

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.

CFISD Program of Study: Digital Communications – Video Focus

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

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.



Recommended Course Sequence (credits)(A=advanced)

Students wanting an endorsement in this area must select three (3) or more courses totaling four (4) or more credits with at least one being advanced.

Grade 9	<ul style="list-style-type: none"> Principles of Arts, Audio/Video Technology, and Communications (1) OR Digital Audio Technology I (1)
Grade 10	<ul style="list-style-type: none"> Audio/Video Production I (2)
Grade 11	<ul style="list-style-type: none"> Audio/Video Production II (2) (A)
Grade 12	<ul style="list-style-type: none"> Practicum in Audio/Video Production (2) (A)

Aligned Industry-Based Certifications Offered in CFISD

(course) (CCMR=impacts “career ready” status as outlined by the TEA Accountability System for College, Career or Military Readiness)

- Adobe Certified Professional in Digital Video Using Premiere Pro (Audio/Video Production I) (CCMR)
- Adobe Certified Professional in Visual Effects & Motion Graphics Using After Effects (Audio/Video Prod II)
- FAA Part 107 Remote Drone Pilot (Practicum in Audio/Video Production)

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

AVAILABLE TO STUDENTS AT ALL 12 HIGH SCHOOLS!

- Receive training on industry-standard material, software & equipment.
- Enhance your resume by earning recognized industry-based certifications.
- Get a jump-start by taking advantage of core curriculum dual credit, transferable to 2-yr and 4-yr degrees.

ALL AT A FRACTION OF THE COST!



For more information on this and other CTE programs of study offered in CFISD, visit <https://www.cfisd.net/academics/career-technical-education/programs-of-study>

What's next? For more information on related programs available to continue your studies at Lone Star College, visit <https://www.lonestar.edu/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)



Example Aligned Occupations

Data Source: Texas Wages, Texas Workforce Commission. rev 3/8/2024

Camera Operators, Television, Video, and Film

Median Wage: \$62,701
Annual Openings: 169
10-Year Growth: 20%

Audio and Video Technicians

Median Wage: \$48,466
Annual Openings: 525
10-Year Growth: 30%

Producers and Directors

Median Wage: \$61,827
Annual Openings: 808
10-Year Growth: 12%