



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.



Endorsement: *Business & Industry Statewide Program of Study: A/V Production*

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

9th Grade	<input type="checkbox"/> Principles of Arts, Audio/Video Technology, and Communications (Level 1)
10th Grade	<input type="checkbox"/> Audio/Video Production I + Audio/Video Production I Lab (Level 2) (KCC)
11th Grade	<input type="checkbox"/> Audio/Video Production II + Audio/Video Production II Lab (Level 3) (KCC)
12th Grade	<input type="checkbox"/> Practicum in Audio/Video Production (Level 4) (KCC)

A CTE Completer is a student who completes three or more CTE courses for four or more credits including one Level 3 or 4 (advanced level) CTE course within a program of study will fulfill the requirements of a Business and Industry Endorsement.

Aligned Industry-Based Certifications

- Adobe Certified Associate Certifications
- Digital Video Production Foundations



Work-Based Learning and Expanded Learning Opportunities

Work-Based Learning Activities	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Participate in SkillsUSA or TSA • Participate in Student Television Network • Capture and edit film and audio for a podcast with a local community organization

NAVIANCE ACCESS

All Killeen ISD students (7th – 12th graders) should login to their Naviance account through Clever.

Log into Naviance by clicking the Clever logo or link and use the College SuperMatch Tool to find colleges offering degree plans in this field.

<https://clever.com/in/killeenisd>



Killeen ISD does not discriminate on the basis of race, color, national origin, sex, or disability in its programs or activities and provides equal access to the Boy Scouts and other designated youth groups. The following person has been designated to handle inquiries regarding the nondiscrimination policies: Rhea Bell, Title IX Coordinator, 902 N. 10th St., Killeen, TX 76541, 254-336-2822, Rhea.bell@killeenisd.org. Further nondiscrimination information can be found at [Notification of Nondiscrimination in Career and Technical Education Programs](#).



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>

Audio/Video Production

Arts, Audio Visual Technology, and Communication Career Cluster

Endorsement: Business & Industry

Statewide Program of Study: A/V Production



Course Information

IT IS IN THE BEST INTEREST OF THE STUDENT TO TAKE ALL COURSES BELOW IN EACH GRADE

Level	Course	Prerequisites Corequisites	Career Clusters
Level 1 9 th Grade	Principles of Arts, Audio/Video Technology, and Communications* 13008200 (1 credit)	Prerequisites: None Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Level 2 10 th Grade	Audio/Video Production I + Audio/Video Production I Lab 13008510 (2 credits)	Prerequisites: None Corequisites: None Recommended Prerequisites: Principles of AAVTC or Digital Media Recommended Corequisites: None	
Level 3 11 th Grade	Audio/Video Production II + Audio/Video Production II Lab 13008610 (2 credits)	Prerequisites: Audio/Video Production I Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	
Level 4 12 th Grade	Practicum in Audio/Video Production First Time Taken: 13008700 (2 credits) Second Time Taken: 13008710 (2 credits)	Prerequisites: Audio/Video Production II and Audio/Video Production II Lab Corequisites: None Recommended Prerequisites: None Recommended Corequisites: None	

* Indicates course is included in more than one program of study.

Armed Forces Career Information

<ul style="list-style-type: none"> • Combat Documentation/Production Specialist – U.S. Army • Visual Information Equipment Operator-Maintainer – U.S. Army • Mass Communication Specialist – U.S. Navy • Broadcast Journalist – U.S. Air Force • This is not a comprehensive list 	<p>Local Armed Forces Recruiter Contact Information:</p> <ul style="list-style-type: none"> • Air Force – (254) 247-8992 • Army – (254) 690-8554 • Army National Guard – (903) 262-6355 • Marines – (254) 690-2626 • Navy – (254) 690-2096
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See your school counselor to connect with a military recruiter for career counseling and to take the ASVAB in high school.