

**ARTS, AUDIO/VIDEO TECHNOLOGY, AND COMMUNICATIONS**

**BUSINESS AND INDUSTRY**

**DESIGN AND MULTIMEDIA  
ARTS: ANIMATION**

**PROGRAM OF STUDY**

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.

Texas Data: Collected by TEA October 2019

**INDUSTRY-BASED CERTIFICATION OPPORTUNITIES**

Autodesk Certified User (ACU) – Maya  
Adobe Certified Associate (ACA) – Animate

| OCCUPATIONS                      | MEDIAN WAGE | ANNUAL OPENINGS | % GROWTH |
|----------------------------------|-------------|-----------------|----------|
| Graphic Designers                | \$44,824    | 1,433           | 15%      |
| Multimedia Artists and Animators | \$67,392    | 186             | 21%      |

**WORK-BASED LEARNING EXPERIENCES**

Industry Guest Speakers; Field Trips; Industry Observations/Interviews; Industry Collaborative Projects; Internships.

**CAREER AND TECHNICAL STUDENT ORGANIZATIONS**

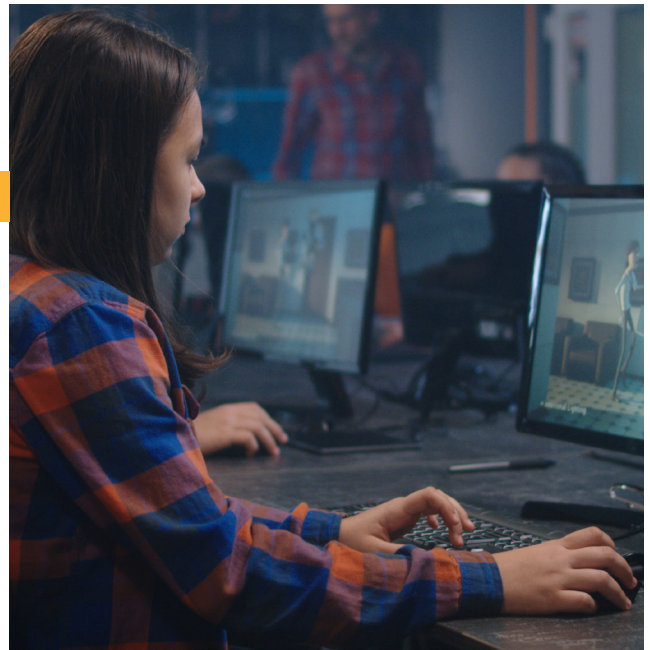
SkillsUSA; National Technical Honor Society (NTHS); UIL



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.

**Non-Discrimination Statement**

It is the policy of Leander ISD not to discriminate on the basis of race, color, national origin, sex or handicap in its Career and Technology Education Programs, services, or activities. Leander ISD will take steps to assure that lack of English language skills will not be a barrier to admission and participation in all educational and vocational programs. Es norma de Leander ISD de no discriminar por motivos de raza, color, origen nacional, sexo o impedimento, en sus programas, servicios o actividades vocacionales. Leander ISD tomará las medidas necesarias para asegurar que la falta de habilidad en el uso de la lengua inglés no sea un obstáculo para la admisión o participación en todos los programas educativos y vocacionales.



**RECOMMENDED COURSE SEQUENCE**

- 1 LEVEL** Principles of Arts, A/V and Communications
- 2 LEVEL** Animation I
- 3 LEVEL** Animation II/Lab
- 4 LEVEL** Practicum in Animation

**NOTE:** See reverse for additional course sequence options and endorsement requirements. Course descriptions and details can be found in the course catalog.

# DESIGN AND MULTIMEDIA ARTS: ANIMATION

BUSINESS AND INDUSTRY

A student may earn a Business and Industry endorsement by completing foundation and general endorsement requirements. Endorsement course options for the Design and Multimedia Arts program of study are listed below.



## 4 CREDITS REQUIRED

### Required Courses:

- Animation I
- Animation II/Lab

### Choose additional credits from the following:

- Principles of Arts, A/V and Communications
- Practicum in Animation
- Graphic Design and Illustration I
- Fashion Design I
- Audio/Video Production I
- Advertising/Social Media Marketing
- Marketing
- Professional Communications or Entrepreneurship
- Career Preparation
- Project-Based Research

## INDUSTRY-BASED CERTIFICATION OPPORTUNITIES

An Adobe/Autodesk MAYA certification is an industry-recognized credential that effectively validates one's skills in Adobe digital-media software. An individual earning this certification has approximately 150 hours of instruction and hands-on experience with the product, and is familiar with core features and capabilities, as well as relevant career concepts.

The Adobe Certified Associate Animate exam measures the following domains: setting project requirements, understanding rich animated media, understanding adobe animate CC, creating rich animated media content using animate CC, testing, publishing, and evaluating rich animated media elements using animate CC.

## NOTES:

---

---

---

---

---

---