

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: *Media*

The *Media* program of study emphasizes career and educational opportunities in creating audio and visual content for purposes such as television, advertising, video production, and motion pictures. Students learn to operate equipment like microphones, speakers, video screens, projectors, monitors, and soundboards to produce and record high-quality sound and visuals.



Secondary Courses for High School Credit

Grade Level	Courses
9 th	• Principles of Arts, Audio/Video Technology, and Communications
10 th	• Audio/Video Production I
11 th	• Audio/Video Production II + Audio/Video Production II Lab
12 th	• Practicum in Audio/Video Production
Additional Courses Offered	
9 th – 12 th	• Digital Audio Technology I
10 th – 12 th	• Digital Audio Technology II
9 th – 12 th	• Video Game Design
9 th – 12 th	• Professional Communications

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

IBC's Offered

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