



Arts, A/V Technology and Communications

The Arts, Audio Visual Technology, and Communication (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.



Program of Study: Digital Communications

The Digital Communications program of study focuses on occupational 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. The program of study includes operating machines and equipment such as microphones, sound speakers, video screens, projectors, video monitors, sound and mixing boards, and related electronic equipment to record sound and images.

Courses

9 th Grade	Principles of Arts, A/V Technology, and Communications
	Professional Communications
	Web Communications
10 th Grade	Audio/Video Production I
	Digital Design and Media Productions (Optional)
11 th Grade	Audio/Video Production II/Lab
12 th Grade	Practicum of Audio/Video Production
	OR Career Preparation for Programs of Study

Work-Based Learning/Expanded Learning Opportunities

Work-Based Learning Activities	<ul style="list-style-type: none"> Earn industry certification Work with Panther Productions
Expanded Learning Opportunities	SkillsUSA

Aligned Industry-Based Certifications

- Adobe Certified Professional in Digital Video using Adobe Premiere Pro
- Adobe Certified Professional in Visual Design Using Adobe Photoshop



Example Postsecondary Opportunities

Apprenticeships

- Light Technician

Associate Degrees

- Commercial and Advertising Art
- Animation, Interactive Technology, Video Graphics, and Special Effects

Bachelor's Degrees

- Cinematography and Film/Video Production
- Recording Arts Technology

Master's, Doctoral, and Professional Degrees

- Animation, Interactive Technology, Video Graphics, and Special Effects
- Communications Technology

Additional Stackable IBCs/License

- CompTIA Digital Media and Entertainment Professional Certification (DMEP)

Example Aligned Occupations

Camera Operators, Television, Video, and Film

Median Wage: \$48,422
Annual Openings: 155
10-Year Growth: 20%

Audio and Video Technicians

Median Wage: \$46,319
Annual Openings: 626
10-Year Growth: 30%

Producers and Directors

Median Wage: \$65,029
Annual Openings: 522
10-Year Growth: 12%

Successful completion of this program of study will fulfill requirements of the Business and Industry Endorsement. Approved Statewide Program of Study. C. E. King High School – 2024-25



Digital Communications

Course Information

Level 1

Principles of Arts, Audio/Video Technology, and Communications

13008200

Grade: 9

Credit: 1

Introduction to careers in the Arts, Audio/Video Technology, and Communications career cluster. These careers require a creative aptitude, a strong background in computer and technology applications, a strong academic foundation, and a proficiency in oral and written communication. Within this context, students will be expected to develop an understanding of the various and multifaceted career opportunities in this cluster and the knowledge, skills, and educational requirements for those opportunities.

Professional Communications

13009900

Grade: 9-12

Credit: 0.5

Professional Communications blends written, oral, and graphic communication in a career-based environment. Careers in the global economy require individuals to be creative and have a strong background in computer and technology applications, a strong and solid academic foundation, and a proficiency in professional oral and written communication. Within this context, students will be expected to develop and expand the ability to write, read, edit, speak, listen, apply software applications, manipulate computer graphics, and conduct Internet research.

Web Communications

03580810

Grade: 9-12

Credit: 0.5

In Web Communications, students will acquire knowledge of web communications and technological operations and concepts. This is an exploratory course in web communications. The six strands include creativity and innovation; communication and collaboration; research and information fluency; critical thinking; problem solving, and decision making; digital citizenship; and technology operations and concepts.

Level 2

Audio/Video Production I

13008500

Grade: 10-12

Credit: 1

Recommended Prerequisite: Principles of Arts, Audio/Video Technology, and Communications

Careers in audio and video technology and film production span all aspects of the audio/video communications industry. Within this context, in addition to developing technical knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications Career Cluster, students will be expected to develop an understanding of the industry with a focus on preproduction, production, and post-production audio and video products.

Digital Design and Media Productions (Optional)

03580400

Grade: 10-12

Credit: 1

Digital Design and Media Production will allow students to demonstrate creative thinking, develop innovative strategies, and use communication tools in order to work effectively with others as well as independently. Students will gather information electronically, which will allow for problem solving and making informed decisions regarding media projects. Students will learn digital citizenship by researching current laws and regulations and by practicing integrity and respect. Students will demonstrate a thorough understanding of digital design principles that is transferable to other disciplines. The six strands include creativity and innovation; communication and collaboration; research and information fluency; critical thinking; problem solving, and decision making; digital citizenship; and technology operations and concepts.

Level 3

Audio/Video Production II with Lab

13008610

Grade: 11-12

Credit: 2

Prerequisite: Audio/Video Production I

Careers in audio and video technology and film production span all aspects of the audio/video communications industry. Building upon the concepts taught in Audio/Video Production, in addition to developing advanced knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications Career Cluster, students will be expected to develop an advanced understanding of the industry with a focus on pre-production, production, and post-production products. Through diverse forms of storytelling and production, students will exercise and develop creativity, intellectual curiosity, and critical-thinking, problem-solving, and collaborative skills. This course may be implemented in an audio format or a format with both audio and video.

Industry Based Certification: Adobe Certified Professional in Digital Video using Adobe Premiere Pro



Digital Communications Course Information

Level 4

Practicum in Audio/Video Production

13008700

Grade: 12

Credit: 2

Prerequisite: Audio/Video Production II with Lab

Building upon the concepts taught in Audio/Video Production II and its co-requisite Audio/Video Production II Lab, in addition to developing advanced technical knowledge and skills need for success in the Arts, Audio/Video Technology & Communications Career Cluster, students will be expected to develop an increasing understanding of the industry with a focus on applying preproduction, production, and post-production audio and video products in a professional environment. This course may be implemented in an advanced audio/video or audio format. Instruction may be delivered through lab-based classroom experiences or career preparation opportunities.

Industry Based Certification: Adobe Certified Professional in Visual Design Using Adobe Photoshop