

# Business & Industry:

## Graphic Design & Multimedia Arts

### Required courses:

Level 1 - Principles of Art, Audio/Video, Technology & Communication (PAAVTC)  
Level 2 – Animation 1, Commercial Photography 1, Digital Design, Fashion Design 1, Graphic Design 1  
Level 3 – Commercial Photography, Digital Art and Animation, Fashion Design  
Level 4 – Advanced Digital Art and Animation, Career Prep 1

### What can students expect:

In Business and Industry, students will be able to express their creativity through a series of activities and projects in photography, graphic design, illustration, animation, fashion design, web design, 3D modeling, filming, video production and desktop publishing. Students later focus on graphic design & illustration using Photoshop & Illustrator, submit work to competitions as well as sit for the Adobe Certified Associate Photoshop and Illustrator exams.

### Traits of students who excel:

- Creative and/or artistic
- Self-Starter
- Experiments with technology
- Problem solver
- Wants to improve computer skills

### Traits of students who struggle:

- Fear of computers
- Easily distracted
- Procrastination on large projects

### Career & Technical Student Organizations:

Technology Student Association

Future Business Leaders of America

### Additional Opportunities:

Adobe Certified Associate Exams  
TSA Competition

Katy ISD Media Showcase  
UIL Contest

### Career & Salary Information:

Graphic Designer: \$35k - \$62k  
Oil & Gas Industry Animator: \$75k  
Video Editor, Content Creator: \$87k  
Video Camera Operator: \$22k - \$88k

News Videographer/Editor: \$55k - \$75k  
Commercial Photography: \$65k  
PAAVTC Teacher: \$57k - \$78k  
Advertising/Marketing: \$50k - \$78