

Arts, Audio/Video Technology, and Communications Career Cluster

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 (James Reese) Statewide Program of Study



Career & Technical Education

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

10th Grade

- Audio/Video Production I + Lab

11th Grade

- Audio/Video Production II + Lab

12th Grade

- Practicum in Audio/Video Production

Postsecondary Opportunities

Associates Degrees

- Animation, Interactive Technology, Video Graphics and Special Effects
- Graphic Design
- Game and Interactive Media Design

Bachelor's Degrees

- Animation, Interactive Technology, Video Graphics and Special Effects
- Graphic Design
- Game and Interactive Media Design

Master's, Doctoral, and Professional Degrees

- Animation, Interactive Technology, Video Graphics and Special Effects
- Graphic Design
- Intermedia/Multimedia

Work-Based Learning and Expanded Learning Opportunities

Exploration Activities

- Participate in SkillsUSA or TSA
- FBISD Film Fest

Work-Based Learning Activities

- Intern with a multimedia or animation studio
- Shadow a technician on a live broadcast

Industry-Based Certifications

- Adobe Certified Professional in Digital Video Using Adobe Premiere Pro



Aligned Occupations

Occupations	Median Wage	Annual Openings	% Growth
Producers and Directors	\$65,209	522	12%
Audio Technicians	\$46,319	626	30%