2024 – 2025

PROGRAM GUIDE FOR:

ARTS, A/V TECHNOLOGY, AND COMMUNICATIONS CLUSTER

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CAREER AND TECHNICAL EDUCATION
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Arts, A/V Technology, and Communications Cluster Program Guide

The Arts, Audio-Video Technology, and Communications cluster engages students in challenging curricula where they can develop technical skills in the areas of graphic arts, television production, animation, advertising design, and commercial photography within a safe and innovative setting. Students who choose to complete a pathway in this cluster will develop the ability to comprehend course materials, complete laboratory work, projects, and assignments related to the cluster. Courses in this cluster provide students with the knowledge and skills for further education and for employment. Students use current and emerging technology, observe modeling and mastery of competencies, and develop and apply skills required for success in their chosen fields. Students work together to build a community of learning where their ideas become a source of learning.

Career Pathway Program	Advertising Design Program (Outgoing 2024-2025)		
	(Must teach three courses from this program list within two years)		
	Advertising Design provides students with orientation experiences and laboratory safety for working in an advertising design studio environment. Topics of study include art history, art production, art criticism, design elements and principles, and materials and media utilized in the field of visual communication. Emphasis is placed on related academic skills. Instruction also includes information regarding various computer operations, applications and procedures, type styles, desktop publishing, layout and design techniques, mechanical production files, formats, and technology in the workplace.		
Course Number	**Career Pathway Program Courses**	**Career Readiness Indicator (CRI)**	**In Demand Occupations**
11051G1001	**Introduction to Advertising Design – Required Foundational Course**	• Adobe Certified Professional – After Effects	• Art Director
11197G1002	CTE Lab in Arts AV, TV and Communication	• Adobe Certified Professional – Dreamweaver	• Commercial/Industrial Designer
12165G1012	Digital Design	• Adobe Certified Professional – Illustrator	• Digital Creative Specialist
11990G1001	Foundation of Arts, Audio-Video Technology and Communication	• Adobe Certified Professional – InDesign	• Digital Marketing Specialist
12165G1022	Graphic Illustration	• Adobe Certified Professional – Photoshop	• Graphic Designer
11197G1001	Senior Career Pathway Project – Arts, A/V Tech and Communications	• Adobe Certified Professional – Premiere Pro	• Media Strategist/Coordinator
12165G1001	Studio and Portfolio	• Certified Internet Webmaster E-Commerce	• Motion Graphics Designer
		• Certified Internet Webmaster Enterprise Developer	• Multimedia Artists
		• Certified Internet Webmaster Site Designer	• Production Artist
		• FAA Part 107	• Visual Designer
		• Microsoft Certified Professional + Internet (MCP+I)	
		• Microsoft Certified Professional Site Building (MCP+Site Building)	

Career Pathway Program	Animation Program (Outgoing 2024-2025)		
	(Must teach three courses from this program list within two years)		
	Animation introduces students to the animation industry. Emphasis is placed on safety in a laboratory and studio environment. Students apply the principles of animation to visually communicate thoughts, feelings, and ideas. Topics of study include animation history, criticism, production, and materials and media utilized in the field.		
Course Number	**Career Pathway Program Courses**	**Career Readiness Indicator (CRI)**	**In Demand Occupations**
12165G1002	**Introduction to Animation and Visual Communication – Required Foundation Course**	– Dreamweaver • Adobe Certified Professional	• Architectural Rendering Specialist
11990G1007	Advanced Animation Portfolio	• Adobe Certified Professional – After Effects	• Art Director
11990G1006	Animated Filmmaking	• Adobe Certified Professional – InDesign	• Game Design/Creative Design
11990G1003	Animation Character Development and Design	• Adobe Certified Professional – Premiere Pro	• Graphic Designer
11990G1002	Animation Layout	• Adobe Certified Professional – Illustrator	• Media Specialist
11990G1005	Character Animation	• Adobe Certified Professional – Photoshop	• Motion Graphics Specialist
11197G1002	CTE Lab in Arts AV, TV and Communication	• Autodesk- AutoCAD Certified User	• Multimedia Animator
11990G1001	Foundation of Arts, Audio-Video Technology and Communication	• Autodesk- Fusion 360 Certified User	• Production Assistant
11197G1001	Senior Career Pathway Project – Arts, A/V Tech and Communications	• Autodesk- Inventor Certified User	• Technical Illustrator
11990G1004	Storyboarding	• Autodesk- Revit Certified User	
		• FAA Part 107	
		• Smith Micro Software: Anime Studio Pro/Moho	
		• Solid Edge Certified Associate	
		• SolidWorks Associate	

