



Digital Communications Program of Study

Business and Industry Endorsement

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.

To complete the Program of Study, students must earn four credits in the Program of Study and one of the credits must be an Advanced Level course.

Postsecondary Options, Occupations and Additional Learning Opportunities

HIGH SCHOOL/INDUSTRY CERTIFICATION	CERTIFICATE/LICENSE*	ASSOCIATE'S DEGREE	BACHELOR'S DEGREE	MASTER'S/DOCTORAL PROFESSIONAL DEGREE	OCCUPATIONS	MEDIAN WAGE	ANNUAL OPENINGS	% GROWTH
Apple Final Cut Pro X	Certified Video Engineer	Recording Arts Technology/Technician		Communications Technology/Technician	Sound Engineering Technicians	\$39,562	79	27%
Apple Logic Pro X	Commercial Audio Technician	Cinematography and Film/Video Production			Camera Operators, Television, Video and Motion Picture	\$50,024	129	9%
Adobe Certified Associate Premiere Pro	Certified AM Directional Specialist	Radio and Television Broadcasting Technology/Technician	Radio and Television		Audio and Video Equipment Technicians	\$40,581	757	29%
Adobe Certified Associate Certifications	Certified Broadcast Radio Engineer	Music Technology	Agricultural Communication/Journalism		Film and Video Editors	\$47,382	118	23%
Additional industry based certification information is available from the TEA CTE website.					WORK BASED LEARNING AND EXPANDED LEARNING OPPORTUNITIES			
For more information on postsecondary options for this program of study, visit TXCTE.org.					Exploration Activities: Shadow a production team SkillsUSA, TSA	Work Based Learning Activities: Intern at a local television station or video production company		

Courses in the **DIGITAL COMMUNICATIONS - CONCENTRATION IN VIDEO** Program of Study

To complete the Program of Study, students must earn four credits in the Program of Study and one of the credits must be an Advanced Level course.

<i>Entry-Level Courses</i>	<i>Advanced Courses</i>
<ul style="list-style-type: none"> <input type="checkbox"/> Principles of Arts, Audio/Video Technology & Communications <input type="checkbox"/> Audio Video Production I <input type="checkbox"/> Professional Communications <input type="checkbox"/> Web Communications (<i>middle school course only</i>) 	<ul style="list-style-type: none"> <input type="checkbox"/> Audio Video Production II <input type="checkbox"/> Practicum in Audio/Video Production

Courses in the **DIGITAL COMMUNICATION - CONCENTRATION IN AUDIO** Program of Study

To complete the Program of Study, students must earn four credits in the Program of Study and one of the credits must be an Advanced Level course.

<i>Entry-Level Courses</i>	<i>Advanced Courses</i>
<ul style="list-style-type: none"> <input type="checkbox"/> Principles of Arts, A/V, and Communications <input type="checkbox"/> Digital Audio Technology I <input type="checkbox"/> Professional Communications <input type="checkbox"/> Web Communications (<i>middle school course only</i>) 	<ul style="list-style-type: none"> <input type="checkbox"/> Digital Audio Technology II <input type="checkbox"/> Practicum in Audio/Video Production

Principles of Arts, Audio/Video Technology, and Communications

Course #: 07084000

Recommended Grade Placement: 8-9

1 Credit

In the Principles of Arts, Audio/ Video Technology & Communication course, students will gain experience in computer & technology applications and become proficient in oral and written communication. Within this context, students will be expected to develop an understanding of the various and multifaceted career opportunities in courses like Records & Film, Printing Technology and much more.

Professional Communications

Course #: 07224250

Recommended Grade Placement: 9

½ Credit

Students will participate in a variety of communications settings designed to improve interpersonal skills which can be used in both professional and social settings. They will develop an understanding of delivery methods and practice the proper application of each, which will prepare them for success the remainder of their high school career and in their future endeavors. Group Problem Solving, concepts of teamwork and team building as well as development of leadership skills will be demonstrated and used by the student to help build confidence and improve their critical thinking skills. Students will practice and evaluate communication methods and styles to enhance understanding of the communication process and how to use effective communication to benefit themselves and others.

Audio/Video Production I

Course #: 07224380

Recommended Grade Placement: 9-11

1 Credit

Students will be expected to develop an understanding of the industry with a focus on pre-production, post-production audio and live audio and video technical skills and concepts. Instruction will include operation of different types of cameras, audio techniques and equipment, electronic editing, graphics for TV, lighting and lighting control consoles, script writing, direction, production, and leadership training.

Audio/Video Production II

Course #: 07224480

Recommended Grade Placement 11-12

2 Credits

Prerequisite: Audio Video Production I

A course designed to provide an advanced understanding of career opportunities, training requirements and skills needed to pursue a career in Audio and Video Production. Students will continue developing their skills in operating cameras, electronic editing, producing direction and writing for television/film. Working in this industry, students will be expected to have good communication and leadership skills.

Digital Audio Technology I

Course #: 07224485

Recommended Grade Placement: 9-11

1 Credit

A course designed to provide students interested in audio production careers such as audio for radio and television broadcasting, audio for video and film, audio for animation and game design, music production and live sound instructing in developing skills for career implementation.

Digital Audio Technology II

Recommended Grade Placement: 11-12

Prerequisite: Digital Audio Technology I

Course #: 07224490

2 Credit

A course designed to provide advanced opportunities in audio production careers such as audio for radio and television broadcasting, audio for video and film, audio for animation and game design, music production and live sound instruction in developing skills for career implementation.

Practicum in Audio/Video Production

Recommended Grade Placement: 11-12

Prerequisite: Audio Video Production II

Course #: 07224880

2 Credits

This course allows students to develop an increasing understanding of the industry with a focus on applying pre-production, post-production and video products in a professional environment. A student may repeat this course once for credit provided that the student is experiencing different aspects of the industry and demonstrating proficiency in additional and more advanced knowledge and skills.