

Arts, Audio Visual Technology, and Communications 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.

Secondary Courses for High School Credit

Level 1	• Principles of Arts, Audio/Video Technology, and Communications (13008200)
Level 2	• Audio/Video Production I (13008500)
Level 3	• Digital Audio Technology I (13009950)
Level 4	• Digital Audio Technology II (13009960)

Work-Based Learning and Expanded Learning Opportunities

Work-Based Learning Activities	• Shadow a technician on a live news broadcast, concert, or other event
Expanded Learning Opportunities	• Participate in Student Television Network • Capture and edit film and audio for a podcast with a local community organization

Aligned Industry-Based Certifications

- Digital Video Production Foundations



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: \$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%

