

# ANIMATION AND A/V (Digital Communications)



9th

10th

11th

12th

## COURSES

Principles of Arts, A/V Technology, and Communications

Audio/Video Production I

Audio/Video Production II

Practicum in Entrepreneurship

## Postsecondary Options

HIGH SCHOOL/INDUSTRY CERTIFICATION	CERTIFICATE/LICENSE*	ASSOCIATE'S DEGREE	BACHELOR'S DEGREE	MASTER'S/DOCTORAL PROFESSIONAL DEGREE
Adobe Certified Associate (TBD)	Certified Broadcast Radio Engineer	Music Technology	Agricultural Communication/Journalism	
	Certified Video Engineer	Recording Arts Technology/ Technician		Communications Technology/ Technician
	Commercial Audio Technician	Cinematography and Film/ Video Production		
	Certified AM Directional Specialist	Radio and Television Broadcasting Technology/ Technician	Radio and Television	

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

The Animation and A/V pathway 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.

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

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



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 Animation and A/V program of study will fulfill requirements of a Business and Industry Endorsement.

