

Arts, Audio/Video Technology, and Communications Career Cluster

The Arts, A/V Technology and Communications (AAVTC) 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 AAVTC 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.

Digital Communications Statewide Program of Study



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

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

Level 2

- Audio/Video Production I/Lab

Level 3

- Audio/Video Production II/Lab

Level 4

- Practicum of Audio/Video Production

Work-Based Learning and Expanded Learning Opportunities

Exploration Activities	Work-Based Learning Activities
<ul style="list-style-type: none"> • Participate in SkillsUSA 	<ul style="list-style-type: none"> • Work with a local company on a project

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

Industry-Based Certifications

- Broadcasting and Journalism



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 – August 2022

COURSE INFORMATION

COURSE NAME	COURSE NUMBER AND CREDITS	PREREQUISITES (PREQ) COREQUISITES (CREQ)	GRADE
Principles of Arts, AV, Technology and Communications	8510 or F8510 (1 credit)	None	9-10
Audio/Video Production I	8515 (2 credits)	Principles of AV	10-11
Professional Communications Regular or DC	8610 OR 8610-6 (1 credit)	DC: SWTJC requirements	11-12
Audio/Video Production II	8517 (2 credits)	Audio/Video I	11-12
Extended Practicum of Audio/Video Production	8519 (3 credits)	Audio/Video II	12

COURSE DESCRIPTIONS

Principles of Audio/Video:

This course is designed to develop basic technical writing and communication skills utilizing Apple iMacs and applications, the Adobe Creative Suite, Final Cut Pro, and Cannon cameras. Students will focus on pre-production, production, and post-production video editing skills with a strong introduction to industry standards. Within this context, students will be expected to develop an understanding of the various and multifaceted career opportunities in this cluster.

Audio/Video Production I:

Articulated Credit: DFVP111-Art Institute

Students build on the knowledge from the principles class with hands-on camera experience. Students practice writing scripts, directing, taking video, editing, and being broadcast journalists. They use their talents to create team segments for iRam, an entertainment show, and Status Update, a broadcast news show.

Professional Communications (Speech):

College Credit (for DC course): SPCH 1311

Professional Communications Dual Credit

Professional Communications blends written, oral, and graphic communication in a career-based environment. Careers in the global economy require individuals to be creative and have proficiency in professional oral and written communication.

Audio/Video Production II:

Articulated Credit: DFVP1113-Art Institute

In this class, students use their knowledge to create individual news segments and short movies for two weekly shows. Students learn advanced movie making and have the opportunity to enter film festivals across Texas.

Extended Practicum In Audio/Video Production:

Careers in audio and video technology and film production span all aspects of the audio/video communications industry. Within this context, in addition to developing advanced technical knowledge and skills needed for success in the Arts, Audio/Video Technology and Communications career cluster, students will be expected to develop an increasing understanding of the industry with a focus on applying pre-production, production, and post-production audio and video activities in a studio environment. This course may be implemented in an advanced audio, video, or animation format. Instruction may be delivered through lab-based classroom experiences or career preparation opportunities.

Courses in yellow are advanced courses for endorsement purposes.

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