

# 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

#### Level 2

- Audio/Video Production I/Lab

#### Level 3

- Audio/Video Production II/Lab

#### Level 4

- Practicum of Audio/Video Production
- Career Preparation I

### 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
- Audio-Visual Communications - Job Ready
- Broadcasting and Journalism
- Digital Video Production Foundations



### 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

### 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 – August 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

## Level 2

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Audio/Video Production I/Lab	13008500 (1 credit)	None	None

## Level 3

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES (CREQ)
Audio/Video Production II/Lab	13008610 (2 credits)	Audio/Video Production I	None

## Level 4

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Practicum in Audio/Video Production	13008700 (2 credits)	Audio/Video Production II/Lab	None
Career Preparation I	12701300 (2 credits) 12701305 (3 credits)	None	None

FOR ADDITIONAL INFORMATION ON THE BUSINESS, MARKETING, AND FINANCE CAREER CLUSTER, PLEASE CONTACT:

Travis Waddell | [TWADDELL@LDISD.NET](mailto:TWADDELL@LDISD.NET) <https://www.ldisd.net/domain/1589>

Lake Dallas ISD 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: Karla Landrum @ [klandrum@ldisd.net](mailto:klandrum@ldisd.net) , 940-497-4039.

Further nondiscrimination information can be found:

[https://www.ldisd.net/cms/lib5/TX01817232/Centricity/Domain/1589//22-23/Non%20Discrimination%20Statement%202022\\_2023%20English.pdf](https://www.ldisd.net/cms/lib5/TX01817232/Centricity/Domain/1589//22-23/Non%20Discrimination%20Statement%202022_2023%20English.pdf)