Career Pathway Program	**Commercial Photography Program (Outgoing 2024-2025)** **(Must teach three courses from this program list within two years)** Commercial Photography provides students with the opportunity to experience practical training in current and emerging photographic technology. The curriculum is based on industry standards designed to provide specialized skills and technical knowledge relevant to photography. Students focus on essential elements in camera, film development, darkroom procedures, safety, history, and composition principles.		
Course Number	**Career Pathway Program Courses**	**Career Readiness Indicator (CRI)**	**In Demand Occupations**
11052G1012	**Introduction to Commercial Photography – Required Foundation Course**	• Adobe Certified Professional – After Effects • Adobe Certified Professional – Illustrator • Adobe Certified Professional – InDesign • Adobe Certified Professional – Photoshop • Adobe Certified Professional – Premiere Pro • Certified Professional Photographer • FAA Part 107	• Commercial/Portrait Photographer • Graphic Designer/Developer • Graphics Illustrator • Image Editor • Marketing Specialist • Multimedia Specialist • Photo Process Technician • Videographer • Web Design Specialist
11197G1002	CTE Lab in Arts AV, TV and Communication		
11990G1001	Foundation of Arts, Audio-Video Technology and Communication		
11052G1001	Large Format Photography		
11052G1022	Medium Format Photography		
11197G1001	Senior Career Pathway Project – Arts, A/V Tech and Communications		

Career Pathway Program	**Graphic Arts Program (Outgoing 2024-2025)** **(Must teach three courses from this program list within two years)** Graphic Arts (Printing) provides students with information regarding safety, image preparation, press operations, and finishing operations in a laboratory setting. Students learn skills enabling them to enter specialized advanced graphic arts courses. These include Digital File Preparation; Advanced Digital File Preparation; Camera, Image Assembly, and Plate Making; Offset Press Operations; and Binding and Finishing.		
Course Number	**Career Pathway Program Courses**	**Career Readiness Indicator (CRI)**	**In Demand Occupations**
11155G1000	**Introduction to Graphic Arts – Required Foundation Course**	• Adobe Certified Professional – After Effects • Adobe Certified Professional – Dreamweaver • Adobe Certified Professional – Illustrator • Adobe Certified Professional – InDesign • Adobe Certified Professional – Photoshop • Adobe Certified Professional – Premiere Pro • FAA Part 107 • PrintED- Digital File Preparation & Digital File Output • PrintED- Graphic Design • PrintED- Offset Press Operations/ Binding & Finishing • PrintED- Screen Printing	• Bindery/Finishing Machine Operator • Desktop/Prepress Specialist • Digital Image/Photo Specialist • Graphic Designer • Press Operator • Printing Estimator • Production Scheduler • Screen Printing Specialist • Vinyl Graphics Specialist
11153G1022	Advanced Digital File Preparation and Output		
11159G1000	Binding and Finishing		
11157G1000	Camera, Image Assembly, and Platemaking		
11197G1002	CTE Lab in Arts AV, TV and Communication		
11153G1012	Digital File Preparation		
11990G1001	Foundation of Arts, Audio-Video Technology and Communication		
11158G1000	Offset Press Operations		
11197G1001	Senior Career Pathway Project-Arts, A/V Tech and Communications		

