

Arts, Audio Visual Technology, and Communication Career Cluster



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.

Statewide 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.



Weslaco ISD

Secondary Courses for High School Credit

- 9th • **Principles of Arts, Audio/Video Technology, and Communications**

- 10th • **Audio/Video Production I + Audio/Video Production I Lab**

- 11th • **Audio/Video Production II + Audio/Video Production II Lab**

- 12th • **Practicum in Audio/Video Production**

Aligned Advanced Academic Courses

AP or IB	IB Film SL IB Film HL
Dual Credit	Dual credit offerings will vary by local education agency.

Students should be advised to consider these course opportunities to enrich their preparation. AP or IB courses not listed under the Secondary Courses for High School Credit section of this framework document do not count towards concentrator/completer status for this program of study.

Work-Based Learning and Expanded Learning Opportunities

Work-Based Learning Activities	<ul style="list-style-type: none"> • Shadow a sound designer to learn how sound and foley are created for movies or podcasts • Intern with a technical director at a sports team, recording studio, or radio station • Shadow a technician on a live news broadcast, concert, or other event
Expanded Learning Opportunities	<ul style="list-style-type: none"> • Participate in SkillsUSA or TSA • Participate in Student Television Network • Capture and edit film and audio for a podcast with a local community organization

Weslaco ISD Aligned Industry-Based Certifications

- Adobe Certified Professional in Digital Video Using Adobe Premiere Pro
- 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



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%

Data Source: TexasWages, Texas Workforce Commission. Retrieved 3/8/2024




For more information visit:
<https://tea.texas.gov/academics/college-career-and-military-prep/career-and-technical-education/programs-of-study-additional-resources>

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Statewide Program of Study: *Digital Communications*

Course Information

Level 1

Course	Prerequisites Corequisites	Career Clusters
Principles of Arts, Audio/Video Technology, and Communications* 13008200 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Digital Communications in the 21st Century 03580610 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Professional Communications 13009900 (0.5 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	   
Web Communications* 03580810 (0.5 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	 

Level 2

Course	Prerequisites Corequisites	Career Clusters
Audio/Video Production I 13008500 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of AAVTC Recommended Corequisites: Audio/Video Production I Lab	
Audio/Video Production I + Audio/Video Production I Lab 13008510 (2 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of AAVTC or Digital Media Recommended Corequisites: None	
Digital Audio Technology I 13009950 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of AAVTC or Digital Media or both Audio/Video Production I and Audio/Video Production I Lab Recommended Corequisites: None	
Digital Design and Media Production* 13008510 (2 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	 

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* Indicates course is included in more than one program of study.

For additional information on the **Arts, Audio Visual Technology and Communication** career cluster, contact cte@tea.texas.gov or visit <https://tea.texas.gov/cte>



Arts, Audio Visual Technology, and Communication Career Cluster

Statewide Program of Study: *Digital Communications*

Course Information

Level 2

Course	Prerequisites Corequisites	Career Clusters
Entrepreneurship I* 13011101 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of Business, Marketing, and Finance Recommended Corequisites: None	

Level 3

Course	Prerequisites Corequisites	Career Clusters
Audio/Video Production II 13008600 (1 credit)	Prerequisites: Audio/Video Production I Corequisites: None Recommended Prerequisites: None Recommended Corequisites: Audio/Video Production II Lab	
Audio/Video Production II + Audio/Video Production II Lab 13008610 (2 credits)	Prerequisites: Audio/Video Production I Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Digital Audio Technology II 13009960 (1 credit)	Prerequisites: Digital Audio Technology I Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	

Level 4

Course	Prerequisites Corequisites	Career Clusters
AI Video Editing TBD (TBD credit)	Prerequisites: TBD Corequisites: TBD Recommended Prerequisites: TBD Recommended Corequisites: TBD	
Practicum in Audio/Video Production First Time Taken: 13008700 (2 credits) Second Time Taken: 13008710 (2 credits)	Prerequisites: Audio/Video Production II and Audio/Video Production II Lab Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	

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Digital Communications

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Statewide Program of Study: *Digital Communications*

Course Information

Level 4

Course	Prerequisites Corequisites	Career Clusters
Practicum in Audio/Video Production + Extended Practicum in Audio/Video Production First Time Taken: 13008705 (3 credits) Second Time Taken: 13008715 (3 credits)	Prerequisites: Audio/Video Production II and Audio/Video Production II Lab Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Practicum in Digital Audio Technology N1300996 (2 credits)	Prerequisites: Digital Audio Technology I and Digital Audio Technology II Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Practicum in Entrepreneurship* First Time Taken: 13011111 (2 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: Entrepreneurship I and II or successful completion of at least two courses in a CTE program of study Recommended Corequisites: None	
Practicum in Entrepreneurship + Extended Practicum in Entrepreneurship* First Time Taken: 13011121 (3 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: Entrepreneurship I and II or successful completion of at least two courses in a CTE program of study Recommended Corequisites: None	
Career Preparation for Programs of Study* First Time Taken: 12701121 (2 credits)	Prerequisites: At least one Level 2 or higher CTE course Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Career Preparation for Programs of Study + Extended Career Preparation* First Time Taken: 12701141 (3 credits)	Prerequisites: At least one Level 2 or higher CTE course Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	

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