

# 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

#### Level 2

- Audio/Video Production I

#### Level 3

- Audio/Video Production II

#### 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"> <li>Shadow a production team</li> <li>Participate in SkillsUSA or TSA</li> </ul>	<ul style="list-style-type: none"> <li>Intern at a local television station or video production company</li> <li>Work with a local company on a project</li> </ul>

### Industry-Based Certifications

- Adobe Certified Professional in Visual Design
- Adobe Certified Professional in Visual Design Using Adobe Photoshop
- Digital Video Production Foundations

### 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



### 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

# Digital Communications Course Information

## Level 1

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Principles of Arts, A/V Technology, and Communications	13008200 (1 credit)	None	None

## Level 2

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Audio/Video Production I	13008500 (1 credit)	None	None

## Level 3

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES (CREQ)
Audio/Video Production II	13008600 (1 credit)	Audio/Video Production I	None

## Level 4

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Practicum in Audio/Video Production	13008700 (2 credits)	Audio/Video Production II/ Lab	None

FOR ADDITIONAL INFORMATION ON THE ARTS, AUDIO/VIDEO TECHNOLOGY, AND COMMUNICATIONS CAREER CLUSTER, PLEASE CONTACT: [CTE@tea.texas.gov](mailto:CTE@tea.texas.gov)  
<https://tea.texas.gov/cte>

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For inquiries regarding non-discrimination policies under Title VI, Title IX, and Section 504, contact Dr. Deana Steeber, Assistant Superintendent, via email at [deana.steeber@argyleisd.com](mailto:deana.steeber@argyleisd.com) or by phone at 940-464-7241. Dr. Steeber can also be reached at Argyle ISD's central offices, 6701 Canyon Falls Drive in Flower Mound, TX.

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Further nondiscrimination information can be found at [Notification of Nondiscrimination in Career and Technical Education Programs](#).