Career Pathway Program	Television Production Program (Outgoing 2024-2025)		
	(Must teach three courses from this program list within two years)		
	Television Production provides students with a basic overview of television production skills and professions. Students participate in classroom and laboratory activities regarding all aspects of television performance, production, and operations. Students are also exposed to a variety of real-world learning opportunities through laboratory experiences in photography and editing. Students perform specialized roles in a regularly scheduled television program to include Television Production—Writing, Producing, and Performing, and Television Production—Studio Operations.		
Course Number	Career Pathway Program Courses	Career Readiness Indicator (CRI)	In Demand Occupations
11051G1015	**Introduction to Television Production – Required Foundation Course**	• Adobe Certified Professional – After Effects	• Audio/Video Equipment Technician
11051G1055	Advanced Television Production	• Adobe Certified Professional – Dreamweaver	• Broadcast Technician
11197G1002	CTE Lab in Arts AV, TV and Communication	• Adobe Certified Professional – Illustrator	• Editing/Postproduction Specialist
11990G1001	Foundation of Arts, Audio-Video Technology and Communication	• Adobe Certified Professional – InDesign	• News Broadcaster
11197G1001	Senior Career Pathway Project – Arts, A/V Tech and Communications	• Adobe Certified Professional – Photoshop	• News Writer/Editor
11051G1045	Television Production – Photography and Editing	• Adobe Certified Professional – Premiere Pro	• Production Assistant
11051G1035	Television Production – Studio Operations	• Apple Aperture – Certified Pro-Level One	• Reporters/Correspondents
11051G1025	Television – Writing, Producing, and Performing	• Apple Certified Pro – Final Cut Pro, Level 1	• Set Design & Lighting
		• Apple Motion – Certified Pro-Level One	• Sound Engineering Technician
		• Certified Broadcast Technologist	• Television/Video/Motion Picture Camera Operator
		• Certified Professional Photographer	• Videographer
		• FAA Part 107	

Career Pathway Program	Entertainment and Media Program (NEW 2025-2026)		
	(Must teach three courses from this program list within two years)		
	The Entertainment and Media program challenges students to develop technical skills in media, film, audio and broadcasting production, technical theatre, and drone operations.		
Course Number	Career Pathway Program Courses	Career Readiness Indicator (CRI)	In Demand Occupations
TBD	**Media Production Foundations – Required Foundation Course**	• TBD	• Audio/Video Equipment Technician
TBD	Audio Production I		• Broadcast Technician
TBD	Audio Production II		• Editing/Postproduction Specialist
TBD	Broadcasting Production I		• News Broadcaster
TBD	Broadcasting Production II		• News Writer/Editor
TBD	Drone Flight Operations		• Production Assistant
TBD	Drone Licensure and Fundamentals		• Reporters/Correspondents
TBD	Film Production I		• Set Design & Lighting
TBD	Film Production II		• Sound Engineering Technician
TBD	Technical Theatre I		• Television/Video/Motion Picture Camera Operator
TBD	Technical Theatre II		• Videographer
TBD	Career Pathway Project in Arts, A-V Technology, and Communications		
TBD	CTE Lab in Arts, A-V Technology, and Communications		

Career Pathway Program	Printing Technologies Program (NEW 2025-2026)		
	(Must teach three courses from this program list within two years)		
	The Printing Technologies program challenges students to develop technical skills in printing and screen printing.		
Course Number	Career Pathway Program Courses	Career Readiness Indicator (CRI)	In Demand Occupations
TBD	**Digital File Preparation and Output for Printing – Required Foundation Course**	• TBD	• Bindery/Finishing Machine Operator
TBD	Digital Production Printing		• Desktop/Prepress Specialist
TBD	Offset Press Operations		• Digital Image/Photo Specialist
TBD	Screen Printing		• Graphic Designer
TBD	Career Pathway Project in Arts, A-V Technology, and Communications		• Press Operator
TBD	CTE Lab in Arts, A-V Technology, and Communications		• Printing Estimator
			• Production Scheduler
			• Screen Printing Specialist
			• Vinyl Graphics Specialist

