



Photography/Yearbook Focus

Principles of Arts, A/V Technology, and Communications

Level 1 Digital Media

Level 2 Commercial Photography I/Lab

Level 3 Commercial Photography II/Lab

Level 4 Practicum in Commercial Photography
Career Preparation I

HIGH SCHOOL/INDUSTRY CERTIFICATION	CERTIFICATE/LICENSE*	ASSOCIATE'S DEGREE	BACHELOR'S DEGREE	MASTER'S/DOCTORAL PROFESSIONAL DEGREE
Adobe Certified Associate Certifications-Photoshop	Certified Digital Designer	Animation, Interactive Technology, Video Graphics and Special Effects	Animation, Interactive Technology, Video Graphics and Special Effects	Animation, Interactive Technology, Video Graphics and Special Effects
Adobe Certified Expert Certifications	WOW Certified Web Designer Apprentice	Graphic Design	Graphic Design	Graphic Design
Apple Logic Pro X	Adobe Suite Certifications	Game and Interactive Media Design	Game and Interactive Media Design	Intermedia/Multimedia

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:	Work Based Learning Activities:
Participate in BPA and/or Yearbook	Intern with a multimedia or animation studio. Obtain a certificate or certification in graphic design.

Additional industry-based certification information is available on the TEA CTE website. For more information on postsecondary options for this program of study, visit TXCTE.org.

The 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 Design & Multimedia Arts program of study will fulfill requirements of the Business and Industry Endorsement. Revised - July 2020



COURSE INFORMATION

COURSE NAME	SERVICE ID	PREREQUISITES (PREQ) COREQUISITES (CREQ)	Order
Digital Media	13027800 (1 credit) 8 th grade	None	1
Principles of Arts, A/V Technology, and Communications	13008200 (1 credit)	None	1 or 2
Commercial Photography I	13009100 (1 credit)	None	2 or 3
Commercial Photography II	13009200 (1 credit)	None	3 or 4
Practicum in Commercial Photography	13009250 (2 credits)	PREQ: Commercial Photography I and Commercial Photography I Lab.	4
Career Preparation I	12701300 (2 credits) 12701305 (3 credits)	None	4

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

Kyle Holton
CTE Coordinator
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