

Level 1 09744 Digital Media

09800 Commercial Photography I

Level 2 09728 Fashion Design I

09761 Video Game Design

Level 3 19009 Graphic Design and Illustration I / Yearbook I

19728 Fashion Design II

Level 4 39009 Graphic Design and Illustration II / Yearbook II

09775 Career Preparation I (with related WBL position)

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.

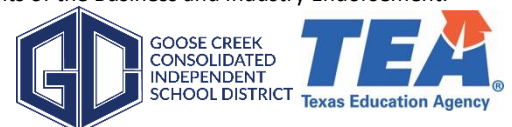
Additional industry-based certification information is available on the TEA CTE website. For more information on postsecondary options for this program of study, visit TXCTE.org.

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



COURSE INFORMATION

09755	DIGITAL MEDIA	GPA Level: Regular
Grade Level: 9 -12	Service ID: 13027800 (1 cr.)	Prerequisites: None

Are you creative? Do you like photo editing and drawing? Do you want to learn how to combine media applications to create real-world projects and prepare for a future in business? In this “hands-on” course, students will build on their basic computer skills using Adobe Suite designing and editing software to produce a variety of documents such as brochures, programs, flyers, posters, and magazine covers. Students will produce exciting projects that require using the latest industry led software programs and creating original design which will prepare them for the future.

09800	COMMERCIAL PHOTOGRAPHY I	GPA Level: Regular
Grade Level: 10-12	Service ID: 13009100 (1 cr.)	Prerequisites: None

Introduction to commercial digital photography. This course will cover basic concepts for purchasing a digital camera, image capture, image editing, and image output. This course enables students to use and understand all the skills and techniques required to advance in the Arts, AV & Communications fields.

09728	FASHION DESIGN I	GPA Level: Regular
Grade Level: 10-12	Service ID: 13009300 (1 cr.)	Prerequisites: None

This course will focus on fashion designers and current fashion trends. By the end of the course, students will learn basic sewing skills and use the sewing machine to create personal clothing and home décor. Careers in fashion span all aspects of the textile and apparel industries. Within this context, 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 an understanding of fashion and the textile and apparel industries.

09761	VIDEO GAME DESIGN	GPA Level: Regular
Grade Level: 10-12	Service ID: 13009970 (1 cr.)	Prerequisites: None

This class is an introduction to game and simulation development. It includes the analysis of existing applications and creation of a game using an existing game engine as well as an in-depth coverage of the essential elements of game design. This class also covers an overview of cultural history of electronic games, survey of the major innovators, and examination of the trends and taboos that motivate game design.

19009	GRAPHIC DESIGN AND ILLUSTRATION I / YEARBOOK I	GPA Level: Regular
Grade Level: 11-12	Service ID: 13008800 (1 cr.)	Prerequisites: Digital Media

Do you like to take pictures and go to school events? Would like to put your stamp on something that will be seen by your friends and the whole school for generations to come? If you have what it takes, join the yearbook staff! Yearbook students will learn and apply the journalistic writing, editing, graphic design, desktop publishing, advertising and marketing skills required to produce a high school yearbook and/or digital newspaper as well as learn about careers directly related to Graphic Design. The yearbook staff has a unique opportunity to get a behind the scenes look at the school events, sports, clubs and organizations that make up the high school experience. This course requires a commitment to work routinely after school to meet deadlines, to promote the publication, and to cover extracurricular events.

COURSE INFORMATION

19728	FASHION DESIGN II	GPA Level: Regular
Grade Level: 11-12	Service ID: 13009400 (1 cr.)	Prerequisites: Fashion Design I
<p>This course builds on the fashion knowledge and skills learned in Fashion Design I. Careers in fashion span all aspects of the textile and apparel industries. Within this context, 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 an understanding of the fashion industry with an emphasis on design and construction.</p>		

39009	GRAPHIC DESIGN AND ILLUSTRATION II / YEARBOOK II	GPA Level: Regular
Grade Level: 11-12	Service ID: 13008910 (2 cr.)	Prerequisites: Graphic Design and Illustration I
<p>Students will perfect the skills they learned in Yearbook I to take a leadership position on the Yearbook Staff. Elements of staff and publication management, supervisory skills, financial and production planning, and printing and imaging techniques are introduced. This course further develops skills in news judgment, fact gathering, journalistic writing, headline writing, caption writing, photography, layout, editing, advertising and marketing a product. Yearbook II students compete in local and state competitions. This course requires a commitment to work routinely after school to meet deadlines, to promote the publication, and to cover extracurricular events.</p>		

09775	CAREER PREPARATION I	GPA Level: Regular
Grade Level: 11-12	Service ID: 12701305 (3 cr.)	Prerequisites: Social Security Card or Work Permit; Paid Employment of 15+ hours/week; Transportation; 16 years old
<p>In this class students will have an opportunity to earn high school credit for the job they already have! Students will work at a local business and apply job-specific skills while learning job interview techniques, communication skills, human relation skills, financial and budget planning, and portfolio development during one class period. Students may have up to 2 classes of release time to go to work each afternoon but must have their own transportation to leave campus.</p>		

FOR ADDITIONAL INFORMATION ON THE ARTS, AUDIO/VIDEO, TECHNOLOGY, AND COMMUNICATIONS CAREER CLUSTER, PLEASE CONTACT:

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