Career Pathway Program	Visual Arts Program (NEW 2025-2026)		
	(Must teach three courses from this program list within two years)		
	The Visual Arts program challenges students to develop technical skills in one of three areas, photography, animation, or advertising and graphic design.		
Course Number	**Career Pathway Program Courses**	**Career Readiness Indicator (CRI)**	**In Demand Occupations**
TBD	**Advertising and Graphic Design I – Required Foundation Course**	• TBD	• Architectural Rendering Specialist
TBD	Advertising and Graphic Design II		• Art Director
TBD	Advertising and Graphic Design III		• Commercial/Industrial Designer
TBD	Career Pathway Project in Arts, A-V Technology, and Communications		• Commercial/Portrait Photographer
TBD	CTE Lab in Arts, A-V Technology, and Communications		• Digital Creative Specialist
	OR		• Digital Marketing Specialist
TBD	**Animation I – Required Foundation Course**		• Game Design/Creative Design
TBD	Animation II		• Graphic Designer
TBD	Animation III		• Graphic Designer/Developer
TBD	Career Pathway Project in Arts, A-V Technology, and Communications		• Graphics Illustrator
TBD	CTE Lab in Arts, A-V Technology, and Communications		• Image Editor
	OR		• Marketing Specialist
TBD	**Photography I – Required Foundation Course**		• Media Specialist
TBD	Photography II		• Media Strategist/Coordinator
TBD	Photography III		• Motion Graphics Designer
TBD	Career Pathway Project in Arts, A-V Technology, and Communications		• Motion Graphics Specialist
TBD	CTE Lab in Arts, A-V Technology, and Communications		• Multimedia Animator
			• Multimedia Artists
			• Multimedia Specialist
			• Photo Process Technician
			• Production Artist
			• Production Assistant
			• Technical Illustrator
			• Videographer
			• Visual Designer
			• Web Design Specialist

2024-2025 Subject and Personnel Codes
Arts, A/V Technology, and Communications Cluster

Arts, A/V Technology, and Communications Cluster Courses	
Course Number	**Course Name**
11990G1007	Advanced Animation Portfolio
11153G1022	Advanced Digital File Preparation and Output
11051G1055	Advanced Television Production
11990G1006	Animated Filmmaking
11990G1003	Animation Character Development and Design
11990G1002	Animation Layout
11159G1000	Binding and Finishing
11157G1000	Camera, Image Assembly, and Platemaking
11990G1005	Character Animation
11197G1002	CTE Lab in Arts AV, TV and Communication
12165G1012	Digital Design
11153G1012	Digital File Preparation
11990G1001	Foundation of Arts, Audio Video Technology and Communication
12165G1022	Graphic Illustration
11051G1001	**Introduction to Advertising Design – Required Foundation Course**
12165G1002	**Introduction to Animation and Visual Communication – Required Foundation Course**
11052G1012	**Introduction to Commercial Photography – Required Foundation Course**
11155G1000	**Introduction to Graphic Arts – Required Foundation Course**
11051G1015	**Introduction to Television Production – Required Foundation Course**
11052G1001	Large Format Photography
11052G1022	Medium Format Photography
11158G1000	Offset Press Operations
11197G1001	Senior Career Pathway Project – Arts, A/V Tech and Communications
11990G1004	Storyboarding
12165G1001	Studio and Portfolio
11051G1045	Television Production – Photography and Editing
11051G1035	Television Production – Studio Operations
11051G1025	Television – Writing, Producing, and Performing

Arts, A/V Technology, and Communications Cluster Courses (NEW 2025-2026)	
Course Number	**Course Name**
TBD	**Advertising and Graphic Design I - Required Foundation Course**
TBD	Advertising and Graphic Design II
TBD	Advertising and Graphic Design III
TBD	**Animation I - Required Foundation Course**
TBD	Animation II
TBD	Animation III
TBD	Audio Production I
TBD	Audio Production II
TBD	Broadcasting Production I
TBD	Broadcasting Production II
TBD	Career Pathway Project in Arts, A-V Technology, and Communications
TBD	CTE Lab in Arts, A-V Technology, and Communications
TBD	**Digital File Prep for Printing - Required Foundation Course**
TBD	Digital Production Printing
TBD	Drone Flight Operations
TBD	Drone Licensure and Fundamentals
TBD	Film Production I
TBD	Film Production II
TBD	**Media Production Foundations - Required Foundation Course**
TBD	Offset Press Operations
TBD	**Photography I - Required Foundation Course**
TBD	Photography II
TBD	Photography III
TBD	Screen Printing
TBD	Technical Theatre I
TBD	Technical Theatre II

