



Principles of Arts, A/V Technology, and Communications
Professional Communications

Level 1

Audio/Video Production I/Lab

Level 2

Audio Video Production II/Lab

Level 3

Practicum of Audio/Video Production

Level 4

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

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:	Work Based Learning Activities:
Shadow a production team Participate in SkillsUSA or TSA	Intern at a local television station or video production company Work with a local company on a project

Additional industry-based certification information is available on the TEA CTE website. For more information on postsecondary options for this program of study, visit TXCTE.org.

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 Communication program of study will fulfill requirements of the Business and Industry Endorsement. Revised - July 2020



COURSE INFORMATION

COURSE NAME	SERVICE & COURSE ID	PREREQUISITS (PREQ) COREQUISITES (CREQ)	Grade
Principles of Arts, A/V Technology, and Communications	13008200 / 8266 (1 credit)	None	9
Professional Communications	13009900 / 0780J(.5 credits)	None	8
Audio/Video Production I/Lab	13008510 / 8265 (2 credits)	Principles of Arts, A/V Technology, and Communications	10-12
Audio Video Production II/Lab	13008610 / 8126 (2 credits)	Audio/Video Production I / Lab	11-12
Practicum of Audio/Video Production	13008700 / 8267 (2 credits)	Audio/Video Production II/Lab	12

BISD Recommended Course Sequence

Grade	9 th Year	10 th Year	11 th Year	12 th Year
Courses	Principles of Arts, A/V Technology, & Communications or Professional Communications	Audio/Video Production I	Audio/Video Production II	Practicum in Audio/Video Production