# DESIGN & MULTIMEDIA ARTS

**ARTS, A/V TECHNOLOGY AND COMMUNICATIONS**

**Level 1**
Principles of Arts, A/V Technology, and Communications

**Level 2**
Graphic Design and Illustration I/Lab
Commercial Photography I/Lab

**Level 3**
Graphic Design and Illustration II/Lab
Commercial Photography II/Lab

**Level 4**
Practicum in Graphic Design and Illustration
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 | 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 |

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.

| 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: |
|---|---|
| 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. |

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

TEA
Texas Education Agency

# COURSE INFORMATION

| COURSE NAME | SERVICE & COURSE ID | PREREQUISITS (PREQ) COREQUISITES (CREQ) | Grade |
|---|---|---|---|
| Principles of Arts, A/V Technology, and Communications | 13008200 / 8266 (1 credit) | None | 9-10 |
| Graphic Design and Illustration I /Lab | 13008810 / 8128 (2 credits) | Principles of Arts, A/V, Technology, and Communications | 10-12 |
| Commercial Photography I | 13009100 / 5970 (1 credit) | Recommended: Principles of Arts, A/V, Technology, and Communications | 9-12 |
| Graphic Design and Illustration II/Lab | 13008910 / 8129 (2 credits) | Graphic Design and Illustration l / Lab | 10-12 |
| Commercial Photography II | 13009200 / 5971 (1 credit) | Commercial Photography I | 10-12 |
| Practicum in Graphic Design and Illustration | 13009000 / 8269 (2 credits) | PREQ: Graphic Design and Illustration II / Lab | 11-12 |
| Practicum in Commercial Photography | 13009250 / 5972 (2 credits) | PREQ: Commercial Photography II | 11-12 |
| Career Preparation I | 12701300 / 8000 (2 credits) | None | 11-12 |

# BISD Recommended Course Sequence

| Grade | 9th Year | 10th Year | 11th Year | 12th Year |
|---|---|---|---|---|
| Courses | Principles of Arts, A/V, Technology, & Communication | Graphic Design & Illustration I or Commercial Photography I | Graphic Design & Illustration II or Commercial Photography II | Practicum in Graphic Design & Illustration or Practicum in Commercial Photography |