

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.



The 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 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.

Level 1	T330 Principles of Arts, A/V Technology, and Communications (1/Term) T328 Digital Media (1/Term)
Level 2	T324 Graphic Design and Illustration I (1/Term)
Level 3	T327 Graphic Design and Illustration II Lab (2/YL)
Level 4	T326 Practicum in Graphic Design and Illustration (2/YL)

Adobe Certified Professional in Graphic Design and Illustration Using Adobe Illustrator
 Adobe Certified Professional in Visual Design Using Adobe Photoshop
 Graphic Production Technology - Job Ready



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

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

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

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

Intern with a multimedia or animation studio
 Obtain a certificate or certification in graphic design

Aligned Occupations

Occupation	Annual Median Wage	Employment	Projected Growth
Graphic Designers	\$44,824	1,433	15%
Multimedia Artists and Animators	\$67,392	186	21%

Successful completion of the Graphic Design & Multimedia Arts program of study will fulfill requirements of the Business and Industry endorsement. Revised August 2022

