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.

**Uplift Education Secondary Courses for High School Credit**

**Level 1**
- Professional Communications
- Web Communications
- Digital Communications in the 21st Century

**Level 2**
- Audio/Video Production I

**Level 3**
- Audio/Video Production II

**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

**Uplift Road to Career A, A/V T & C Partners**
- Year Up
- Technology Media Group
- All partners with A, A/V T & C needs
- Uplift Education

**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

**Potential Industry-Based Certifications**
- Adobe Certified Professional in Print and Digital Media Publication Using Adobe InDesign
- Adobe Certified Professional in Print and Digital Media Publication Using Adobe InDesign
- Adobe Certified Professional in Visual Design
- Adobe Certified Professional in Visual Design Using Adobe Photoshop
- Audio-Visual Communications - Job Ready
- Broadcasting and Journalism
- Digital Video Production Foundations

**Aligned Occupations**

<table>
<thead>
<tr>
<th>Occupations</th>
<th>Median Wage</th>
<th>Annual Openings</th>
<th>% Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sound Engineering Technicians</td>
<td>$39,562</td>
<td>79</td>
<td>27%</td>
</tr>
<tr>
<td>Camera Operators, Television, Video, and Motion Picture</td>
<td>$50,024</td>
<td>129</td>
<td>9%</td>
</tr>
<tr>
<td>Audio and Video Equipment Technicians</td>
<td>$40,581</td>
<td>757</td>
<td>29%</td>
</tr>
<tr>
<td>Film and Video Editors</td>
<td>$47,382</td>
<td>118</td>
<td>23%</td>
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</table>

Successful completion of the Digital Communications program of study will fulfill requirements of the Business and Industry endorsement. Revised – August 2022
<table>
<thead>
<tr>
<th>COURSE NAME</th>
<th>SERVICE ID</th>
<th>PREREQUISITES</th>
<th>COREQUISITES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Principles of Arts, A/V Technology, and Communications</td>
<td>13008200 (1 credit)</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Professional Communication</td>
<td>13009900 (.5 credit)</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Web Communications</td>
<td>03580810 (.5 credit)</td>
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<td>None</td>
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<tr>
<td>Digital Communications in the 21st Century</td>
<td>03580610 (1 credit)</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Audio/Video Production I/Lab</td>
<td>13008500 (1 credit)</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Digital Audio Technology I</td>
<td>13009950 (1 credit)</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Audio/Video Production II/Lab</td>
<td>13008600 (1 credit)</td>
<td>Audio/Video Production I</td>
<td>None</td>
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<tr>
<td>Digital Audio Technology II</td>
<td>13009960 (1 credit)</td>
<td>Digital Audio Technology I</td>
<td>None</td>
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<tr>
<td>Practicum in Audio/Video Production</td>
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<td>Audio/Video Production II/Lab</td>
<td>None</td>
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<tr>
<td>Practicum in Digital Audio Technology</td>
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<td>Digital Audio Technology I &amp; Digital Audio Technology II</td>
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<tr>
<td>Practicum in Entrepreneurship</td>
<td>N1303425 (2 credits)</td>
<td>None</td>
<td>None</td>
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<tr>
<td>Career Preparation I</td>
<td>12701300 (2 credits)</td>
<td>None</td>
<td>None</td>
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</table>

FOR ADDITIONAL INFORMATION ON THE ARTS, AUDIO/VIDEO TECHNOLOGY, AND COMMUNICATIONS CAREER CLUSTER, PLEASE CONTACT: CTE@tea.texas.gov
https://tea.texas.gov/cte

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Further nondiscrimination information can be found at Notification of Nondiscrimination in Career and Technical Education Programs.