



Audio/Video Production

The Audio/Video Production 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 for High School Credit

Level 1	• Principles of Arts, Audio/Video Technology, and Communications
Level 2	• Audio/Video Production I • Entrepreneurship
Level 3	• Audio/Video Production II
Level 4	• Practicum in Audio/Video Production

Aligned Industry-Based Certifications

- Adobe Certified Professional in Digital Video Using Adobe Premiere Pro

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



Successful completion of the Audio/Video Production program of study will fulfill requirements of the Business and Industry endorsement.

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

(Based on statewide employment data)



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%



Audio/Video Production Course Descriptions

Prin of Arts,Audio/Video Tech,and Comm-APV1000 (1 credit)

Level: 1 Course Fee: None
Prerequisites: None GPA Weight: Regular

The goal of this course is that the student understands arts, audio/video technology, and communications systems. 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.

Audio/Video Production I-APV2000 (1 credit)

Level: 2 Course Fee: None
Prerequisites: None GPA Weight: Regular

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 pre-production, production, and post-production audio and video products.

Entrepreneurship-BUS1220 (1 credit)

Level: 2 Course Fee: None
Prerequisites: None GPA Weight: Regular

Students will learn the principles necessary to begin and operate a business. The primary focus of the course is to help students understand the process of analyzing a business opportunity, preparing a business plan, determining feasibility of an idea using research, and developing a plan to organize and promote the business and its products and services.

Audio/Video Production II-APV3000 (1 credit)

Level: 3 Course Fee: None
Prerequisites: A/V Production I GPA Weight: Regular

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. This course may be implemented in an audio format or a format with both audio and video.



Practicum in Audio/Video Production-APV4000 (2 credits)

Level: 4 Course Fee: None
Prerequisites: A/V Production II GPA Weight: Regular

Building upon the concepts taught in Audio/Video Production II and its corequisite Audio/Video Production II Lab, in addition to developing advanced technical knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications Career Cluster, students will be expected to develop an increasing understanding of the industry with a focus on applying pre-production, 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.



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