

ARTS, AUDIO/VIDEO TECHNOLOGY, AND COMMUNICATIONS

Programs of Study Information



About

The Arts, Audio Visual Technology, and Communication (AAVTC) career cluster focuses on designing, producing, exhibiting, performing, writing, and publishing multimedia content requiring creative aptitude, fluency in computer and technology applications, and proficiency in oral and written communication. This career cluster includes occupations ranging from camera operator, audio and video technician, director, and producer to graphic designer and web and digital interface designer.

AV PRODUCTION

Aligned Occupations

- Audio and Video Technicians
- Camera operators, Television, Video, and Film
- Producers and Directors

GRAPHIC DESIGN (INTERACTIVE MEDIA/ANIMATION)

Aligned Occupations

- Graphic Designer
- Social Media Content Designer
- Art Director/Creative Director
- Package Designer
- Illustrator/Storyboard Artist

GRAPHIC DESIGN (ESPORTS)

Aligned Occupations

- Entrepreneur
- Creative Director
- Esports Team Manager
- Esports Broadcast Director

GRAPHIC DESIGN (FASHION DESIGN)

Aligned Occupations

- Fashion Designer
- Entrepreneur
- Account Executive
- 3D Modeler

Programs of Study

AV PRODUCTION

Audio/Video Production introduces students to the exciting world of media creation, storytelling, and digital production. Students will learn the fundamentals of video and audio production, including camera operation, lighting, sound, scriptwriting, and editing techniques using industry-standard software.



GRAPHIC DESIGN (INTERACTIVE MEDIA/ANIMATION)

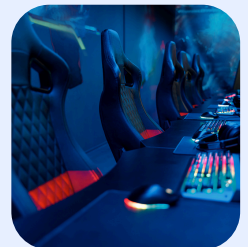
Graphic Design expands on traditional design principles to explore how visual communication comes to life in digital and interactive formats. Students will learn to design engaging digital content for websites, apps, games, and social media platforms using industry-standard software.



Animation introduces students to the art and technology of creating motion graphics and animated content. Building on foundational design principles, students will learn animation techniques, storyboarding, digital illustration, and motion design using industry-standard software.

GRAPHIC DESIGN (ESPORTS)

Esports introduces students to the fast-growing world of competitive gaming and the many career opportunities within the industry. Students will explore the history, organization, and business of esports while developing skills in teamwork, communication, strategy, and leadership. The course emphasizes professional conduct, sportsmanship, and the integration of technology in competitive play.



GRAPHIC DESIGN (FASHION DESIGN)

Fashion Design allows students to step into the world of style, creativity, and innovation. Students will explore the fundamentals of fashion—including design concepts, textiles, color theory, garment construction, and fashion illustration. Using industry tools and technology, they'll learn how to take a design from concept to creation while understanding the impact of fashion on culture, business, and sustainability.





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An asterisk (*) - Indicates a course with a prerequisite.

Sequence	Digital Communications (AV Production)	GRAPHIC DESIGN (INTERACTIVE MEDIA)	GRAPHIC DESIGN & INTERACTIVE MEDIA (Animation)	GRAPHIC DESIGN & INTERACTIVE MEDIA (Esports)	GRAPHIC DESIGN & INTERACTIVE MEDIA (Fashion Design)
Y1	Audio/Video Production I	Digital Media or 3D Modeling & Animation	3D Modeling & Animation	Digital Media or 3D Modeling & Animation	Digital Media
Y2	*Audio/Video Production II	*Graphic Design and Illustration I @CTEC	*Animation I @CTEC	Intro to Esports	Fashion Design I
Y3	*Practicum in News Production I @CTEC or *Practicum in Sports Broadcasting I @CTEC	*Graphic Design and Illustration II @CTEC	*Animation II @CTEC	*Esports Management @CTEC	*Fashion Design II
Y4	*Practicum in News Production II or *Practicum in Sports Broadcasting II	*Practicum in Graphic Design & Illustration @CTEC	*Practicum in Animation @CTEC	*Esports Business and Project Management @CTEC or Entrepreneurship	Entrepreneurship

ALIGNED

Industry-Based

CERTIFICATIONS



- Certified professional in Visual Design Using Adobe Photoshop