DIGITAL COMMUNICATIONS

ARTS, A/V TECHNOLOGY AND COMMUNICATIONS

COURSES

LEVEL 1 — Digital Communications in the 21st Century (Video Production for Social Media)

LEVEL 2 — Audio/Video Production/Lab (Film Production I)

LEVEL 3 — Audio Video Production II/Lab (Advanced Film Production)

LEVEL 4 — Practicum of Audio/Video Production
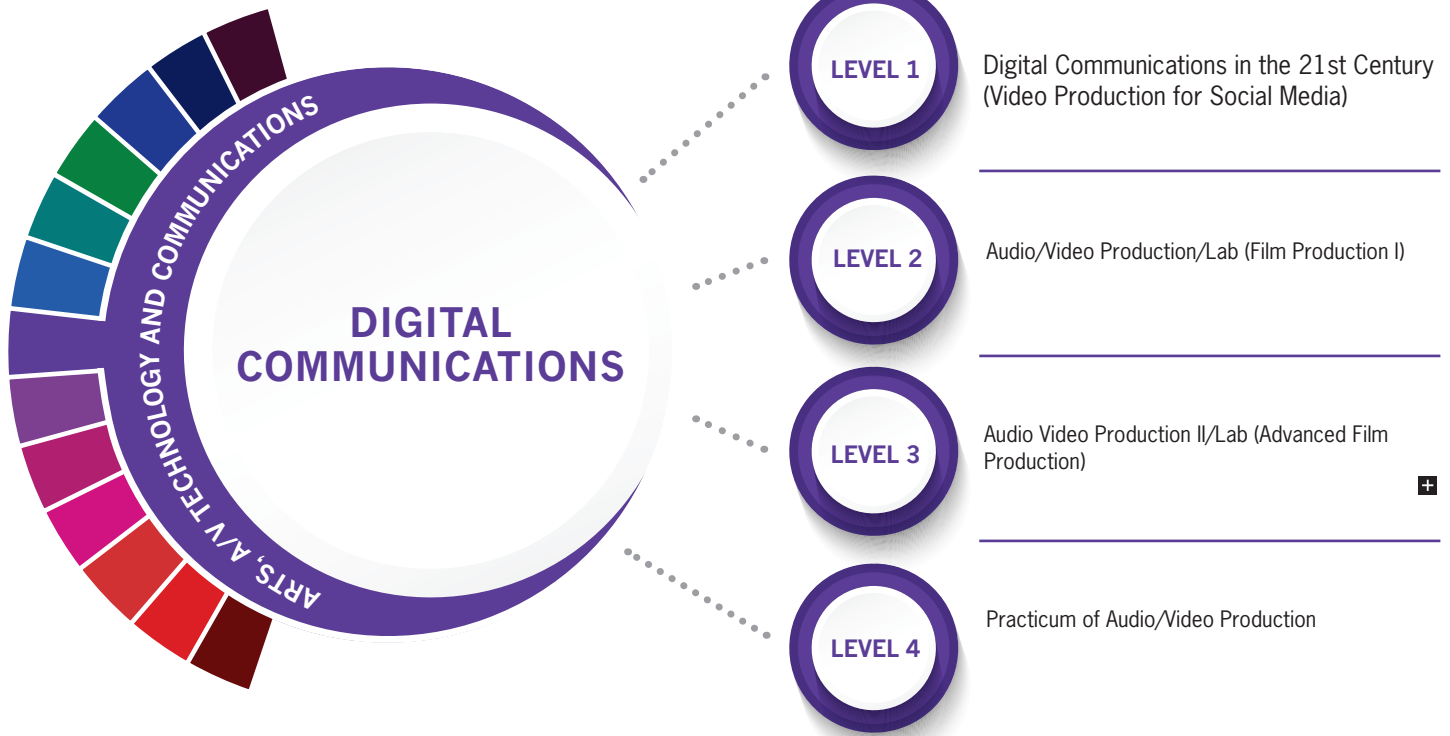
HIGH SCHOOL/ INDUSTRY CERTIFICATION	CERTIFICATE/ LICENSE*	ASSOCIATE'S DEGREE	BACHELOR'S DEGREE	MASTER'S/ DOCTORAL PROFESSIONAL DEGREE
Adobe Certified Associate Certifications	Certified Video Engineer	Recording Arts Technology/Technician		Communications Technology/ Technician
Adobe Certified Associate Premiere Pro	Commercial Audio Technician	Cinematography and Film/ Video Production		
Apple Logic Pro X	Certified AM Directional Specialist	Radio and Television Broadcasting Technology/ Technician	Radio and Television	
	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
Producers and Directors	$67,757	2,303	30%
Camera Operators, Television, Video and Motion Picture	$52,917	286	27%
Audio/Video Equipment Tech.	$40,581	757	29%
Film and Video Editors	$47,200	165	33%

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 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.

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

TEA Texas Education Agency