

# 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.

**Offered to: LMHS and TCHS**



### Secondary Courses for High School Credit

- |                |  |
|----------------|--|
| <b>Level 1</b> | <ul style="list-style-type: none"> <li>Principles of Arts, Audio/Video Technology, and Communications</li> </ul> |
| <b>Level 2</b> | <ul style="list-style-type: none"> <li>Audio/Video Production I</li> </ul>                                       |
| <b>Level 3</b> | <ul style="list-style-type: none"> <li>Audio/Video Production II/Lab</li> </ul>                                  |
| <b>Level 4</b> | <ul style="list-style-type: none"> <li>Practicum in Audio/Video Production</li> </ul>                            |



### 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>

### Work-Based Learning and Expanded Learning Opportunities

<b>Work-Based Learning Activities</b>	<ul style="list-style-type: none"> <li>Shadow a sound designer to learn how sound and foley are created for movies or podcasts</li> <li>Intern with a technical director at a sports team, recording studio, or radio station</li> <li>Shadow a technician on a live news broadcast, concert, or other event</li> </ul>
<b>Expanded Learning Opportunities</b>	<ul style="list-style-type: none"> <li>Participate in SkillsUSA or TSA</li> <li>Participate in Student Television Network</li> <li>Capture and edit film and audio for a podcast with a local community organization</li> </ul>

### Aligned Industry-Based Certifications

- Adobe Certified Professional in Digital Video Using Adobe Premiere Pro
- Digital Video Production Foundations

# Arts, Audio Visual Technology, and Communication Career Cluster

## Statewide Program of Study: *Digital Communications*

### Course Information

#### Level 1

Course	Prerequisites   Corequisites	Local Course #
<b>Principles of Arts, Audio/Video Technology, and Communications</b> 13008200 (1 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None	7755

Careers in the Arts, Audio/Video Technology, and Communications career cluster require, in addition to creative aptitude, a strong background in computer and technology applications, a strong academic foundation, and a proficiency in oral and written communication. 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.

#### Level 2

Course	Prerequisites   Corequisites	Local Course #
<b>Audio/Video Production I</b> 13008500 (1 credit)	<b>Prerequisites:</b> Principles of AAVTC <b>Corequisites:</b> None	7756

Introduces students to careers in audio and video technology and film production span all aspects of the audio/video communications industry. Within this context, 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 activities.

#### Level 3

Course	Prerequisites   Corequisites	Local Course #
<b>Audio/Video Production II/Lab</b> 13008610 (2 credits)	<b>Prerequisites:</b> Audio/Video Production I <b>Corequisites:</b> None <b>*New for LMHS 2026-2027</b>	7853

Introduces students to careers in audio and video technology and film production span all aspects of the audio/video communications industry. Within this context, 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 activities. This course may be implemented in an advanced audio format or an advanced format, including both audio and video.

#### Level 4

Course	Prerequisites   Corequisites	Local Course #
<b>Practicum in Audio/Video Production</b> 13008700 (2 credits)	<b>Prerequisites:</b> Audio/Video Production II and Audio/Video Production II Lab <b>Corequisites:</b> None <b>*New for LMHS 2027-2028</b>	7758

Within this context, 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 activities in a studio environment. This course may be implemented in an advanced audio, video, or animation format.

For additional information on the **Arts, Audio Visual Technology and Communication** career cluster, contact [cte@tea.texas.gov](mailto:cte@tea.texas.gov) or visit <https://tea.texas.gov/cte>