

Arts, Audio Visual Technology, and Communication 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.



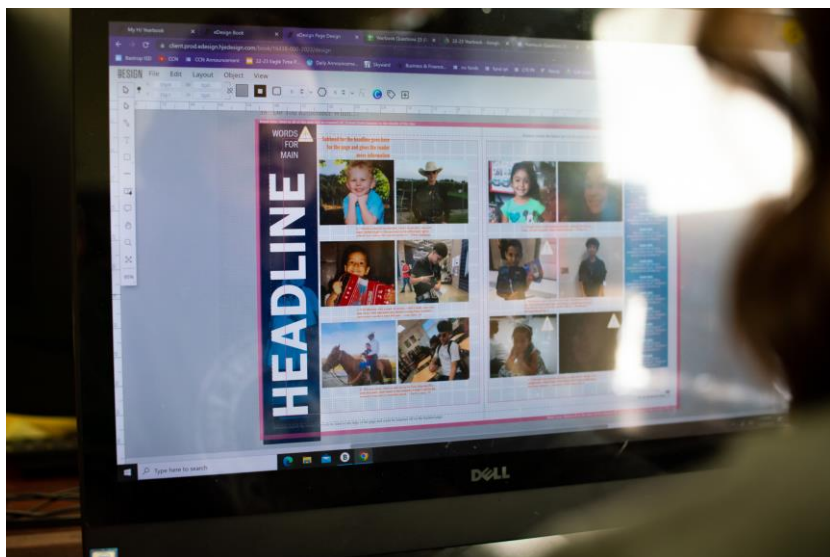
Secondary Courses for High School Credit

- Level 1 • Principles of Arts, Audio/Video Technology, and Communications

- Level 2 • Graphic Design and Illustration I

- Level 3 • Graphic Design and Illustration II

- Level 4 • Practicum in Graphic Design and Illustration (Yearbook project)



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)

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
- Participate in Student Television Network
- Join a related co-curricular or extracurricular club such as web development or computer coding



Example Aligned Occupations

Software Developers

Median Wage: \$111,705
Annual Openings: 15,324
10-Year Growth: 36%

Graphic Designers

Median Wage: \$50,973
Annual Openings: 1,766
10-Year Growth: 10%

Art Directors

Median Wage: \$81,926
Annual Openings: 619
10-Year Growth: 18%

