Arts, Audio Visual Technology, and Communication 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, & Communications
- Professional Communications

Level 2
- Audio/Video Production 1
- Audio/Video Production 1 & Lab
- Digital Audio Technology 1
- Digital Design & Media Production
- Entrepreneurship 1

Level 3
- Audio/Video Production 2 & Lab
- Digital Audio Technology 2

Level 4
- Practicum in Audio/Video Production
- Practicum in Digital Audio Technology
- Practicum in Entrepreneurship

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 Digital Video Using Adobe Premiere Pro
- Adobe Certified Professional in Visual Design Using Adobe Photoshop

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

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: $48,422
Annual Openings: 155
10-Year Growth: 20%

Audio and Video Technicians
Median Wage: $46,319
Annual Openings: 626
10-Year Growth: 30%

Producers and Directors
Median Wage: $65,029
Annual Openings: 522
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/programs-of-study-additional-resources

Digital Communications

Galena Park ISD
CAREER & TECHNICAL EDUCATION

Arts, Audio Video Technology, & Communications Cluster
Business & Industry Endorsement

Digital Communications Program of Study

Professional Communications
(0.5 Credit)
8th-12th

Principles of Arts, A/V Tech, & Communications
(1 Credit)
7th-12th

Digital Design & Media Productions
(1 Credit)
7th-8th

Video Technology Sequence

Audio Video Production 1
(1 Credit)
9th-12th

Audio Video Production 2 & Lab
(2 Credit)
10th-12th

A

Practicum in Audio/Video Production
(2 Credits)
11th-12th

A

Digital Audio Technology Sequence

Digital Audio Technology 1
(1 Credit)
10th-12th

Digital Audio Technology 2
(1 Credit)
10th-12th

A

Practicum in Digital Audio Technology
(2 Credits)
11th-12th

A

Arts, Audio Visual Technology, and Communication 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: Graphic Design and Interactive Media

The Graphic Design and Interactive Media program of study focuses on occupational and educational opportunities associated with designing or creating graphics to meet specific commercial or promotional needs, such as packaging, displays, or logos. The program of study includes designing clothing and accessories and creating special effects, animation, or other visual images using film, video, computers, or other electronic tools and media for use in computer games, movies, music videos, and commercials.

Secondary Courses for High School Credit

Level 1
- Principles of Arts, Audio/Video Technology, & Communications
- Video Game Design
- Yearbook 1 (PRINAAVTC)

Level 2
- Graphic Design & Illustration 1
- Animation 1
- Commercial Photography 1
- Fashion Design 1
- Video Game Programming
- Digital Design & Media Productions
- Entrepreneurship 1
- Yearbook 2 (GRAPHDI1)

Level 3
- Graphic Design & Illustration 2
- Graphic Design & Illustration 2 & Lab
- Animation 2
- Commercial Photography 2
- Fashion Design 2
- Advanced Video Game Design
- Digital Art & Animation
- Yearbook 3 (GRAPHDI2)
- Yearbook 4 (GRDLAB2)

Level 4
- Practicum in Graphic Design & Illustration
- Practicum in Animation
- Practicum in Commercial Photography
- Practicum in Fashion Design
- Practicum in Entrepreneurship

Aligned Advanced Academic Courses

AP	AP Studio Art: Two-Dimensional Design Portfolio

Students should be advised to consider these course opportunities to enrich their preparation. AP or IB courses not listed under the Secondary Courses for High School Credit section of this framework document do not count towards concentrator/completer status for this program of study.

Work-Based Learning and Expanded Learning Opportunities

Work-Based Learning Activities	• Shadow an art director at a branding firm or design agency • Intern in the marketing and communications department of a technology company
Expanded Learning Opportunities	• Participate in SkillsUSA or TSA • Participate in Student Television Network • Join a related co-curricular or extracurricular club such as web development or computer coding

Aligned Industry-Based Certifications

- Adobe Certified Professional in Digital Video Using Adobe Premiere Pro
- Adobe Certified Professional in Graphic Design and Illustration using Illustrator
- Adobe Certified Professional in Visual Design Using Adobe Photoshop

Example Postsecondary Opportunities

Associate Degrees
- Graphic Design
- Digital Arts

Bachelor's Degrees
- Web Page, Digital/Multimedia and Information Resources Design
- Design and Visual Communications

Master's, Doctoral, and Professional Degrees
- Game and Interactive Media Design
- Animation, Interactive Technology, Video Graphics, and Special Effects

Additional Stackable IBCs/License
- Certified Textile Designer (CTD)

Example Aligned Occupations

Software Developers
Median Wage: $111,705
Annual Openings: 15,324
10-Year Growth: 36%

Graphic Designers
Median Wage: $50,973
Annual Openings: 1,766
10-Year Growth: 10%

Art Directors
Median Wage: $81,926
Annual Openings: 619
10-Year Growth: 18%

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/programs-of-study-additional-resources

Successful completion of the Graphic Design and Interactive Media program of study will fulfill requirements of the Business and Industry endorsement.

TEA Texas Education Agency

Galena Park ISD CAREER & TECHNICAL EDUCATION

Graphic Design and Interactive Media

Arts, Audio Video Technology, & Communications Cluster
Business & Industry Endorsement

Graphic Design & Interactive Media Program of Study

Digital Design & Media Prod.
(1 Credit)
7th-8th

Principles of Arts, A/V Tech, & Communications
(1 Credit)
7th-12th

Digital Art & Animation
(1 Credit)
8th

Animation Sequence

Animation 1
(1 Credit)
10th-12th

Animation 2
(1 Credit)
11th-12th

Practicum in Animation
(2 Credits)
11th-12th

Commercial Photography Sequence

Commercial Photography 1
(1 Credit)
10th-12th

Commercial Photography 2
(1 Credit)
10th-12th

Practicum in Commercial Photography
(2 Credits)
11th-12th

Fashion Design Sequence

Fashion Design 1
(1 Credit)
10th-12th

Fashion Design 2
(1 Credit)
10th-12th

Practicum in Fashion Design
(2 Credits)
11th-12th

Graphic Design Sequence

Graphic Design & Illustration 1
(1 Credit)
10th-12th

Graphic Design & Illustration 2
(1 Credit)
11th-12th

Graphic Design & Illustration 2 & Lab
(2 Credits)
11th-12th

Practicum in Graphic Design & Illustration
(2 Credits)
11th-12th

Video Game Design Sequence

Video Game Design
(1 Credit)
7th- 12th

Video Game Programming
(1 Credit)
9th-12th

Advanced Video Game Programming
(1 Credits)
10th-12th

Practicum in Video Game Design
(2 Credits)
11th-12th

Yearbook Sequence

Yearbook 1
(1 Credit)
9th-12th

Yearbook 2
(1 Credit)
9th—12th

Yearbook 3
(1 Credit)
10th—12th

Yearbook 4
(2 Credits)
11th—12th