



Digital Communications Academy

with Focus in Audio Video Film Technology

SCC-017-BI-AVTech

@ SCTHS



The Digital Communications program of study explores the occupations 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. This program of study may also include exploration into operating machines and equipment to record sound and images, such as microphones, sound speakers, video screens, projectors, video monitors, sound and mixing boards, and related electronic equipment.

Secondary Courses for High School Credit

Level 1

- **SC09755** Digital Media
- **SC09800** Commercial Photography

Level 2

- Dual Credit AV Courses with HCC

Level 3

- Dual Credit AV Courses with HCC

Level 4

- Dual Credit AV Courses with HCC



Postsecondary Opportunities

Associates Degrees

- Recording Arts Technology/Technician
- Cinematography and Film/Video Production
- Radio and Television Broadcasting Technology/Technician
- Music Technology

Bachelor's Degrees

- Recording Arts Technology/Technician
- Cinematography and Film/Video Production
- Radio and Television
- Agricultural Communication/Journalism

Master's, Doctoral, and Professional Degrees

- Communications Technology/Technician
- Cinematography and Film/Video Production
- Radio and Television
- Agricultural Communication/Journalism

Work-Based Learning and Expanded Learning Opportunities

Exploration Activities	Work-Based Learning Activities
• Shadow a production team	• Intern at a local television station or video production company • Work with a local company on a project

Industry-Based Certifications

- Adobe Certified Professional in Print and Digital Media Publication Using Adobe InDesign
- Adobe Certified Professional in Print and Digital Media Publication Using Adobe InDesign
- Adobe Certified Professional in Visual Design
- Adobe Certified Professional in Visual Design Using Adobe Photoshop



Aligned Occupations

Occupations	Median Wage	Annual Openings	% Growth
Sound Engineering Technicians	\$39,562	79	27%
Camera Operators, Television, Video, and Motion Picture	\$50,024	129	9%
Audio and Video Equipment Technicians	\$40,581	757	29%
Film and Video Editors	\$47,382	118	23%

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

Revised – October 2022

COURSE INFORMATION

SC09755	DIGITAL MEDIA (SCTHS ONLY)	GPA Level: Regular
Grade Level: 9 -12	Service ID: 13027800 (1 cr.)	Prerequisites: None Satisfies Technology Requirement

Are you creative? Do you like photo editing and drawing? Do you want to learn how to combine media applications to create real-world projects and prepare for a future in business? In this “hands-on” course, students will build on their basic computer skills using Adobe Suite designing and editing software to produce a variety of documents such as brochures, programs, flyers, posters, and magazine covers. Students will produce exciting projects that require using the latest industry led software programs and creating original design which will prepare them for the future.

SC09800	COMMERCIAL PHOTOGRAPHY I (SCTHS ONLY)	GPA Level: Regular
Grade Level: 9-12	Service ID: 13009100 (1 cr.)	Prerequisites: None

Introduction to commercial digital photography. This course will cover basic concepts for purchasing a digital camera, image capture, image editing, and image output. This course enables students to use and understand all the skills and techniques required to advance in the Arts, AV & Communications fields.

DUAL CREDIT WITH HOUSTON COMMUNITY COLLEGE

Digital Communication Academy students have the opportunity to earn a Level 1 Certificate in Film/Video Production.

RTVB 1309 Audio/Radio Production I
 RTVB 1321 TV/Video Field Production
 RTVB 2330 Film and Video Editing
 FLMC 1311 Survey of the Motion Picture
 FLMC 1300 Production Management
 RTVB 1329 Scriptwriting
 FLMC 2344 Advanced Film & Video Editing
 RTVB 2337 Production Workshop

All courses are subject to change by HCC. Please see cohort layout document for course order and high school alignment.