

# Arts, A/V Technology and Communications Career Cluster



The Arts, A/V Technology and Communications Career Cluster focuses on careers in designing, producing, exhibiting, performing, writing, and publishing multimedia content including visual and performing arts and design, journalism, and entertainment services. Careers in the Arts, A/V Technology and Communications Career Cluster require a creative aptitude, a strong background in computer and technology applications, a strong academic foundation, and a proficiency in oral and written communication.

## 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.



### Secondary Courses for High School Credit

- Level 1**
  - Principles of Arts, Audio/Video Technology, and Communications
  - Professional Communications

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- Level 2**
  - Audio/Video Production I + Audio/Video Production I Lab
  - Entrepreneurship I

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- Level 3**
  - Audio/Video Production II + Audio/Video Production II Lab

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- Level 4**
  - Practicum in Audio/Video Production (First time taken)
  - Practicum in Audio/Video Production (Second time taken)

### Aligned Advanced Academic Courses

<b>AP or IB</b>	IB Film SL IB Film HL
<b>Dual Credit</b>	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

<b>Work-Based Learning Activities</b>	<ul style="list-style-type: none"> <li>• Shadow a sound designer to learn how sound and folly is 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 SkillsUSA is a partnership of students, teachers and industry working together to ensure America has a skilled workforce. We help each student excel. A nonprofit national education association, SkillsUSA serves in preparing students for careers in trade, technical and skilled service. Students compete at the regional, state, and national levels in Skills Assessment Program events, engage in community and leadership service activities, and meet students across the state and country through participation in our programs.</li> </ul>

### Aligned Industry-Based Certifications

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



### 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/Licensures

- CompTIA Digital Media and Entertainment Professional Certification (DMEP)



### Example Aligned Occupations

#### Camera Operators, Television, Video, and Film

Median Wage: \$49,444  
Annual Openings: 264  
10-Year Growth: 24%

#### Audio and Video Technicians

Median Wage: \$43,161  
Annual Openings: 752  
10-Year Growth: 27%

#### Producers and Directors

Median Wage: \$57,654  
Annual Openings: 1,232  
10-Year Growth: 25%

Data Source: Lightcast™. (2022). Occupation Table. Retrieved 9/27/2022.



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

# Arts, A/V Technology and Communication Career Cluster

## Statewide Program of Study: *Digital Communications*

### Course Information

	Course	Prerequisites   Corequisites	Career Clusters
Level 1	<b>Principles of Arts, Audio/Video Technology, and Communications*</b> 13008200 (1 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None	
	<b>Professional Communications</b> 13009900 (0.5 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None	   
	Course	Prerequisites   Corequisites	Career Clusters
Level 2	<b>Audio/Video Production I + Audio/Video Production I Lab</b> 13008510 (2 credits)	<b>Prerequisites:</b> None <b>Corequisites:</b> None	
	<b>Entrepreneurship I</b> 13011101 (1 credits)	<b>Prerequisites:</b> None <b>Corequisites:</b> None	
	Course	Prerequisites   Corequisites	Career Clusters
Level 3	<b>Audio/Video Production II + Audio/Video Production II Lab</b> 13008610 (2 credits)	<b>Prerequisites:</b> Audio/Video Production I <b>Corequisites:</b> None	
	Course	Prerequisites   Corequisites	Career Clusters
Level 4	<b>Practicum in Audio/Video Production</b> First Time Taken: 13008700 (2 credits) Second Time Taken: 13008710 (2 credits)	<b>Prerequisites:</b> Audio/Video Production II, Audio/Video Production II Lab <b>Corequisites:</b> None	 

\* Indicates course is included in more than one program of study.

For additional information on the **Arts, A/V Technology and Communication Career Cluster**, contact [cte@tea.texas.gov](mailto:cte@tea.texas.gov) or visit <https://tea.texas.gov/cte>

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