



**Level 1** 19012 Principles of Arts, A/V Technology, and Communications

**Level 2** 19000 Audio/Video Production I/Lab

**Level 3** 19008 Audio Video Production II/Lab

**Level 4** 19011 Practicum of Audio/Video Production

| HIGH SCHOOL/ INDUSTRY CERTIFICATION      | CERTIFICATE/ LICENSE*               | ASSOCIATE'S DEGREE                                       | BACHELOR'S DEGREE                         | MASTER'S/ DOCTORAL PROFESSIONAL DEGREE    |
|------------------------------------------|-------------------------------------|----------------------------------------------------------|-------------------------------------------|-------------------------------------------|
| Apple Final Cut Pro X                    | Certified Video Engineer            | Recording Arts Technology/ Technician                    | Recording Arts Technology/ Technician     | Communications Technology/ Technician     |
| Apple Logic Pro X                        | Commercial Audio Technician         | Cinematography and Film/ Video Production                | Cinematography and Film/ Video Production | Cinematography and Film/ Video Production |
| Adobe Certified Associate Premiere Pro   | Certified AM Directional Specialist | Radio and Television Broadcasting Technology/ Technician | Radio and Television                      | Radio and Television                      |
| Adobe Certified Associate Certifications | 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%      |

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.

| WORK BASED LEARNING AND EXPANDED LEARNING OPPORTUNITIES     |                                                                                                            |
|-------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|
| Exploration Activities:                                     | Work Based Learning Activities:                                                                            |
| Shadow a production team<br>Participate in SkillsUSA or TSA | Intern at a local television station or video production company<br>Work with a local company on a project |

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



GOOSE CREEK CONSOLIDATED INDEPENDENT SCHOOL DISTRICT



# COURSE INFORMATION

|              |                                                               |                           |
|--------------|---------------------------------------------------------------|---------------------------|
| <b>19012</b> | <b>PRINCIPLES OF ARTS, A/V TECHNOLOGY, AND COMMUNICATIONS</b> | <b>GPA Level: Regular</b> |
|--------------|---------------------------------------------------------------|---------------------------|

|                    |                              |                     |
|--------------------|------------------------------|---------------------|
| Grade Level: 9 -12 | Service ID: 13008200 (1 cr.) | Prerequisites: None |
|--------------------|------------------------------|---------------------|

The goal of this course is that the student understands arts, audio/video technology, and communications systems. Within this context, students will be expected to develop an understanding of the various and multifaceted career opportunities in this cluster and the knowledge, skills, and educational requirements for those opportunities.

|              |                                          |                           |
|--------------|------------------------------------------|---------------------------|
| <b>19000</b> | <b>AUDIO VIDEO PRODUCTION I WITH LAB</b> | <b>GPA Level: Regular</b> |
|--------------|------------------------------------------|---------------------------|

|                     |                              |                     |
|---------------------|------------------------------|---------------------|
| Grade Level: 10 -12 | Service ID: 13008510 (2 cr.) | Prerequisites: None |
|---------------------|------------------------------|---------------------|

Audio/Video Production is an introduction and overview of the visual and audio media world. Students learn the fundamentals of video, film style and audio production using professional equipment and software. Students gain knowledge and experience through extensive hands-on assignments involving video cameras, video and audio editing, directing, video graphics, writing, producing studio and location productions, pre-production, production and post-production. Students have the opportunity to work outside the classroom in paying jobs such as part of the video crew for the video board at Stallworth Stadium.

|              |                                           |                           |
|--------------|-------------------------------------------|---------------------------|
| <b>19008</b> | <b>AUDIO VIDEO PRODUCTION II WITH LAB</b> | <b>GPA Level: Regular</b> |
|--------------|-------------------------------------------|---------------------------|

|                    |                              |                                         |
|--------------------|------------------------------|-----------------------------------------|
| Grade Level: 11-12 | Service ID: 13008610 (2 cr.) | Prerequisites: Audio Video Production I |
|--------------------|------------------------------|-----------------------------------------|

Audio Video Production II is designed and structured to work as an open and largely self-directed lab course that allows students to expand and deepen the skills they learned in Audio Video Production. After learning the basic foundations in Audio/Video Production, students who advance to Audio/Video Production II are able to concentrate on the areas of their greatest interest, such as videography, video/film editing, audio recording, audio mixing, sound reinforcement, sound design, visual design, dialog editing, lighting, video engineering, script writing, directing, producing, still or animated computer graphics, special effects. Students have the opportunity to work outside the classroom in paying jobs such as part of the video crew for the video board at Stallworth Stadium as well as other audio/video production internships.

|              |                                            |                           |
|--------------|--------------------------------------------|---------------------------|
| <b>19011</b> | <b>PRACTICUM IN AUDIO VIDEO PRODUCTION</b> | <b>GPA Level: Regular</b> |
|--------------|--------------------------------------------|---------------------------|

|                    |                              |                                          |
|--------------------|------------------------------|------------------------------------------|
| Grade Level: 11-12 | Service ID: 13008705 (2 cr.) | Prerequisites: Audio Video Production II |
|--------------------|------------------------------|------------------------------------------|

Careers in audio/video production span all aspects of the audio/video communications industry. Building upon the concepts taught in Audio/Video Production II and its corequisite Audio/Video Production II Lab, in addition to developing advanced technical knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications Career Cluster, students will be expected to develop an increasing understanding of the industry with a focus on applying preproduction, production, and post-production audio and video products in a professional environment.

FOR ADDITIONAL INFORMATION ON THE ARTS, AUDIO/VIDEO, TECHNOLOGY, AND COMMUNICATIONS CAREER CLUSTER,  
PLEASE CONTACT:

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