

# 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.

### Sharyland ISD

#### Secondary Courses for High School Credit

##### Level 1

- Principles of Arts, Audio/Video Technology, and Communications [1 Credit]
- Web Communications [.5 Credit]
- Professional Communications [.5 Credit]

##### Level 2

- Audio/Video Production I [1 Credit]

##### Level 3

- Audio/Video Production II/Lab [2 Credits] (**Advanced Course**)

##### Level 4

- Practicum in Entrepreneurship [2 Credits] (**Advanced Course**)
- Career Preparation I [3 Credits] (**Advanced Course**)

#### 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

#### Work-Based Learning and Expanded Learning Opportunities

##### Exploration Activities

- Shadow a production team
- Participate in SkillsUSA or TSA

##### Work-Based Learning Activities

- Intern at a local television station or video production company
- Work with a local company on a project

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#### Industry-Based Certifications

- Adobe Certified Professional in Digital Video Using Adobe Premier Pro
- Digital Video Production Foundations



#### 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
Web Communications	03580810 (.5 credit)	None	None
Professional Communication	13009900 (.5 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/Lab	13008610 (2 credits)	Audio/Video Production I	None

### Level 4

COURSE NAME	SERVICE ID	PREREQUISITES	COREQUISITES
Practicum in Entrepreneurship	N1303425 (2 credits)	None	None
Career Preparation I	12701305 (3 credits)	None	None

FOR ADDITIONAL INFORMATION ON THE ARTS, AUDIO/VIDEO TECHNOLOGY, AND COMMUNICATIONS CAREER CLUSTER, PLEASE CONTACT:

**Your Junior High or High School Counselor**

Sharyland ISD 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. For inquiries regarding the nondiscrimination policies, contact our Title IX Coordinator at 1200 N. Shary Road, Mission, TX 78572, or by email at [deborahgarza@sharylandisd.org](mailto:deborahgarza@sharylandisd.org) and our Section 504 Coordinator at 1200 N. Shary Road, Mission, TX 78572, by email at [azucenagarza@sharylandisd.org](mailto:azucenagarza@sharylandisd.org) or by calling (956) 580-5200.