

DIGITAL COMMUNICATIONS

PROGRAM OF STUDY

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 also includes 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.

Texas Data: Collected by TEA October 2019

INDUSTRY-BASED CERTIFICATION OPPORTUNITIES

Adobe Certified Associate (ACA)- Premiere Professional

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 EXPERIENCES

Industry Guest Speakers; Field Trips; Non-profit PSA/Marketing Materials Production; Video Scoreboard & Camera Operators for Live Events; Student Production Services for School Organizations/Local Businesses; Industry Professional Interview Projects; Local/National Short Film Competitions; Internships.

CAREER AND TECHNICAL STUDENT ORGANIZATIONS

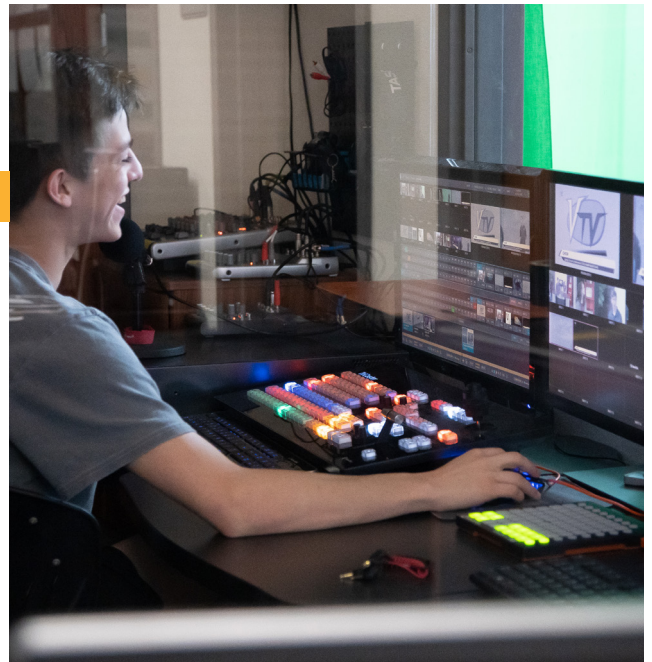
SkillsUSA; Interscholastic League Press Conference (ILPC); UIL; National Technical Honor Society (NTHS)



The Arts, A/V Technology and Communications (AAVTC) 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.

Non-Discrimination Statement

It is the policy of Leander ISD not to discriminate on the basis of race, color, national origin, sex or handicap in its Career and Technology Education Programs, services, or activities. Leander ISD will take steps to assure that lack of English language skills will not be a barrier to admission and participation in all educational and vocational programs. Es norma de Leander ISD de no discriminar por motivos de raza, color, origen nacional, sexo o impedimento, en sus programas, servicios o actividades vocacionales. Leander ISD tomará las medidas necesarias para asegurar que la falta de habilidad en el uso de la lengua inglés no sea un obstáculo para la admisión o participación en todos los programas educativos y vocacionales.



RECOMMENDED COURSE SEQUENCE

- 1 LEVEL** Principles of Arts, A/V and Communications
- 2 LEVEL** Audio/Video Production I
- 3 LEVEL** Audio/Video Production II/Lab
- 4 LEVEL** Practicum in Audio/Video Production

NOTE: See reverse for additional course sequence options and endorsement requirements. Course descriptions and details can be found in the course catalog.

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BUSINESS AND INDUSTRY

A student may earn a Business and Industry endorsement by completing foundation and general endorsement requirements. Endorsement course options for the Digital Communications program of study are listed below.



4 CREDITS REQUIRED

Required Courses:

- Audio/Video Production I
- Audio/Video Production II/Lab

Choose additional credits from the following:

- Principles of Arts, A/V and Communication
- Practicum in Audio/Video Production
- Graphic Design and Illustration I
- Animation I
- Advertising/Social Media Marketing
- Marketing
- Professional Communications or Entrepreneurship
- Career Preparation
- Project-Based Research

INDUSTRY-BASED CERTIFICATION OPPORTUNITIES

An Adobe certification is an industry-recognized credential that effectively validates one's skills in Adobe digital-media software. An individual earning this certification has approximately 150 hours of instruction and hands-on experience with the product, and is familiar with core features and capabilities, as well as relevant career concepts.

The Adobe Certified Associate Premiere Pro exam measures the following domains: working in the video industry, project setup and interface, organizing video projects, creating and modifying visual elements and publishing digital media.

NOTES:
