

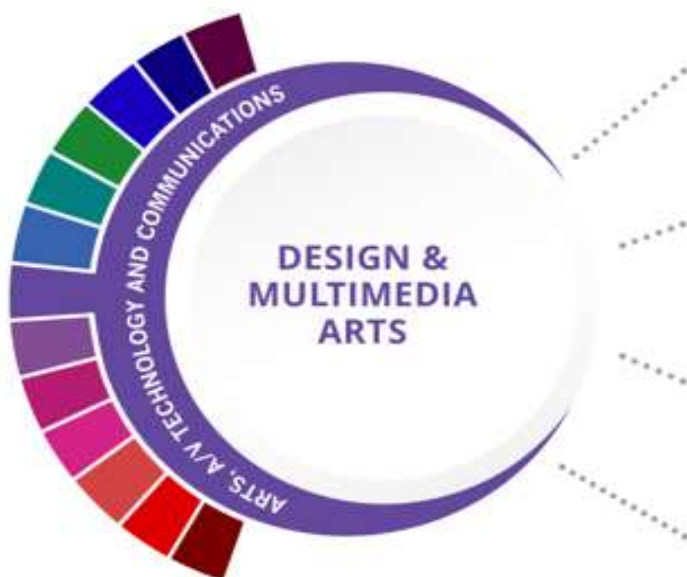
Business & Industry

ENDORSEMENT

ARTS, AUDIO VIDEO TECHNOLOGY AND COMMUNICATIONS CLUSTER



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. **JISD offers the following programs of study: Design & Multimedia Arts (Animation, Graphic Design), Digital Communications (Audio Visual Production).**



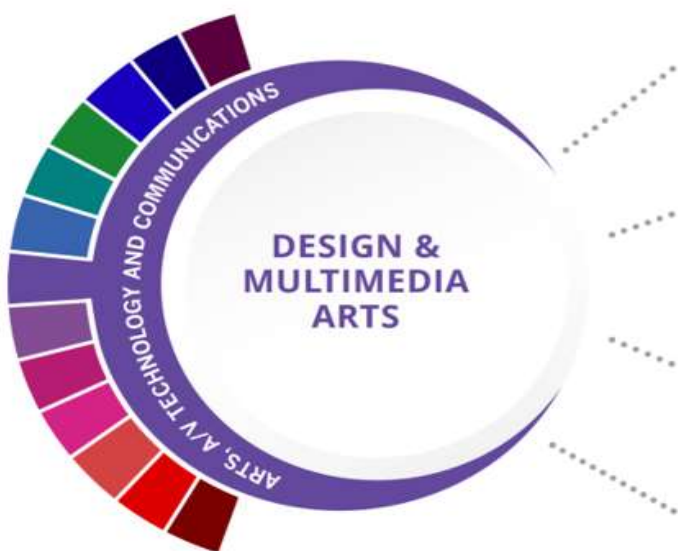
Level 1	T330 Principles of Arts, A/V Technology, and Communications (1/SEM) <i>and</i> T332 Video Game Design (1/SEM)
Level 2	T322 Animation I (1/SEM) <i>and (optional)</i> T324 Graphic Design & Illustration I (1/SEM)
Level 3	T329 Animation II/Lab (2/YL)
Level 4	T331 Practicum in Animation (2/YL) <i>or</i> T430 Career Preparation I (2/YL)
Certifications: Adobe Certified Associate (Animate)	

Animation Program of Study (JHS)

T330 PRINCIPLES OF ARTS, AUDIO/VIDEO TECHNOLOGY & COMMUNICATION 13008200	Semester (18 Weeks) Grade 9-10 Credit 1 Weight 1.0	In this course, students will be introduced to the context of arts, audio/video technology and communication systems. They will learn of the various career opportunities in this cluster and the knowledge, skills and education requirements for those opportunities.
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T332 VIDEO GAME DESIGN 13009970	Semester (18 Weeks) Grade 9-10 Credit 1 Weight 1.0	Video Game Design will allow students to explore one of the largest industries in the global marketplace and the new emerging careers it provides in the field of technology. Students will learn gaming, computerized gaming, evolution of gaming, artistic aspects of perspective, design, animation, technical concepts of collision theory, and programming logic. Students will participate in a simulation of a real video game design team while developing technical proficiency in constructing an original game design.
T322 ANIMATION I 13008300	Semester (18 Weeks) Grade 10-12 Credit 1 Weight 1.0	Careers in animation span all aspects of motion graphics. In addition to developing technical knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications Career Cluster, students will be expected to develop an understanding of the history and techniques of the animation industry.
T324 GRAPHIC DESIGN & ILLUSTRATION I 13008800	Semester (18 Weeks) Grade 10-12 Credit 1 Weight 1.0	Careers in graphic design and illustration span all aspects of the advertising and visual communications industries. Within this context, in addition to developing knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications Career Cluster, students will be expected to develop an understanding of the industry with a focus on fundamental elements and principles of visual art and design. <i>(optional course for the animation program)</i>
T329 ANIMATION II/LAB 13008410	Yearlong (36 Weeks) Grade 11-12 Credit 2 Weight 1.0	Careers in animation span all aspects of motion graphics. In addition to developing advanced knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications Career Cluster, students will be expected to create two- and three-dimensional animations. The instruction also assists students seeking careers in the animation industry. Districts are encouraged to offer this lab in a consecutive block with Animation II to allow students sufficient time to master the content of both courses. Prerequisite: Animation I
T331 PRACTICUM IN ANIMATION 13008450	Yearlong (36 Weeks) Grade 11-12 Credit 2 Weight 1.0	Careers in animation span all aspects of motion graphics. Building upon the concepts taught in Animation II and its corequisite Animation 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 pre-production, production, and post-production animation products in a professional environment. Instruction may be delivered through lab-based classroom experiences or career preparation. Prerequisite: Animation II/Lab
T430 CAREER PREPARATION I 12701300	Yearlong (36 Weeks) Grade 11-12 Credit 2 Weight 1.0	Career Preparation I provide opportunities for students to participate in a work-based learning experience that combines classroom instruction with business and industry employment experiences. The goal is to prepare students with a variety of skills for a changing workplace. Career preparation is relevant and rigorous, supports student attainment of academic standards, and effectively prepares students for college and career success.





