

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.

Tivy: 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 + Audio/Video Production I Lab

Level 3 • Audio/Video Production II + Audio/Video Production II Lab

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



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)



Work-Based Learning and Expanded Learning Opportunities

Work-Based Learning Activities

- 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

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 •

Successful completion of the Digital Communications program of study will fulfill requirements of the Business and Industry endorsement.



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>