

# Arts, Audio/Video Technology, and Communications Career Cluster

The Arts, Audio Visual Technology and Communications (AAVTC) Career Cluster focuses on designing, producing, exhibiting, performing, writing, and publishing multimedia content requiring creative aptitude, fluency in computer and technology applications, and proficiency in oral and written communication. This career cluster includes occupations ranging from camera operator, audio and video technician, director, and producer to graphic designer and web and digital interface designer.

## Audio/Video Production



The Audio/Video Production 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

#### Level 2

- Audio/Video Production I <sup>1</sup>

#### Level 3

- Audio/Video Production II/Lab <sup>2</sup>

#### Level 4

- Practicum of Audio/Video Production (H)



### 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

#### Master's, Doctoral, and Professional Degrees

- Communications Technology/Technician
- Cinematography and Film/Video Production
- Radio and Television

### Work-Based Learning and Expanded Learning Opportunities

#### Exploration Activities

- Participate in Business Professionals of America (BPA) or Technology Student Association (TSA)

#### Work-Based Learning Activities

- Shadow a production team
- 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 <sup>1</sup>
- Adobe Certified Professional in Digital Video Using Adobe Premiere Pro <sup>2</sup>



### Aligned Occupations

Occupations	Median Wage	Annual Openings	% Growth
Producers and Directors	\$77,000	520	12%
Camera Operators, Television, Video, and Film	\$57,500	150	20%
Audio and Video Technicians	\$48,000	630	30%

Successful completion of the Audio/Video Production program of study will fulfill requirements of the Business and Industry endorsement. Revised – May 2024

# Audio/Video Production Course Information

## Level 1

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE LEVEL(S)
Principles of Arts, Audio/Video Technology, and Communications	13008200 (1 credit)	None	9

## Level 2

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE LEVEL(S)
Audio/Video Production I	13008500 (1 credit)	Principles of Arts, Audio/Video Technology, and Communications	10

## Level 3

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE LEVEL(S)
Audio/Video Production II/Lab	13008610 (2 credits)	Audio/Video Production I	11

## Level 4

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE LEVEL(S)
Practicum in Audio/Video Production (H)	13008700 (2 credits)	Audio/Video Production II/Lab	12

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

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