



Prof. Communications  
(Speech – MS)

**Level 1** Digital Com. in the  
21st Century (Video In  
Social Media)

**Level 2** Audio/Video  
Production I

**Level 3** Audio Video  
Production II

**Level 4** Practicum of  
Audio/Video  
Production

HIGH SCHOOL/ INDUSTRY CERTIFICATION	CERTIFICATE/ LICENSE*	ASSOCIATE'S DEGREE	BACHELOR'S DEGREE	MASTER'S/ DOCTORAL PROFESSIONAL DEGREE
Apple Final Cut Pro X	Certified Video Engineer	Recording Arts Technology/ Technician	Recording Arts Technology/ Technician	Communications Technology/ Technician
Apple Logic Pro X	Commercial Audio Technician	Cinematography and Film/ Video Production	Cinematography and Film/ Video Production	Cinematography and Film/ Video Production
Adobe Certified Associate Premiere Pro	Certified AM Directional Specialist	Radio and Television Broadcasting Technology/ Technician	Radio and Television	Radio and Television
Adobe Certified Associate Certifications	Certified Broadcast Radio Engineer	Music Technology	Agricultural Communication/ Journalism	Agricultural Communication/ Journalism

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%

### WORK BASED LEARNING AND EXPANDED LEARNING OPPORTUNITIES

Exploration Activities:	Work Based Learning Activities:
Shadow a production team Participate in SkillsUSA or TSA	Intern at a local television station or video production company Work with a local company on a project

Additional industry-based certification information is available on the TEA CTE website. For more information on postsecondary options for this program of study, visit TXCTE.org.

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.



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.

Successful completion of the Digital Communications program of study will fulfill requirements of the Business and Industry Endorsement. Revised - July 2020



# COURSE INFORMATION

FOR ADDITIONAL INFORMATION ON THE ARTS, AUDIO/VIDEO, TECHNOLOGY, AND COMMUNICATIONS CAREER CLUSTER, PLEASE CONTACT:

Jennifer Bullock | [Jennifer.Bullock@tea.texas.gov](mailto:Jennifer.Bullock@tea.texas.gov)

<https://tea.texas.gov/cte>

Eanes ISD offers career and technical education programs in Arts, A/V Technology and Communications; Business, Management and Administration; Education and Training; Human Development, Management and Services; Health Science; Information Technology, Marketing and STEM. Admission to these programs is based on interest and aptitude, age appropriateness, and class space available.

It is the policy of the Eanes Independent School District not to discriminate on the basis of race, color, national origin, sex, or handicap in its vocational programs, services or activities as required by Title VI of the Civil Rights Act of 1964, as amended; Title IX of the Education Amendments of 1972; the Age Discrimination Act of 1975, as amended; and Section 504 of the Rehabilitation Act of 1973, as amended. Eanes 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. For information about your rights or grievance procedures, contact the following persons are designated to handle inquiries regarding non-discrimination policies:

- Title II, Section 504: Assistant Superintendent of CIA, Molly May, [mmay@eanesisd.net](mailto:mmay@eanesisd.net) (512) 732-9021.
- Title IX and Age Act of 1975: Assistant Superintendent for Human Resources, Laurie Lee, [lee@eanesisd.net](mailto:lee@eanesisd.net), (512) 732-9010. at EISD Central Administration, 601 Camp Craft Rd., Austin, TX, 78746.

## **Declaración de la Práctica de No Discriminar**

La práctica de Eanes Independent School District es de no discriminar ya sea por raza, color, origen nacional, sexo, discapacidad, ni edad de la persona al emplear o para proporcionar educación, admisión, trato, o acceso a los beneficios de servicios educativos, actividades, y programas. Las siguientes personas han sido designadas para responder a preguntas tocantes las prácticas para evitar la discriminación:

La Ley del Título II y Sección 504 (Title II and Section 504): Director de Educación Especial, Molly May, [mmay@eanesisd.net](mailto:mmay@eanesisd.net), (512) 732-9021

La Ley del Título IX y Discriminación Tocante la Edad de 1975 (Title IX and Age Discrimination Act of 1975): Asistente al Superintendente en Recursos Humanos, Laurie Lee, [lee@eanesisd.net](mailto:lee@eanesisd.net), (512) 732-9010

Ambos tienen sus oficinas en EISD Central Administration, 601 Camp Craft Rd., Austin, TX, 78746.