASED LEARNING AND EXPANDED LEARNING OPPORTUNITIES

Exploration Activities: Shadow a production team

Career Preparation: 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.
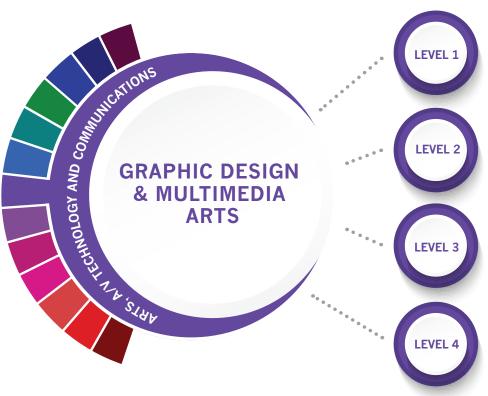
Successful completion of the Digital Communications program of study will fulfill requirements of a Business and Industry Endorsement.   Program of Study Draft for Public Comment June 2019

TEA
Texas Education Agency

COURSE INFORMATION

COURSE NAME	SERVICE ID	PREREQUISITES (PREQ) COREQUISITES (CREQ) RECOMMENDED PREREQUISITES (RPREQ) RECOMMENDED COREQUISITIES (CREQ)	GRADE
Principles of Arts,A/V Technology, and Communications	13008200	None	9
Professional Communications	13009900	None	9-12
Audio/Video Production/Lab	13008500 (1 credit) 13008510 (2 credits)	RPREQ: Principles of Arts, Audio/Video Technology, and Communications. CPREQ: Audio/Video Production I Lab	9-12
Digital Audio Technology I	13009950	RPREQ: Principles of Arts, Audio/Video Technology, and Communications or Digital and Interactive Media (DIM) or both Audio/Video Production I and Audio/Video Production I Lab	9-12
Audio Video Production II/Lab	13008600 (1 credit) 13008610 (2 credits)	PREQ: Audio/Video Production I RPREQ: Audio/Video Production I CPREQ: Audio/Video Production II Lab	10-12
Digital Audio Technology II	13009960	PREQ: Digital Audio Technology I	10-12
Practicum of Audio/Video Production	13008700 (2 credits) 13008705 (3 credits)	PREQ: Audio/Video Production II and Audio/Video Production II Lab	11-12
Practicum of Digital Audio Technology	TBD	TBD	TBD
Practicum of Entrepreneurship	TBD	TBD	TBD

GRAPHIC DESIGN & MULTIMEDIA ARTS

ARTS, A/V TECHNOLOGY AND COMMUNICATIONS

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

LEVEL 3
Graphic Design and Illustration II/Lab
Animation II/Lab
Advanced Video Game Programming
Commercial Photography II/Lab

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 iWork	Adobe Suite Certifications	Game and Interactive Media Design		Intermedia/ Multimedia
Apple Logic Pro X				

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

Career Preparation: 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.

Program of Study Draft for Public Comment June 2019

TEA Texas Education Agency®

COURSE INFORMATION

COURSE NAME	SERVICE ID	PREREQUISITES (PREQ) COREQUISITES (CREQ) RECOMMENDED PREREQUISITES (RPREQ) RECOMMENDED COREQUISITIES (CREQ)	GRADE
Principles of Arts, A/V Technology, and Communications	13008200	None	9
Video Game Design	13009970	RPREQ: Principles of Art, A/V Technology, and Communications	9-12
Digital Media	13027800	None	9-12
Graphic Design and Illustration I	13008800	RPREQ: Principles of Arts, A/V Technology, and Communications; CPREQ: Graphic Design and Illustration I Lab	10-12
Animation I	13008300	RPREQ: Art I or Principles of Art, A/V Technology, and Communications CPREQ: Animation I Lab	10-12
Video Game Programming	N1300994	RPREQ: Video Game Design	10-12
Commercial Photography I/Lab	13009100 (1 credit) 13009110 (2 credits)	CPREQ: Commercial Photography I Lab	9-12
Fashion Design I/Lab	13009300 (1 credit) 13009310 (2 credits)	RPREQ: Principles of Arts, Audio/Video Technology, and Communications	10-12
Graphic Design and Illustration II	13008900	PREQ: Graphic Design and Illustration I CPREQ: Graphic Design and Illustration II Lab	10-12
Animation II	13008400	PREQ: Animation I CPREQ: Animation II Lab	11-12
Advanced Video Game Programming	N1300995	RPREQ: Video Game Design and Video Game Programming	10-12
Commercial Photography II	13009200	RPREQ: Commercial Photography I and Commercial Photography I Lab CPREQ: Commercial Photography Lab II	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	13008455 (2 credits) 13008455 (3 credits)	PREQ: Animation II and Animation II Lab CREQ: Practicum in Animation	11-12
Practicum in Commercial Photography	13009255 (2 credits) 13009255 (3 credits)	REQ: Commercial Photography I and Commercial Photography I Lab.; CREQ: Practicum in Commercial Photography	10-12
Career Preparation I	12701300	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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https://tea.texas.gov/cte