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.

Animation

The Animation 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

Level 1
- Principles of Arts, A/V Technology, and Communications
- Digital Media [1]

Level 2
- Animation I

Level 3
- Animation II/Lab [2]

Level 4
- None

Postsecondary Opportunities

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

Bachelor's Degrees
- Animation, Interactive Technology, Video Graphics and Special Effects
- Game and Interactive Media Design
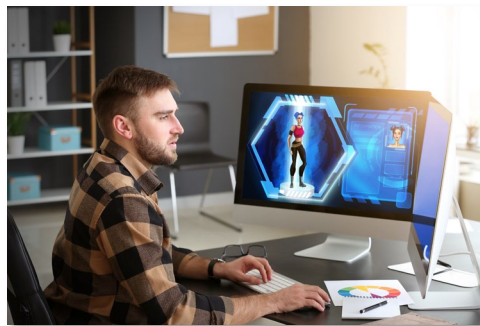
Master's, Doctoral, and Professional Degrees
- Animation, Interactive Technology, Video Graphics and Special Effects
- Intermedia/Multimedia

Work-Based Learning and Expanded Learning Opportunities

Exploration Activities	Work-Based Learning Activities
• Participate in Business Professionals of America (BPA) or Technology Student Association (TSA)	• Intern with a multimedia or animation studio

Industry-Based Certifications

- Adobe Certified Professional in Visual Design Using Adobe Photoshop [1]
- Adobe Certified Professional in Visual Design [2]
- Adobe Certified Professional In Visual Effects and Motion Graphics Using Adobe After Effects [2]

Aligned Occupations

Occupations	Median Wage	Annual Openings	% Growth
Special Effects Artists and Animators	$61,200	340	20%

Successful completion of the Animation program of study will fulfill requirements of the Business and Industry endorsement. Revised – January 2023

Animation
Course Information

Level 1

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE LEVEL(S)
Principles of Arts, A/V Technology, & Communications	13008200 (1 credit)	None	9
Digital Media	13027800 (1 credit)	Principles of Arts, A/V Technology, & Communications	10

Level 2

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE LEVEL(S)
Animation I	13008300 (1 credit)	Digital Media	11

Level 3

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE LEVEL(S)
Animation II/Lab	13008410 (2 credits)	Animation I	12

Level 4

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE LEVEL(S)
None	-	-	-

FOR ADDITIONAL INFORMATION ON THE ARTS, AUDIO/VIDEO TECHNOLOGY, AND COMMUNICATIONS CAREER CLUSTER, PLEASE CONTACT YOUR CAMPUS CTE COUNSELOR
https://tea.texas.gov/cte