Arts, A/V Technology, and Communications Middle School Course (NEW 2025-2026)	
Course Number	**Course Name**
TBD	Introduction to Arts, A-V Technology, and Communications

General Note: Course descriptions and content standards for most courses are located on the Alabama Department of Education website at:
https://www.alabamaachieves.org/career-and-technical-education/cte-courses-of-study/.

College and Career Readiness Indicator Course Matrix

Program Name	Graphic Arts	Television Production	Advertising Design	Animation	Commercial Photography
Foundation Course(s)	Introduction to Graphic Arts	Introduction to Television Production	Introduction to Advertising Design	Introduction to Animation and Visual Communication	Introduction to Commercial Photography
Concentrator Course(s)	Advanced Digital File Preparation and Output Binding and Finishing Camera, Image Assembly, and Platemaking Digital File Preparation Foundation of Arts, Audio-Video Technology and Communication Offset Press Operations	Advanced Television Production Foundation of Arts, Audio-Video Technology and Communication Television Production – Photography and Editing Television Production – Studio Operations Television-Writing, Producing, and Performing	Digital Design Foundation of Arts, Audio-Video Technology and Communication Graphic Illustration Studio and Portfolio	Animation Character Development and Design Animated Filmmaking Animation Layout Character Animation Foundation of Arts, Audio-Video Technology and Communication Storyboarding	Foundation of Arts, Audio-Video Technology and Communication Large Format Photography Medium Format Photography
Capstone Course(s)	CTE Lab in Arts AV, TV and Communication Senior Career Pathway Project – Arts, A/V Tech and Communications	CTE Lab in Arts AV, TV and Communication Senior Career Pathway Project – Arts, A/V Tech and Communications	CTE Lab in Arts AV, TV and Communication Senior Career Pathway Project – Arts, A/V Tech and Communications	CTE Lab in Arts AV, TV and Communication Senior Career Pathway Project – Arts, A/V Tech and Communications	CTE Lab in Arts AV, TV and Communication Senior Career Pathway Project – Arts, A/V Tech and Communications

Program Name	Entertainment and Media (NEW 2025-2026)	Printing Technologies (NEW 2025-2026)	Visual Arts (NEW 2025-2026)
Foundation Course(s)	Media Production Foundations	Digital File Preparation and Output for Printing	Advertising and Graphic Design I Animation I Photography I
Concentrator Course(s)	Audio Production I Audio Production II Broadcasting Production I Broadcasting Production II Drone Flight Operations Drone Licensure and Fundamentals Film Production I Film Production II Technical Theatre I Technical Theatre II	Digital Production Printing Offset Press Operations Screen Printing	Advertising and Graphic Design II Advertising and Graphic Design III Animation II Animation III Photography II Photography III
Capstone Course(s)	Career Pathway Project in Arts, A-V Technology, and Communication CTE Lab in Arts, A-V Technology, and Communication	Career Pathway Project in Arts, A-V Technology, and Communication CTE Lab in Arts, A-V Technology, and Communication	Career Pathway Project in Arts, A-V Technology, and Communication CTE Lab in Arts, A-V Technology, and Communication

To meet the CCR Indicator as a CTE completer, a student must earn three (3.0) credits with the grade of a "C" or higher in CTE courses that are part of an approved CTE program of study. Additional requirements are outlined in Memorandum **FY22-2065.**

This matrix is intended for general guidance on the CCR completer status and is subject to change. For all CTE programming information, please refer to the CTE Cluster specific Program Guide. It contains a list of approved CTE programs, valid course numbers, required prerequisite courses, approved Career Readiness Indicators (CRIs) and in demand occupations.

*Courses are listed in alphabetical order, not in sequential order.