

# 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

- |                |   |
|----------------|---|
| <b>Level 1</b> | <ul style="list-style-type: none"> <li>Professional Communications</li> </ul>   |
| <b>Level 2</b> | <ul style="list-style-type: none"> <li>Digital Design and Media Production</li> <li>Entrepreneurship I</li> </ul>   |
| <b>Level 3</b> |   |
| <b>Level 4</b> | <ul style="list-style-type: none"> <li>Practicum in Entrepreneurship</li> <li>Practicum in Entrepreneurship + Extended Practicum in Entrepreneurship</li> <li>Career Preparation for Programs of Study</li> <li>Career Preparation for Programs of Study + Extended Career Preparation</li> </ul> |

### Aligned Advanced Academic Courses

<b>AP or IB</b>	IB Film SL IB Film HL
<b>Dual Credit</b>	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

<b>Work-Based Learning Activities</b>	<ul style="list-style-type: none"> <li>Shadow a sound designer to learn how sound and foley are created for movies or podcasts</li> <li>Intern with a technical director at a sports team, recording studio, or radio station</li> <li>Shadow a technician on a live news broadcast, concert, or other event</li> </ul>
<b>Expanded Learning Opportunities</b>	<ul style="list-style-type: none"> <li>Participate in SkillsUSA or TSA</li> <li>Participate in Student Television Network</li> <li>Capture and edit film and audio for a podcast with a local community organization</li> </ul>

### Aligned Industry-Based Certifications

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>Adobe Certified Professional in Digital Video Using Adobe Premiere Pro</li> <li>Adobe Certified Professional in Print and Digital Media Publication Using Adobe InDesign</li> <li>Adobe Certified Professional in Visual Design</li> </ul> | <ul style="list-style-type: none"> <li>Adobe Certified Professional in Visual Design Using Adobe Photoshop</li> <li>Audio-Visual Communications - Job Ready</li> <li>Broadcasting and Journalism</li> <li>Digital Video Production Foundations</li> </ul> |
|---|---|

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>

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## Statewide Program of Study: *Digital Communications*

### Course Information

#### Level 1

Course	Prerequisites   Corequisites	Career Clusters
<b>Principles of Arts, Audio/Video Technology, and Communications*</b> 13008200 (1 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	
<b>Digital Communications in the 21<sup>st</sup> Century</b> 03580610 (1 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	
<b>Professional Communications</b> 13009900 (0.5 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	   
<b>Web Communications*</b> 03580810 (0.5 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	 

#### Level 2

Course	Prerequisites   Corequisites	Career Clusters
<b>Audio/Video Production I</b> 13008500 (1 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Principles of AAVTC <b>Recommended Corequisites:</b> None	
<b>Audio/Video Production I + Audio/Video Production I Lab</b> 13008510 (2 credits)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Principles of AAVTC or Digital Media <b>Recommended Corequisites:</b> None	
<b>Digital Audio Technology I</b> 13009950 (1 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Principles of AAVTC or Digital Media or both Audio/Video Production I and Audio/Video Production I Lab <b>Recommended Corequisites:</b> None	
<b>Digital Design and Media Production*</b> 13008510 (2 credits)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	 
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\* Indicates course is included in more than one program of study.

For additional information on the **Arts, Audio Visual Technology and Communication** career cluster, contact [cte@tea.texas.gov](mailto:cte@tea.texas.gov) or visit <https://tea.texas.gov/cte>

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## Statewide Program of Study: *Digital Communications*

### Course Information

#### Level 2

Course	Prerequisites   Corequisites	Career Clusters
<b>Entrepreneurship I*</b> 13011101 (1 credit)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Principles of Business, Marketing, and Finance <b>Recommended Corequisites:</b> None	

#### Level 3

Course	Prerequisites   Corequisites	Career Clusters
<b>Audio/Video Production II</b> 13008600 (1 credit)	<b>Prerequisites:</b> Audio/Video Production I <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	
<b>Audio/Video Production II + Audio/Video Production II Lab</b> 13008610 (2 credits)	<b>Prerequisites:</b> Audio/Video Production I <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	
<b>Digital Audio Technology II</b> 13009960 (1 credit)	<b>Prerequisites:</b> Digital Audio Technology I <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	

#### Level 4

Course	Prerequisites   Corequisites	Career Clusters
<b>AI Video Editing</b> TBD (TBD credit)	<b>Prerequisites:</b> TBD <b>Corequisites:</b> TBD <b>Recommended Prerequisites:</b> TBD <b>Recommended Corequisites:</b> TBD	
<b>Practicum in Audio/Video Production</b> First Time Taken: 13008700 (2 credits) Second Time Taken: 13008710 (2 credits)	<b>Prerequisites:</b> Audio/Video Production II and Audio/Video Production II Lab <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	

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## Statewide Program of Study: *Digital Communications*

### Course Information

Level 4

Course	Prerequisites   Corequisites	Career Clusters
<b>Practicum in Audio/Video Production + Extended Practicum in Audio/Video Production</b> First Time Taken: 13008705 (3 credits) Second Time Taken: 13008715 (3 credits)	<b>Prerequisites:</b> Audio/Video Production II and Audio/Video Production II Lab <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	 
<b>Practicum in Digital Audio Technology</b> N1300996 (2 credits)	<b>Prerequisites:</b> Digital Audio Technology I and Digital Audio Technology II <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	
<b>Practicum in Entrepreneurship*</b> First Time Taken: 13011111 (2 credits)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Entrepreneurship I and II or successful completion of at least two courses in a CTE program of study <b>Recommended Corequisites:</b> None	         
<b>Practicum in Entrepreneurship + Extended Practicum in Entrepreneurship*</b> First Time Taken: 13011121 (3 credits)	<b>Prerequisites:</b> None <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> Entrepreneurship I and II or successful completion of at least two courses in a CTE program of study <b>Recommended Corequisites:</b> None	         
<b>Career Preparation for Programs of Study*</b> First Time Taken: 12701121 (2 credits)	<b>Prerequisites:</b> At least one Level 2 or higher CTE course <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	           
<b>Career Preparation for Programs of Study + Extended Career Preparation*</b> First Time Taken: 12701141 (3 credits)	<b>Prerequisites:</b> At least one Level 2 or higher CTE course <b>Corequisites:</b> None <b>Recommended Prerequisites:</b> None <b>Recommended Corequisites:</b> None	           

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