

# Arts, Audio/Video Technology, and Communications Career Cluster

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.

## Digital Communications Statewide Program of Study



The Digital Communications program of study explores the occupations 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. This program of study may also include exploration into operating machines and equipment to record sound and images, such as microphones, sound speakers, video screens, projectors, video monitors, sound and mixing boards, and related electronic equipment.

### Secondary Courses for High School Credit

#### Level 1

- Principles of Arts, Audio/Video Technology, and Communications
- Professional Communications
- Web Communications
- Digital Communications in the 21st Century

#### Level 2

- Audio/Video Production I/Lab
- Digital Audio Technology I

#### Level 3

- Audio/Video Production II/Lab
- Digital Audio Technology II

#### Level 4

- Practicum of Audio/Video Production
- Practicum in Digital Audio Technology
- Practicum in Entrepreneurship
- Career Preparation I

### Postsecondary Opportunities

#### Associates Degrees

- Recording Arts Technology/Technician
- Cinematography and Film/Video Production
- Radio and Television Broadcasting Technology/Technician
- Music Technology

#### Bachelor's Degrees

- Recording Arts Technology/Technician
- Cinematography and Film/Video Production
- Radio and Television
- Agricultural Communication/Journalism

#### Master's, Doctoral, and Professional Degrees

- Communications Technology/Technician
- Cinematography and Film/Video Production
- Radio and Television
- Agricultural Communication/Journalism

### Work-Based Learning and Expanded Learning Opportunities

| Exploration Activities  | Work-Based Learning Activities   |
|---|--|
| <ul style="list-style-type: none"> <li>• Shadow a production team</li> <li>• Participate in SkillsUSA or TSA</li> </ul> | <ul style="list-style-type: none"> <li>• Intern at a local television station or video production company</li> <li>• Work with a local company on a project</li> </ul> |

### Industry-Based Certifications

- Adobe Certified Professional in Print and Digital Media Publication Using Adobe InDesign
- 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 Digital Video Using Adobe Premiere Pro
- Audio-Visual Communications - Job Ready
- Broadcasting and Journalism
- Digital Video Production Foundations



### Aligned Occupations

| Occupations   | Median Wage | Annual Openings | % Growth |
|---|-------------|-----------------|----------|
| Sound Engineering Technicians                           | \$39,562    | 79              | 27%      |
| Camera Operators, Television, Video, and Motion Picture | \$50,024    | 129             | 9%       |
| Audio and Video Equipment Technicians                   | \$40,581    | 757             | 29%      |
| Film and Video Editors                                  | \$47,382    | 118             | 23%      |

Successful completion of the Digital Communications program of study will fulfill requirements of the Business and Industry endorsement. Revised – October 2022

# Digital Communications Course Information

## Level 1

| COURSE NAME  | SERVICE ID           | PREREQUISITES | COREQUISITES |
|--|----------------------|---------------|--------------|
| Principles of Arts, A/V Technology, and Communications | 13008200 (1 credit)  | None          | None         |
| Professional Communication                             | 13009900 (.5 credit) | None          | None         |
| Web Communications                                     | 03580810 (.5 credit) | None          | None         |
| Digital Communications in the 21st Century             | 03580610 (1 credit)  | None          | None         |

## Level 2

| COURSE NAME                  | SERVICE ID                                  | PREREQUISITES | COREQUISITES |
|------------------------------|---|---------------|--------------|
| Audio/Video Production I/Lab | 13008500 (1 credit)<br>13008510 (2 credits) | None          | None         |
| Digital Audio Technology I   | 13009950 (1 credit)                         | None          | None         |

## Level 3

| COURSE NAME                   | SERVICE ID                                  | PREREQUISITES              | COREQUISITES (CREQ) |
|-------------------------------|---|----------------------------|---------------------|
| Audio/Video Production II/Lab | 13008600 (1 credit)<br>13008610 (2 credits) | Audio/Video Production I   | None                |
| Digital Audio Technology II   | 13009960 (1 credit)                         | Digital Audio Technology I | None                |

## Level 4

| COURSE NAME                           | SERVICE ID   | PREREQUISITES  | COREQUISITES |
|---------------------------------------|--|--|--------------|
| Practicum in Audio/Video Production   | 13008700 (2 credits)<br>13008705 (3 credits)<br>13008710 (2 credits)<br>13008715 (3 credits) | Audio/Video Production II/Lab                            | None         |
| Practicum in Digital Audio Technology | N1300996 (2 credits)   | Digital Audio Technology I & Digital Audio Technology II | None         |
| Practicum in Entrepreneurship         | N1303425 (2 credits)   | None   | None         |
| Career Preparation I                  | 12701300 (2 credits)<br>12701305 (3 credits)   | None   | None         |

FOR ADDITIONAL INFORMATION ON THE ARTS, AUDIO/VIDEO TECHNOLOGY, AND COMMUNICATIONS CAREER CLUSTER, PLEASE CONTACT: [CTE@tea.texas.gov](mailto:CTE@tea.texas.gov)  
<https://tea.texas.gov/cte>

[LEA name] does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs or activities and provides equal access to the Boy Scouts and other designated youth groups. The following person has been designated to handle inquiries regarding the nondiscrimination policies: [title, address, telephone number, email.]

Further nondiscrimination information can be found at [Notification of Nondiscrimination in Career and Technical Education Programs](#).