

# 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.

## 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
  - Professional Communications

- Level 2**
- Audio/Video Production I

- Level 3**
- Audio/Video Production II

- Level 4**
- Practicum in Audio/Video Production + Extended Practicum in Audio/Video Production
  - Career Preparation for Programs of Study + Extended Career Preparation

### Aligned Advanced Academic Courses

- Dual Credit** Dual credit offerings will vary by local education agency.

*Students should be advised to consider these course opportunities to enrich their preparation. AP or IB courses not listed under the Secondary Courses for High School Credit section of this framework document do not count towards concentrator/completer status for this program of study.*

### Work-Based Learning and Expanded Learning Opportunities

#### Work-Based Learning Activities

- 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

- Participate in SkillsUSA or TSA
- Participate in Student Television Network
- Capture and edit film and audio for a podcast with a local community organization

### Aligned Industry-Based Certifications

- Adobe Certified Professional in Digital Video Using Adobe Premiere Pro
- 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
- Broadcasting and Journalism

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



### 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%

Data Source: TexasWages, Texas Workforce Commission. Retrieved 3/8/2024.



For more information visit:

<https://tea.texas.gov/academics/college-career-and-military-prep/career-and-technical-education/programs-of-study-additional-resources>

# 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:

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:

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.**

San Felipe Del Rio CISD does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs or activities and provides equal access to the Boy Scouts and other designated youth groups. The following person has been designated to handle inquiries regarding the nondiscrimination policies: Coordinator of Title IX, 315 Griner St., Del Rio, TX 78840, 830-778-4073, [sandra.hernandez@sfd-r-cisd.org](mailto:sandra.hernandez@sfd-r-cisd.org)