

Arts, Audio Visual Technology, and Communications Career Cluster

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.

Statewide Program of Study: *Digital Communications*

The Digital Communications program of study focuses on occupational and educational opportunities associated with the production of audio and visual media formats for various purposes, such as TV broadcasts, advertising, video production, or motion pictures. The program of study includes operating machines and equipment such as microphones, sound speakers, video screens, projectors, video monitors, sound and mixing boards, and related electronic equipment to record sound and images.



Secondary Courses for High School Credit

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|----------------|---|
| Level 1 | <ul style="list-style-type: none"> Principles of Arts, Audio/Video Technology, and Communications Digital Communications in the 21st Century Professional Communications Web Communications |
| Level 2 | <ul style="list-style-type: none"> Audio/Video Production I Audio/Video Production I + Audio/Video Production I Lab Digital Audio Technology I Digital Design and Media Production Entrepreneurship I |
| Level 3 | <ul style="list-style-type: none"> Audio/Video Production II Audio/Video Production II + Audio/Video Production II Lab Digital Audio Technology II |
| Level 4 | <ul style="list-style-type: none"> Practicum in Audio/Video Production Practicum in Audio/Video Production + Extended Practicum in Audio/Video Production Practicum in Digital Audio Technology Practicum in Entrepreneurship Practicum in Entrepreneurship + Extended Practicum in Entrepreneurship Career Preparation for Programs of Study Career Preparation for Programs of Study + Extended Career Preparation |

Work-Based Learning and Expanded Learning Opportunities

Work-Based Learning Activities

- Shadow a sound designer to learn how sound and foley are created for movies or podcasts
- Intern with a technical director at a sports team, recording studio, or radio station
- Shadow a technician on a live news broadcast, concert, or other event

Expanded Learning Opportunities

- Participate in SkillsUSA or TSA
- Participate in Student Television Network
- Capture and edit film and audio for a podcast with a local community organization

Aligned Industry-Based Certifications

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|---|---|
| <ul style="list-style-type: none"> Adobe Certified Professional in Digital Video Using Adobe Premiere Pro Adobe Certified Professional in Graphic Design and Illustration Using Adobe Illustrator Adobe Certified Professional in Print and Digital Media Publication Using Adobe InDesign Adobe Certified Professional in Visual Design Adobe Certified Professional in Visual Design Using Adobe Photoshop Adobe Certified Professional in Visual Effects and Motion Graphics Using Adobe After Effects Audio-Visual Communications - Job Ready Autodesk Certified User Maya Broadcasting and Journalism Certified Audio Engineer for Broadcast | <ul style="list-style-type: none"> Certified CG Operator - Using Character Generators Certified Shading and Camera Operator Certified Technical Director Using Video Production Switchers Content Creation & Marketing Using Adobe Express Digital Video Production Foundations Meta Certified Digital Marketing Associate Online Marketing Certified Associate (OMCA) Toon Boom Associate Certification in Storyboarding Pro Tosa Adobe Illustrator (Advanced or Expert) Tosa Adobe InDesign (Advanced or Expert) Tosa Adobe Photoshop (Advanced or Expert) Tosa Adobe Premiere Pro (Advanced or Expert) |
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Successful completion of the Digital Communications program of study will fulfill requirements of the Business and Industry endorsement.



Example Postsecondary Opportunities

Apprenticeships

- Light Technician

Associate Degrees

- Commercial and Advertising Art
- Animation, Interactive Technology, Video Graphics, and Special Effects

Bachelor's Degrees

- Cinematography and Film/Video Production
- Recording Arts Technology

Master's, Doctoral, and Professional Degrees

- Animation, Interactive Technology, Video Graphics, and Special Effects
- Communications Technology

Additional Stackable IBCs/License

- CompTIA Digital Media and Entertainment Professional Certification (DMEP)



Example Aligned Occupations

Camera Operators, Television, Video, and Film

Median Wage: \$62,701
Annual Openings: 169
10-Year Growth: 20%

Audio and Video Technicians

Median Wage: \$48,466
Annual Openings: 525
10-Year Growth: 30%

Producers and Directors

Median Wage: \$61,827
Annual Openings: 808
10-Year Growth: 12%

Data Source: TexasWages, Texas Workforce Commission. Retrieved 3/8/2024.



