

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*

Endorsement: *Business and Industry*

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.



Digital Communications Course Sequence

	Course	Prerequisites Corequisites
Level 1	Principles of Arts, Audio/Video Tech & Communications 1 credit, 1 class period	Prerequisites: None
	Course	Prerequisites Corequisites
Level 2	Audio/Visual Production and/or Entrepreneurship I 1 credit, 1 class period	Prerequisites: Principles of AAVTC
	Course	Prerequisites Corequisites
Level 3	Audio/Video Production II 1 credit, 1 class period	Prerequisites: Audio/Visual Production I
	Industry Based Certifications	<ul style="list-style-type: none"> Adobe Certified Professional in Visual Design Using Adobe Photoshop
	Course	Prerequisites Corequisites
Level 4	Practicum in A/V Production OR Practicum in Entrepreneurship 2 credits, 2 class periods	Prerequisites: 2 or more courses in the Digital Media Pathway
	Course	Prerequisites Corequisites

To earn the Digital Communications Pathway and Business & Industry Endorsement, students must complete at least 3 classes for 4 or more credits.

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

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%

Digital Communications

BUSINESS & INDUSTRY ENDORSEMENT



An example of a four-year plan for a student entering 9th grade to complete the Digital Communications Program of Study.

Subject	9th	10th	11th	12th
Language Arts	English 1	English 2	English 3	Advanced English
Mathematics	Algebra 1	Geometry	3 rd Math	4 th Math
Science	Biology or IPC	Biology or Chemistry	3 rd Science	4 th Science
Social Studies	World Geography	World History	US History	Govt./Econ.
Required CTE courses	Principles of Arts, Audio/Video Tech & Communications	Audio/Visual Production and/or Entrepreneurship I	Audio/Video Production II	Practicum in A/V Production OR Practicum in Entrepreneurship
Elective	Physical Education	Fine Arts	Elective	
Elective	Foreign Language	Foreign Language	Elective	Elective

Industry Based Certifications

- Adobe Certified Professional in Visual Design Using Adobe Photoshop

Related CTE Elective Courses

- Business Management
- Entrepreneurship II
- Fashion Design I and II
- Graphic Design I and II

Program of Study Planning

- To complete any Program of Study, a student must complete 3 or more courses for a total of 4 or more credits.
- A student may change their Program of Study at the end of their 9th grade year but must remain in their newly chosen pathway for the remainder of high school if they wish to complete it.
- Students are encouraged to pursue other passions in their academics with the understanding that courses and/or commitments in other programs may conflict with completing their Program of Study.