

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 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

- Web Communications
 - 1 Semester at Home Campus
 - 1854/9-12
- Professional Communications
 - 1 Semester at Home Campus
 - 2246/9-12

Level 2

- Audio/Video Production I
 - 2 Semesters at Ben Barber
 - 1869CA-CB/9-12
 - **Adobe Premiere Certification Possible**
- Digital Audio Technology I
 - 1 Semester at Ben Barber
 - 1880CT/10-12

Level 3

- Audio/Video Production II
 - 2 Semesters at Ben Barber
 - 1871CA-CB/10-12
 - **Prerequisites: Audio/Video Production I**
 - **Adobe Premiere Certification Possible**

Level 3

- Digital Audio Technology II
 - 1 Semester at Ben Barber
 - 1885CT/10-12
 - **Prerequisites: Digital Audio Technology II**
 - **Broadcasting and Journalism Certification Possible**

Level 4

- Practicum in Audio/Video Production
 - 2 Semesters at Ben Barber
 - 1873CA-CB/11-12 (E)
 - **Prerequisites: Audio/Video Production II**
 - Selection Process
- Practicum in Digital Audio Technology
 - 2 Semesters at Ben Barber
 - 1887CA-CB/11-12
 - **Prerequisites: Digital Audio Technology II**
 - Selection Process
- Sports Broadcasting Practicum
 - 1 Semester at Ben Barber
 - 11877CT/11-12
 - **Prerequisites: Digital Audio Technology II**
 - Selection Process

Roadmap to Completer

Levels	Courses	
Level 1	1854 Web Communications (.5 Credit)	2246 Professional Communications (.5 Credit)
Level 2	1869CA-CB Audio/Video Production I (2 Credits)	1880CT Digital Audio Technology I (1 Credit)
Level 3	1871CA-CB Audio/Video Production II (2 Credits)	1885CT Digital Audio Technology II (1 Credit)
Level 4	1873CA-CB Practicum in Audio/Video Production (2 Credits) <i>Students must successfully complete a level 1 or 2 course AND a level 3 or 4 course to take a practicum course</i>	1877CT Sports Broadcasting Practicum (1 Credit)
		1887CA-CB Practicum in Digital Audio Technology (2 Credits) <i>Students must successfully complete a level 1 or 2 course AND a level 3 or 4 course to take a practicum course</i>

1 Semester Home Campus	2 Semester Home Campus	1 Semester Ben Barber	2 Semesters Ben Barber	Ben Barber or HC
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- Failure to follow the sequence of courses in the Roadmap to Completer could result in a student not meeting standards to be a CTE Completer in the program of study.
- Students without their own transportation may not be able to participate in a practicum course.
- Successful completion of the Digital Communications program of study will fulfill requirements of the Business and Industry endorsement.