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
- Professional Communications

Level 2
- Audio/Video Production I

Level 3
- Audio/Video Production II

Level 4
- Practicum of Audio/Video Production

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

Industry-Based Certifications

- 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

Texas Education Agency

Digital Communications
Course Information

Level 1

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Professional Communication	13009900 (.5 credit)	None	None

Level 2

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

Level 3

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES (CREQ)
Audio/Video Production II	13008600 (1 credit)	Audio/Video Production I	None

Level 4

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Practicum in Audio/Video Production	13008705 (3 credits) 13008715 (3 credits)	Audio/Video Production II	None

FOR ADDITIONAL INFORMATION ON THE ARTS, AUDIO/VIDEO TECHNOLOGY, AND COMMUNICATIONS CAREER CLUSTER, PLEASE CONTACT: CTE@tea.texas.gov
https://tea.texas.gov/cte

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Further nondiscrimination information can be found at Notification of Nondiscrimination in Career and Technical Education Programs.