

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.

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

9th Grade	- Principles of Arts, Audio/Video Technology, and Communications - Audio/Video Production 1
10th Grade	- Audio/Video Production 1 - Audio/Video Production 2/Lab
11th Grade	- Audio/Video Production 2/Lab - Practicum in Audio/Video Production
12th Grade	- Practicum in Audio/Video Production - Practicum in Audio/Video Production 2
Optional Electives	- Commerical Photography - SR&D: Unmanned Aerial Vehicles

Internship and Practicum Opportunities

Students have the opportunity to gain hands-on experience at the Keller Center for Advanced Learning (KCAL) as well as local businesses.

Career and Technical Student Organization (CTSO)

TSA

Technology Student
Association

SkillsUSA

Workforce Development
Organization

Career & Technical Student Organizations (CTSOs) are student-led organizations that build leadership, career skills, and real-world experience through competitions, networking, and hands-on learning.

Aligned Industry-Based Certifications

- Adobe Premiere Pro (Audio/Video)
- Adobe InDesign (Graphic Design)
- Adobe Photoshop (Graphic Design/Commerical Photography)
- Adobe Illustrator (Graphic Design)



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%

