

The Arts, A/V Technology & Communications (AAVTC) Career Cluster focuses on careers in designing, producing, exhibiting, performing, writing, & publishing multimedia content including visual & performing arts & design, journalism, & entertainment services. Careers in the AAVTC career cluster require a creative aptitude, a strong background in computer & technology applications, a strong academic foundation, & a proficiency in oral & written communication.



The Design & Multimedia Arts program of study explores the occupations & 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 & accessories, & creating special effects, animation, or other visual images using film, video, computers, or other electronic tools & media, for use in computer games, movies, music videos, & commercials.



Successful completion of the Design & Multimedia Arts program of study will fulfill requirements of the Business & Industry Endorsement. Revised - October 2022



Meet the Teacher

Design & Multimedia Arts Instructor Jessica McCann is an Anderson County native and teacher with over 25 years of experience in education.

She has spent 16 years in the classroom and served 7 years on the Cayuga School Board.

Mrs. McCann took a break from teaching in which she spent 10 years developing and running her successful photography business, McCann Photography. Mrs. McCann was named Palestine Photographer of the Year for four straight years. She still maintains her photography business and takes clients all over the East Texas Area.

Mrs. McCann has enjoyed the opportunity to work and share her love of photography with students at all levels. Her love of working with kids and sharing in their successes made the decision to take the Art position in Frankston an easy one. Her ultimate goal, aside of cultivating a love for the many forms of art, is to help her students find new ways to look at things through photography and to use their certifications in their future careers.



ARTS, AUDIO/VIDEO
TECHNOLOGY, & COMMUNICATION



DESIGN & MULTIMEDIA ARTS

Level 1

Principles of Arts, AV Technology, & Communications

Level 2

Commercial Photography I/Lab

Level 3

Commercial Photography II/Lab

Level 4

Practicum in Commercial Photography

*Certification offered:
Adobe Certified Professional in Visual
Design Using Photoshop*



Occupations	Median Wages	Annual Openings	% Growth
Graphic Designer	\$ 44,824	1,433	15 %
Multimedia Artists & Animators	\$ 67,392	186	21 %

Work Based Learning & 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.

High School/Industry Certification	Certificate/License*	Associates Degree	Bachelor's Degree	Master's/Doctoral Professional Degree
Adobe Certified Associate Certifications	Certified Digital Designer	Animation, Interactive Technology, Video Graphics & Special Effects	Animation, Interactive Technology, Video Graphics & Special Effects	Animation, Interactive Technology, Video Graphics & 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 & Interactive Media Design	Game & Interactive Media Design	Intermedia/Multimedia

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