Business and Industry Endorsement
Arts, Audio/Video Technology and Communications (AAVTC) Career Cluster

The Arts, Audio/Video Technology and Communications career areas include the mastery and use of computer or other technology along with individual creativity. This area includes film production and editing, visual design based around print and digital graphics in communication, animation, journalism, photography, illustration, as well as, fashion design in a wide range of careers. Students who mix their artistic talents with training in the latest design software will be able to find opportunities for employment.

Possible careers in Arts, A/V Technology and Communications include: Advertising Designer, Special Effects Designer, Audio/Video Production, Master Control Operator, Art Gallery Owner/Manager, Computer Graphic Designer, Motion Picture Production, Production Specialist, Fashion Designer, Illustrator, Filmmaker, Media Director, Video Game Designer, and Fine Artist.

Course Name	Course Code	Credits	Grade Levels	Rockwall ISD Recommended Preparation (courses in bold are state required prerequisites)
Principles of Arts, Audio/Video Technology and Communications	ATC005	1	9-10	None
Professional Communications	SPCA02	.5	9-12	None
Digital Media	ITC004	1	9-12	None
Animation Program of Study				
Animation I	ATC001	1	10-12	Recommended Principles of Arts, Audio/Video Technology and Communications or Digital Media
Animation II with Lab	ATC035	2	11-12	**Animation I;** recommended grade of an 80 or above in Animation I
Practicum in Animation	ATC054	2	12	**Animation II with Lab**
Audio Video Production Program of Study				
Audio/Video Production I	ATC016	1	10-12	Recommended Principles of Arts, Audio/Video Technology and Communications or Digital Media
Audio/Video Production II with Lab	ATC30C	2	10-12	**Audio/Video Production I;** recommended grade of 80 or above in Audio/Video Production I
Practicum in Audio/Video Production	ATC10C	2	11-12	**Audio/Video Production II with Lab;** recommended grade of an 80 or above in Audio/Video Production II with Lab
Practicum in Audio/Video Production II	ATC029	2	12	**Practicum in Audio/Video Production**
Fashion Design Program of Study				
Fashion Design I	ATC023	1	9-10	None
Fashion Design II with Lab	ATC032	2	10-11	**Fashion Design I;** recommended grade of an 80 or above in Fashion I
Practicum in Fashion Design I	ATC012	2	11-12	**Fashion Design II with Lab;** recommended grade of an 80 or above in Fashion II with Lab
Practicum in Fashion Design II	ATC013	2	12	**Practicum in Fashion Design I**
Graphic Design and Illustration Program of Study				
Graphic Design and Illustration I	ATC009	1	10-12	Recommended Principles of Arts, Audio/Video Technology and Communications or Digital Media
Graphic Design and Illustration II with Lab	ATC033	2	11-12	**Graphic Design and Illustration I;** recommended grade of an 80 or above in Graphic Design and Illustration I
Practicum in Graphic Design and Illustration	ATC034	2	12	**Graphic Design and Illustration II with Lab;** recommended grade of an 80 or above in Graphic Design and Illustration II with Lab
Commercial Photography Program of Study				
Commercial Photography I	ATC038	1	9-12	Recommended Principles of Arts, Audio/Video Technology and Communications
Commercial Photography II with Lab	ATC040	2	10-12	**Commercial Photography I**
Practicum in Commercial Photography	ATC045	2	11-12	**Commercial Photography II with Lab**
Practicum in Commercial Photography II (2024-2025)	TBD	2	12	**Practicum in Commercial Photography**
Video Game Design Program of Study				
Video Game Design	ATC008	1	10-12	**Principles of Arts, Audio/Video Technology and Communications** (can take concurrently)
Video Game Programming	ATC039	1	11-12	**Video Game Design**
Advanced Video Game Programming	ATC055	1	12	**Video Game Programming**