2022 – 2023

PROGRAM GUIDE FOR:

ARTS, A/V TECHNOLOGY, AND COMMUNICATIONS CLUSTER

Arts, A/V Technology, and Communications Cluster Program Guide

The Arts, Audio-Video Technology, and Communications cluster engages students in challenging curricula where they are able to 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 have the ability to comprehend course materials and 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	**Graphic Arts Program** **(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)**	**Workforce Careers**
11990G1001	Foundation of Arts, Audio-Video Technology and Communication	• PrintED-Digital File Preparation & Digital File Output • PrintED-Offset Press Operations/ Bindery & Finishing • PrintED- Introduction to Graphic Communications • PrintED-Screen Printing • Adobe Certified Associate -Photoshop • Adobe Certified Associate -Illustrator • Adobe Certified Associate -InDesign	• 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
11155G1000	Introduction to Graphic Arts		
11153G1012	Digital File Preparation		
11153G1022	Advanced Digital File Preparation and Output		
11157G1000	Camera, Image Assembly, and Platemaking		
11158G1000	Offset Press Operations		
11159G1000	Binding and Finishing		
11197G1002	CTE Lab in Arts AV, TV, & Communication		
11197G1001	Senior Career Pathway Project-Arts, A/V Tech & Communications		

Career Pathway Program	**Television Production Program** **(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)**	**Workforce Careers**
11990G1001	Foundation of Arts, Audio-Video Technology and Communication	• Adobe Certified Associate -Photoshop • Adobe Certified Associate - Premiere Pro • Apple Final Cut Pro-Certified Pro-Level One • Apple Aperture-Certified Pro-Level One • Apple Motion-Certified Pro-Level One • Certified Broadcast Technologist • Certified Professional Photographer	• Editing/Postproduction Specialist • News Broadcaster • News Writer/Editor • Production Assistant • Set Design & Lighting • Sound Specialist • Television/Video Camera Operator
11051G1015	Introduction to Television Production		
11051G1025	Television-Writing, Producing, and Performing		
11051G1035	Television Production – Studio Operations		
11051G1045	Television Production – Photography and Editing		
11051G1055	Advanced Television Production		
11197G1002	CTE Lab in Arts AV, TV, & Communication		
11197G1001	Senior Career Pathway Project – Arts, A/V Tech & Communications		

Advertising Design Program
(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. Particular 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)	Workforce Careers
11990G1001	Foundation of Arts, Audio-Video Technology and Communication	• Adobe Certified Associate -Photoshop • Adobe Certified Associate -Premiere Pro • Adobe Certified Associate -Illustrator • Adobe Certified Associate -Dreamweaver • Certified Internet Webmaster E-Commerce • Certified Internet Webmaster Enterprise Developer • Certified Internet Webmaster Site Designer • Microsoft Certified Professional + Internet (MCP+I) • Microsoft Certified Professional Site Building (MCP+Site Building)	• Art Director • Digital Creative Specialist • Digital Marketing Specialist • Graphic Designer • Media Strategist/Coordinator • Motion Graphics Designer • Production Artist • Visual Designer
11051G1001	Introduction to Advertising Design		
12165G1012	Digital Design		
12165G1022	Graphic Illustration		
12165G1001	Studio and Portfolio		
11197G1002	CTE Lab in Arts AV, TV, & Communication		
11197G1001	Senior Career Pathway Project – Arts, A/V Tech & Communications		

Animation Program
(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)	Workforce Careers
11990G1001	Foundation of Arts, Audio-Video Technology and Communication	• Adobe Certified Associate -Photoshop • Adobe Certified Associate -Premiere Pro • Adobe Certified Associate -Illustrator • Adobe Certified Associate -InDesign • Autodesk-AutoCAD Certified User • Autodesk-Inventor Certified User • Autodesk-Fusion 360 Certified User • Autodesk-Revit Certified User • SolidWorks Associate • SolidEdge Certified Associate • Smith Micro Software: Anime Studio Pro/Moho	• Architectural Rendering Specialist • Art Director • Game Design/Creative Design • Graphic Designer • Media Specialist • Motion Graphics Specialist • Production Assistant • Technical Illustrator
12165G1002	Introduction to Animation and Visual Communication		
11990G1002	Animation Layout		
11990G1003	Animation Character Development and Design		
11990G1004	Storyboarding		
11990G1005	Character Animation		
11990G1006	Animated Filmmaking		
11990G1007	Advanced Animation Portfolio		
11197G1002	CTE Lab in Arts AV, TV, & Communication		
11197G1001	Senior Career Pathway Project – Arts, A/V Tech & Communications		

Commercial Photography Program
(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)	Workforce Careers
11990G1001	Foundation of Arts, Audio-Video Technology and Communication	• Adobe Certified Associate -Photoshop • Adobe Certified Associate -Illustrator • Adobe Certified Associate - Premiere Pro • Adobe Certified Associate -InDesign • Certified Professional Photographer	• Commercial/Portrait Photographer • Graphic Designer/Developer • Graphics Illustrator • Image Editor • Marketing Specialist • Multimedia Specialist • Videographer • Web Design Specialist
11052G1012	Introduction to Commercial Photography		
11052G1022	Medium Format Photography		
11052G1001	Large Format Photography		
11197G1002	CTE Lab in Arts AV, TV, & Communication		
11197G1001	Senior Career Pathway Project – Arts, A/V Tech & Communications		

2022-2023 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, & 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
12165G1002	Introduction to Animation and Visual Communication
11052G1012	Introduction to Commercial Photography
11155G1000	Introduction to Graphic Arts
11051G1015	Introduction to Television Production
11052G1001	Large Format Photography
11052G1022	Medium Format Photography
11158G1000	Offset Press Operations
11197G1001	Senior Career Pathway Project - Arts, A/V Tech & Communications
11990G1004	Storyboarding
12165G1001	Studio and Portfolio
11051G1045	Television Production - Photography and Editing
11051G1035	Television Production - Studio Operations
11051G1025	Television-Writing, Producing, and Performing

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/.