

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.

Audio/Video Production



The Audio/Video Production 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.

Secondary Courses for High School Credit

Level 1

- Principles of Arts, Audio/Video Technology, and Communications

Level 2

- Audio/Video Production I ¹

Level 3

- Audio/Video Production II/Lab ²

Level 4

- Practicum of Audio/Video Production



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

Master's, Doctoral, and Professional Degrees

- Communications Technology/Technician
- Cinematography and Film/Video Production
- Radio and Television

Work-Based Learning and Expanded Learning Opportunities

Exploration Activities

- Participate in Business Professionals of America (BPA) or Technology Student Association (TSA)

Work-Based Learning Activities

- Shadow a production team
- Intern at a local television station or video production company
- Work with a local company on a project

Industry-Based Certifications

- Digital Video Production Foundations ¹
- Adobe Certified Professional in Digital Video Using Adobe Premiere Pro ²



Aligned Occupations

Occupations	Median Wage	Annual Openings	% Growth
Sound Engineering Technicians	\$60,000	82	24%
Camera Operators, Television, Video, and Motion Picture	\$65,000	155	20%
Audio and Video Equipment Technicians	\$40,000	630	30%

Successful completion of the Audio/Video Production program of study will fulfill requirements of the Business and Industry endorsement. Revised – January 2023

Audio Video Production

Course Information

Level 1

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE LEVEL(S)
Principles of Arts, A/V Technology, and Communications	13008200 (1 credit)	None	9

Level 2

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE LEVEL(S)
Audio/Video Production I	13008500 (1 credit)	Principles of Arts, A/V Technology, and Communications	10

Level 3

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE LEVEL(S)
Audio/Video Production II/Lab	13008610 (2 credits)	Audio/Video Production I	11

Level 4

COURSE NAME	SERVICE ID	PREREQUISITES	GRADE LEVEL(S)
Practicum in Audio/Video Production	13008700 (2 credits)	Audio/Video Production II/Lab	12

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

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