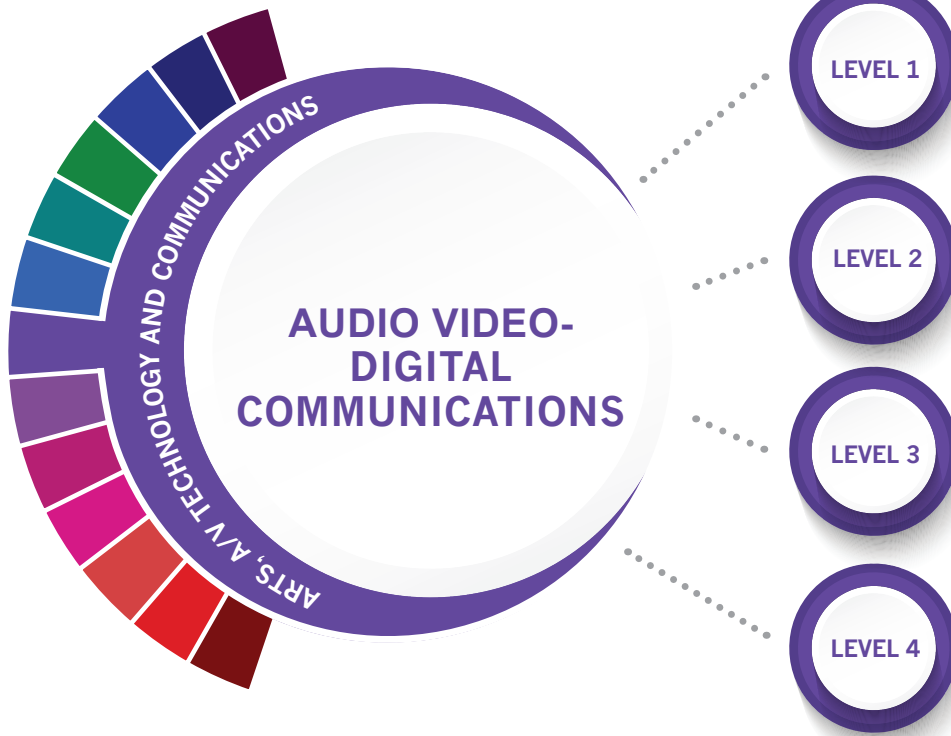


COURSES



LEVEL 1
Principles of Arts, A/V Technology, and Communications #8176

LEVEL 2
Audio/Video Production I #8153

LEVEL 3
Audio Video Production II/Lab (2CR) #8154

LEVEL 4
Practicum of Audio/Video Production (2CR) #8149

HIGH SCHOOL/INDUSTRY CERTIFICATION	CERTIFICATE/LICENSE*	ASSOCIATE'S DEGREE	BACHELOR'S DEGREE	MASTER'S/DOCTORAL PROFESSIONAL DEGREE
Apple Final Cut Pro X	Certified Video Engineer	Recording Arts Technology/Technician		Communications Technology/Technician
Apple Logic Pro X	Commercial Audio Technician	Cinematography and Film/Video Production		
Adobe Certified Associate Premiere Pro	Certified AM Directional Specialist	Radio and Television Broadcasting Technology/Technician	Radio and Television	
Adobe Certified Associate Certifications	Certified Broadcast Radio Engineer	Music Technology	Agricultural Communication/Journalism	

Additional industry based certification information is available from the TEA CTE website.

For more information on postsecondary options for this program of study, visit TXCTE.org.

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%

WORK BASED LEARNING AND EXPANDED LEARNING OPPORTUNITIES

Exploration Activities:
Shadow a production team
SkillsUSA, TSA

Work Based Learning Activities:
Intern at a local television station or video production company

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.



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 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.

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

Approved Statewide Program of Study - September 2019



Business & Industry Endorsement



Arts, A/V
Technology &
Communications

Audio Video—Digital Communications

(It is recommended students follow the program of study sequence level 1-4 as outlined by TEA.)

Principles of Arts, AV Technology, and Communication (9-10) #8175

Students will apply professional communications strategies. They will understand and examine problem-solving methods. Students will use technology applications when completing Arts, Audio/Video Technology, and Communications projects and processes.

SEM: 2 CR: 1

Audio/Video Production I (10-12) #8153

Students will develop an understanding of the Arts, Audio/Video Technology, and Communications industry with a focus on pre-production, production, and post-production audio and video activities.

SEM: 2 CR: 1

Audio/Video Production II (11-12) #8154

Students develop an advanced understanding of the Audio/Video Production industry with a focus on pre-production, production, and post-production activities. This course may be implemented in an advanced audio format or an advanced format, including both audio and video.

Audio/Video Production II Lab

Students will be expected to develop an advanced understanding of the industry with a focus on pre-production, production, and post-production products. Through diverse forms of storytelling and production, students will exercise and develop creativity, intellectual curiosity, and critical-thinking, problem-solving, and collaborative skills. This course may be implemented in an audio format or a format with both audio and video. Requiring a lab corequisite for the course affords necessary time devoted specifically to the production and post-production process.

PR: Audio/Video Production I

SEM: 2 CR: 2

Practicum in Audio/Video Production (12) #8149

Building upon the concepts taught in Audio/Video Production II and its corequisite Audio/Video Production II Lab, 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 products in a professional environment. This course may be implemented in an advanced audio/video or audio format. Instruction may be delivered through lab-based classroom experiences or career preparation opportunities.

PR: Audio/Video Production II and Audio/Video Production II Lab

SEM: 2 CR: 2