



**DESIGN AND
MULTIMEDIA
ARTS**

**DIGITAL
COMMUNICATIONS**

Design & Multimedia Arts *Business and Industry Endorsement*



The Graphic Design and Multimedia Arts program of study explores the occupations and educational opportunities associated with designing and 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.

To complete the Program of Study, students must earn four credits in the Program of Study and one of the credits must be an Advanced Level course.

HIGH SCHOOL / INDUSTRY CERTIFICATION	CERTIFICATE / LICENSE*	ASSOCIATE'S DEGREE	BACHELOR'S DEGREE	MASTER'S / DOCTORAL PROFESSIONAL DEGREE	OCCUPATIONS	MEDIAN WAGE	ANNUAL OPENINGS	% GROWTH
Adobe Certified Associate Certifications	Certified Digital Designer	Animation, Interactive Technology, Video Graphics and Special Effects			Graphic Designers	\$44,824	1,433	15%
Adobe Certified Expert Certifications	WOW Certified Web Designer Apprentice	Graphic Design			Multimedia Artists and Animators	\$67,392	186	21%
Apple Logic Pro X	Adobe Suite Certifications	Game and Interactive Media Design		Intermedia/Multimedia				
Additional industry based certification information is available from the TEA CTE website.					WORK BASED LEARNING AND EXPANDED LEARNING OPPORTUNITIES			
For more information on postsecondary options for this program of study, visit TXCTE.org.					Exploration Activities: Join a website development or coding club. SkillsUSA, TSA	Work Based Learning Activities: Intern with a multimedia or animation studio. Obtain a certificate in graphic design.		

Courses in this Program of Study

Principles of Arts, Audio/Video Technology, and Communications

Course # 0708400

Recommended Grade Placement 8-9

1 CREDIT

In the Principles of Arts, Audio/ Video Technology & Communication course, students will gain experience in computer & technology applications and become proficient in oral and written communication. Within this context, students will be expected to develop an understanding of the various and multifaceted career opportunities in courses like Records & Film, Printing Technology and much more.

GRAPHIC DESIGN I

Course # 07224260

Recommended Grade Placement 9-11

1 CREDIT

This class will give students an opportunity to express and design creative ideas visually for a growing field. Art concepts and design strategies will be explored using design principles and art elements for creating logos, magazine covers, posters and more. Students will learn to create and design artwork for projects using Adobe Photoshop.

GRAPHIC DESIGN & ILLUSTRATION II AND LAB

Course # 07224460

Prerequisite: Graphic Design & Illustration I

Recommended Grade Placement 10-11

2 CREDITS

This advanced class will provide opportunities for students wanting to expand their skills and knowledge of graphic design. Students will use their knowledge to create projects including; food truck branding, logos, posters, magazine designs and will help the other classes with sports posters for both high schools. Students will learn and explore the t-shirt printing process and will assist the Practicum class with the design and print shop working with client projects.

COMMERCIAL PHOTOGRAPHY I

Course # 07224360

Recommended Grade Placement 9-11

1 CREDIT

Students will be expected to develop an understanding of the commercial photography industry with a focus on creating quality photographs. Students will learn commercial composition, print-making and editing photos in Photoshop.

COMMERCIAL PHOTOGRAPHY II with Lab

Course # 07224560

Prerequisite: Commercial Photography I

Recommended Grade Placement 10-11

2 CREDITS

A course designed to provide job-specific training for entry-level employment in the commercial photography career field. Emphasis is on basics of photography, commercial composition, print-making & finishing, and advanced skills in Adobe Photoshop and Adobe Lightroom.

Practicum in Commercial Photography

Course # 07224850

Prerequisites: Commercial Photography I and Commercial Photography II

Recommended Grade Levels: 11-12

2 CREDITS

A course designed to provide job-specific commercial photography work study and/or internships, that affords students supervised practical application of previously acquired skills. Commercial Photography Practicum students will not only demonstrate advanced level photography and editorial skills, but the professionalism of both working with clients, and for clients. Commercial Photography Practicum clients can be in support of CISD, private ventures, public ventures, and the community at large. A student may repeat this course once for credit provided that the student is experiencing different aspects of the industry and demonstrating proficiency in additional and more advanced knowledge and skills.

Practicum in Graphic Design and Illustration

Course # 07224860

Prerequisites: Graphic Design & Illustration II

Recommended Grade Levels: 11-12

2 CREDITS

In this course, students develop a technical understanding of the industry with a focus on skill proficiency and client relations. Instruction may be delivered through lab-based classroom and in field internship experiences or career preparation opportunities. The instructor works as the manager with the student on a variety of projects taken from business and industry. The course allows the student to gain experience and understanding of the field in a job-like environment. A student may repeat this course once for credit provided that the student is experiencing different aspects of the industry and demonstrating proficiency in additional and more advanced knowledge and skills.

CAREER PREPARATION I

Course # 07228902

Recommended Grade Placement 11-12

2 CREDITS

Career Preparation I provides opportunities for students to participate in a work-based learning experience that combines classroom instruction with business and industry employment experiences. The goal is to prepare students with a variety of skills for a changing workplace. Career preparation is relevant and rigorous, supports student attainment of academic standards, and effectively prepares students for college and career success.

Program of Study Courses (Prerequisites noted in course descriptions)

To complete the Program of Study, students must earn four credits in the Program of Study and one of the credits must be an Advanced Level course.

Entry Level Courses	Advanced Courses
Principles of Arts, A/V, and Communications	Graphic Design & Illustration II
Graphic Design & Illustration I	Commercial Photography II
Commercial Photography I	Practicum in Graphic Design & Illustration

	Practicum in Commercial Photography Career Preparation I
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Digital Communications

Business and Industry Endorsement



The Digital Communications program of study explores the occupations and educational opportunities associated with the production of audio and visual media formats for various purposes, such as TV broadcasts, advertising, video production, or motion pictures. This program of study may also include exploration into operating machines and equipment to record sound and images, such as microphones, sound speakers, video screens, projectors, video monitors, sound and mixing boards, and related electronic equipment.

To complete the Program of Study, students must earn four credits in the Program of Study and one of the credits must be an Advanced Level course.

HIGH SCHOOL/INDUSTRY CERTIFICATION	CERTIFICATE/LICENSE*	ASSOCIATE'S DEGREE	BACHELOR'S DEGREE	MASTER'S/DOCTORAL PROFESSIONAL DEGREE
Apple Final Cut Pro X	Certified Video Engineer	Recording Arts Technology/Technician		Communications Technology/Technician
Apple Logic Pro X	Commercial Audio Technician	Cinematography and Film/Video Production		
Adobe Certified Associate Premiere Pro	Certified AM Directional Specialist	Radio and Television Broadcasting Technology/Technician	Radio and Television	
Adobe Certified Associate Certifications	Certified Broadcast Radio Engineer	Music Technology	Agricultural Communication/Journalism	
Additional industry based certification information is available from the TEA CTE website.				
For more information on postsecondary options for this program of study, visit TXCTE.org.				

OCCUPATIONS	MEDIAN WAGE	ANNUAL OPENINGS	% GROWTH
Sound Engineering Technicians	\$39,562	79	27%
Camera Operators, Television, Video and Motion Picture	\$50,024	129	9%
Audio and Video Equipment Technicians	\$40,581	757	29%
Film and Video Editors	\$47,382	118	23%

WORK BASED LEARNING AND EXPANDED LEARNING OPPORTUNITIES	
Exploration Activities: Shadow a production team SkillsUSA, TSA	Work Based Learning Activities: Intern at a local television station or video production company

Courses in this Program of Study