

# Arts, Audio Visual Technology, and Communications 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
- Level 2** • Audio/Video Production I
- Level 3** • Audio/Video Production II
- Level 4** • Practicum in Audio/Video Production I or  
Practicum in Audio/Video Production II

## 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 Visual Design Using Adobe Photoshop



## 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: \$62,701  
Annual Openings: 169  
10-Year Growth: 20%

### Audio and Video Technicians

Median Wage: \$48,466  
Annual Openings: 525  
10-Year Growth: 30%

### Producers and Directors

Median Wage: \$61,827  
Annual Openings: 808  
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/aavtc-digital-communications-extended.pdf>