DIGITAL COMMUNICATIONS

ARTS, A/V TECHNOLOGY AND COMMUNICATIONS

COURSES

GRADE 9
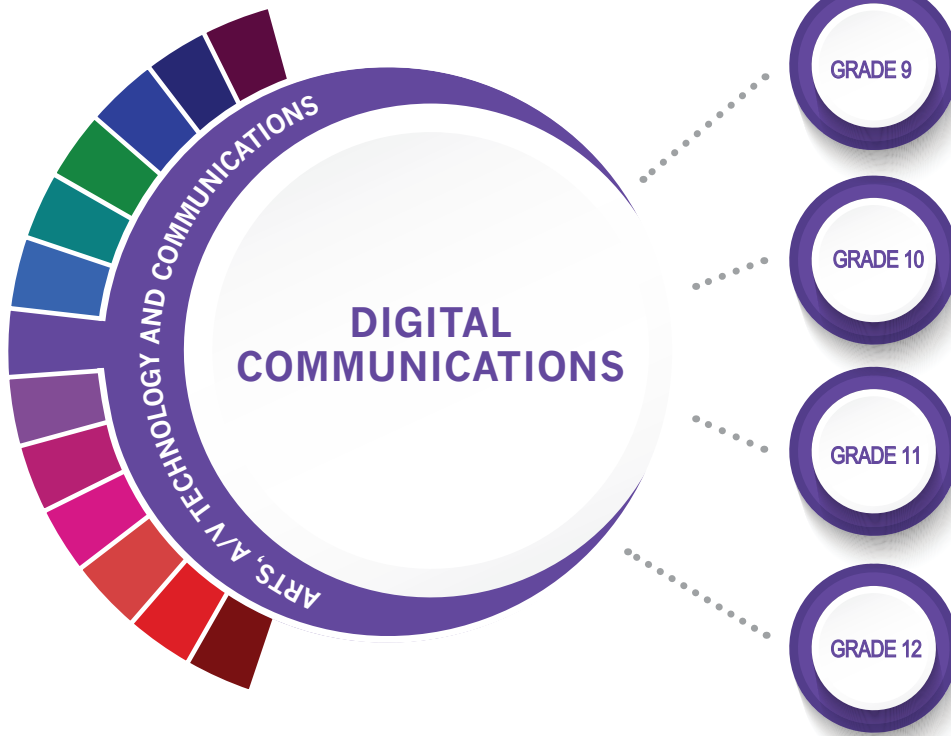Principles of Arts, A/V Technology, and Communications and Professional Communications
Level 1

GRADE 10
Audio/Video Production/Lab
Level 2

GRADE 11
Audio Video Production II/Lab
Level 3

GRADE 12
Practicum of Audio/Video Production
Level 4

HIGH SCHOOL/ INDUSTRY CERTIFICATION	CERTIFICATE/ LICENSE*	ASSOCIATE'S DEGREE	BACHELOR'S DEGREE	MASTER'S/ DOCTORAL PROFESSIONAL DEGREE
	Certified Video Engineer	Recording Arts Technology/Technician		Communications Technology/ Technician
	Commercial Audio Technician	Cinematography and Film/ Video Production		
Adobe Certified Associate Premiere Pro	Certified AM Directional Specialist	Radio and Television Broadcasting Technology/ Technician	Radio and Television	
	Certified Broadcast Radio Engineer	Music Technology	Agricultural Communication/ Journalism	
Additional industry based certification information is available from the TEA CTE website.				
For more information on postsecondary options for this program of study, visit TXCTE.org.				

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:
Shadow a production team
SkillsUSA, TSA

Work Based Learning Activities:
Intern at a local television station or video production company

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

TEA Texas Education Agency

COURSE INFORMATION

COURSE NAME	SERVICE ID	PREREQUISITES (PREQ) COREQUISITES (CREQ)	GRADE
Principles of Arts,A/V Technology, and Communications	13008200 (1 credit)	None	9
Professional Communications STC Dual Enrollment Opportunity	13009900 (.5 credits)	None	9-12
Web Communications	03580810 (.5 credits)	None	9
Digital Communications in the 21st Century	03580610 (1 credit)	None	9-12
Audio/Video Production I/Lab	13008500 (1 credit) 13008510 (2 credits)	None	10-12
Digital Audio Technology I	13009950 (1 credit)	None	9-12
Audio Video Production II/Lab	13008600 (1 credit) 13008610 (2 credits)	PREQ: Audio/Video Production I	10-12
Digital Audio Technology II	13009960 (1 credit)	PREQ: Digital Audio Technology I	10-12
Practicum of Audio/Video Production	13008700 (2 credits) 13008705 (3 credits) 13008710 (2 credits) 13008715 (3 credits)	PREQ: Audio/Video Production II/Lab	11-12
Practicum of Digital Audio Technology	TBD	TBD	TBD
Practicum of Entrepreneurship	TBD	TBD	TBD

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

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https://tea.texas.gov/cte