

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.



Secondary Courses for High School Credit

- Level 1** • Principles of Arts, Audio/Video Technology, and Communications

- Level 2** • Audio/Video Production I

- Level 3** • Audio/Video Production II

- Level 4** • Practicum in Audio/Video Production
• Career Preparation for Programs of Study

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

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



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

	Course	Prerequisites Corequisites	Career Clusters
Level 1	Principles of Arts, Audio/Video Technology, and Communications* 13008200 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Level 2	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	
Level 3	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	

* 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>



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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	
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	



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