

| | |
|----------------|---|
| Level 1 | Principles of Arts, A/V Technology, and Communications Video Game Design Digital Media |
| Level 2 | Graphic Design and Illustration I/Lab Animation I/Lab Video Game Programming Commercial Photography I/Lab Fashion Design I/Lab Digital Design and Media Productions Game Programming and Design |
| Level 3 | Graphic Design and Illustration II/Lab Animation II/Lab Advanced Video Game Programming Commercial Photography II/Lab Fashion Design II/Lab Digital Arts and Animation 3-D Modeling and Animation Web Game Development |
| Level 4 | Practicum in Graphic Design and Illustration Practicum in Animation Practicum in Commercial Photography Practicum in Entrepreneurship (TBD) 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 |

| 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. |

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.

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



The El Paso Independent School District does not discriminate in its educational programs or employment practices on the basis of race, color, age, sex, religion, national origin, marital status, citizenship, military status, disability, genetic information, gender stereotyping and perceived sexuality, or on any other basis prohibited by law. Inquiries concerning the application of Titles VI, VII, IX, and Section 504 may be referred to the District compliance officer, Patricia Cortez, at 230-2033; Section 504 inquiries regarding students may be referred to Kelly Ball at 230-2856.

El Distrito Escolar Independiente de El Paso no discrimina en los programas de educación o en prácticas de empleo usando el criterio de raza, color, edad, sexo, religión, origen nacional, estado civil, ciudadanía, estado militar, discapacidad, información genética, estereotipo sexual o sexualidad percibida, u otra práctica prohibida por la ley. Preguntas acerca de la aplicación del título VI, VII o IX, y la Sección 504 pueden ser referidas al oficial del distrito, Patricia Cortez al 230-2033; preguntas sobre 504 tocante a estudiantes pueden ser referidas a Kelly Ball al 230-2856.