For more information visit:

<https://tea.texas.gov/academics/college-career-and-military-prep/career-and-technical-education/aavtc-digital-communications-extended.pdf>

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Statewide Program of Study: *Digital Communications*

Course Information

Level 1

Course	Prerequisites Corequisites	Career Clusters
Principles of Arts, Audio/Video Technology, and Communications* 13008200 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Digital Communications in the 21st Century 03580610 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Professional Communications 13009900 (0.5 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	   
Web Communications* 03580810 (0.5 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	 

Level 2

Course	Prerequisites Corequisites	Career Clusters
Audio/Video Production I 13008500 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of AAVTC Recommended Corequisites: Audio/Video Production I Lab	
Audio/Video Production I + Audio/Video Production I Lab 13008510 (2 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of AAVTC or Digital Media Recommended Corequisites: None	
Digital Audio Technology I 13009950 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of AAVTC or Digital Media or both Audio/Video Production I and Audio/Video Production I Lab Recommended Corequisites: None	
Digital Design and Media Production* 03580400 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	 

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* Indicates course is included in more than one program of study in this career cluster.

For additional information on the **Arts, Audio Visual Technology and Communication** career cluster, contact cte@tea.texas.gov or visit <https://tea.texas.gov/cte>

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Course Information

Level 2

Course	Prerequisites Corequisites	Career Clusters
Entrepreneurship I* 13011101 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing, and Finance Recommended Corequisites: None	

Level 3

Course	Prerequisites Corequisites	Career Clusters
Audio/Video Production II 13008600 (1 credit)	Prerequisites: Audio/Video Production I Corequisites: None Recommended Prerequisites: None Recommended Corequisites: Audio/Video Production II Lab	
Audio/Video Production II + Audio/Video Production II Lab 13008610 (2 credits)	Prerequisites: Audio/Video Production I Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Digital Audio Technology II 13009960 (1 credit)	Prerequisites: Digital Audio Technology I Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	

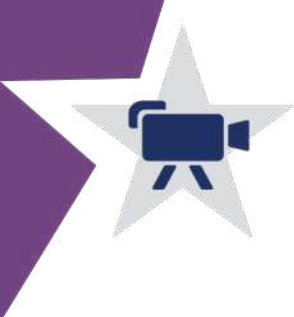
Level 4

Course	Prerequisites Corequisites	Career Clusters
Practicum in Audio/Video Production First Time Taken: 13008700 (2 credits) Second Time Taken: 13008710 (2 credits)	Prerequisites: Audio/Video Production II and Audio/Video Production II Lab Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	

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Course Information

Level 4

Course	Prerequisites Corequisites	Career Clusters
Practicum in Audio/Video Production + Extended Practicum in Audio/Video Production First Time Taken: 13008705 (3 credits) Second Time Taken: 13008715 (3 credits)	Prerequisites: Audio/Video Production II and Audio/Video Production II Lab Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Practicum in Digital Audio Technology N1300996 (2 credits)	Prerequisites: Digital Audio Technology I and Digital Audio Technology II Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Practicum in Entrepreneurship* First Time Taken: 13011111 (2 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: Entrepreneurship I and II or successful completion of at least two courses in a CTE program of study Recommended Corequisites: None	
Practicum in Entrepreneurship + Extended Practicum in Entrepreneurship* First Time Taken: 13011121 (3 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: Entrepreneurship I and II or successful completion of at least two courses in a CTE program of study Recommended Corequisites: None	
Career Preparation for Programs of Study* First Time Taken: 12701121 (2 credits)	Prerequisites: At least one Level 2 or higher CTE course Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Career Preparation for Programs of Study + Extended Career Preparation* First Time Taken: 12701141 (3 credits)	Prerequisites: At least one Level 2 or higher CTE course Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	

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