DESIGN & MULTIMEDIA ARTS

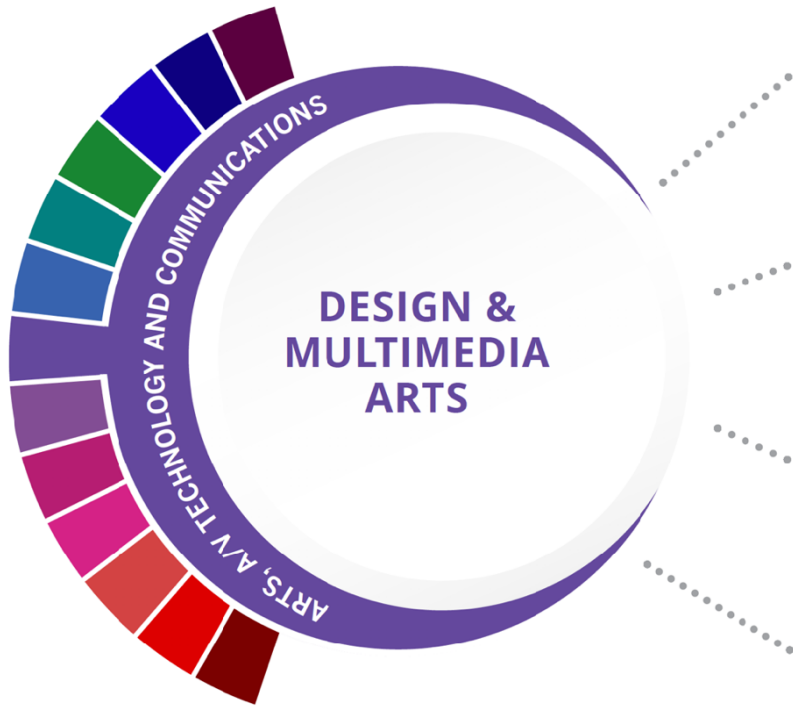ARTS, A/V TECHNOLOGY AND COMMUNICATIONS

9th	Graphic Design I
10th	Graphic Design II
11th	Practicum in Graphic Design and Illustration 1st time
12th	Practicum in Graphic Design and Illustration 2nd time

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 ID	PREREQUISITES (PREQ) COREQUISITES (CREQ)	GRADE
Graphic Design I	13008800 - 1 credit	Instructor Approval	9
Graphic Design II	13008900 - 1 credit	PREQ Graphic Design I	10-11
Practicum in Graphic Design & Illustration	13009000 - 2 credits - 1st time 13009010 - 2 credits - 1st time	PREQ Graphic Design II	11-12

Graphic Design I
Recommended Grade Placement: 9-10
Credit(s): 1
Prerequisite: Instructor Approval
Within this context, in addition to developing knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications Career Cluster, students will be expected to develop an understanding of the industry with a focus on fundamental elements and principles of visual art and design. **Students in this program of study will collaborate on the FHS student yearbook.**

Graphic Design II
Recommended Grade Placement: 10-11
Credit(s): 1
Prerequisite: Graphic Design I
Students will apply advanced knowledge and skill needed for success in the Arts, Audio/Video Technology, and Communications Career Cluster, and will be expected to develop an understanding of the industry with a focus on fundamental elements and principles of visual art and design. **Students in this program of study will collaborate on the FHS student yearbook.**

Practicum in Graphic Design
Recommended Grade Placement: 11-12
Credit(s): 2
Prerequisite: Graphic Design II; Training Plan
In addition to developing technical knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications Career Cluster, students will be expected to develop a technical understanding of the industry with a focus on skill proficiency. Instruction may be delivered through lab-based classroom experiences or career preparation opportunities. **Students in this program of study will collaborate on the FHS student yearbook.**