

Arts, Audio/Video Technology, and Communications Career Cluster

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.

Graphic Design & Interactive Media (Academy) Statewide Program of Study



Career & Technical Education

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.

Secondary Courses for High School Credit

**All courses are at Hightower High School*

9th Grade

- Principles of Arts, AV Technology and Communications

10th Grade

- Graphic Design and Illustration I

11th Grade

- Graphic Design and Illustration/ Lab II (AAC)

12th Grade

- Practicum in Graphic Design and Illustration

Postsecondary Opportunities

Associates Degrees

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

Bachelor's Degrees

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

Master's, Doctoral, and Professional Degrees

- Animation, Interactive Technology, Video Graphics and Special Effects
- Graphic Design
- Intermedia/Multimedia

Work-Based Learning and Expanded Learning Opportunities

Exploration Activities

- Join a website development or coding club
- Participate in SkillsUSA or TSA

Work-Based Learning Activities

- Intern with an art studio or brand firm
- Obtain a certificate or certification in graphic design

Industry-Based Certifications

- Adobe Certified Professional in Visual Design using Adobe Photoshop
- Adobe Certified Professional in Graphic Design and Illustration Using Adobe Illustrator



Aligned Occupations

Occupations	Median Wage	Annual Openings	% Growth
Graphic Designers	\$50,973	1,766	10%
Software Developers	\$111,705	15,324	36%