Level 1	T330 Principles of Arts, A/V Technology, and Communications (1/SEM) <i>or</i> T328 Digital Media (1/SEM)
Level 2	T324 Graphic Design and Illustration I (1/SEM) <i>and</i> T850 Commercial Photography (1/SEM) (JHS)
Level 3	T327 Graphic Design and Illustration II/Lab (2/LY)
Level 4	T326 Practicum in Graphic Design and Illustration (2/YL) <i>or</i> T430 Career Preparation I (2/YL)
Certifications: Adobe Certified Certifications (Photoshop, Illustrator)	

Graphic Design Program of Study
(JHS, WHS, VMHS)
(courses vary by campus)

T330 PRINCIPLES OF ARTS, AUDIO/VIDEO TECHNOLOGY & COMMUNICATION 13008200 <i>(JHS)</i>	Semester (18 Weeks) Grade 9-10 Credit 1 Weight 1.0	In this course, students will be introduced to the context of arts, audio/video technology and communication systems. They will learn of the various career opportunities in this cluster and the knowledge, skills and education requirements for those opportunities.
T328 DIGITAL MEDIA 13027800 <i>(WHS, VMHS)</i>	Semester (18 Weeks) Grade 9-10 Credit 1 Weight 1.0	In Digital Media, students will analyze and assess current and emerging technologies, while designing and creating multimedia projects that address customer needs and resolve a problem. Students will implement personal and interpersonal skills to prepare for a rapidly evolving workplace environment. The knowledge and skills acquired and practiced will enable students to successfully perform and interact in a technology-driven society. Students will enhance reading, writing, computing, communication, and critical thinking and apply them to the IT environment.
T324 Graphic Design & Illustration I 13008800	Semester (18 Weeks) Grade 10-12 Credit 1 Weight 1.0	Careers in graphic design and illustration span all aspects of the advertising and visual communications industries. Within this context, in addition to developing knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications Career Cluster, students will be expected to develop an understanding of the industry with a focus on fundamental elements and principles of visual art and design.

T850 COMMERCIAL PHOTOGRAPHY 13009100 (1/SEM) <i>(JHS)</i>	Semester (18 Weeks) Grade 11-12 Credit 1 Weight 1.0	Careers in commercial photography require skills that span all aspects of the industry from setting up a shot to delivering products in a competitive market. In addition to developing knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications Career Cluster, students will be expected to develop an understanding of the commercial photography industry with a focus on creating quality photographs. <i>(optional course)</i>
T327 GRAPHIC DESIGN & ILLUSTRATION II/LAE 13008910	Yearlong (36 Weeks) Grade 11-12 Credit 2 Weight 1.0	Careers in graphic design and illustration span all aspects of the advertising and visual communications industries. Within this context, 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 advanced understanding of the industry with a focus on mastery of content knowledge and skills. <i>Prerequisite: Graphic Design and Illustration.</i>
T326 PRACTICUM IN GRAPHIC DESIGN & ILLUSTRATION 13009000	Yearlong (36 Weeks) Grade 11-12 Credit 2 Weight 1.0	Careers in graphic design and illustration span all aspects of the advertising and visual communications industries. In addition to developing technical knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications Career Cluster, students will be expected to develop a technical understanding of the industry with a focus on skill proficiency. Instruction may be delivered through lab-based classroom experiences or career preparation opportunities. <i>Prerequisite: Graphic Design and Illustration II and Graphic Design and Illustration II Lab</i>
T430 CAREER PREPARATION I 12701300	Yearlong (36 Weeks) Grade 11-12 Credit 2 Weight 1.0	Career Preparation I provide opportunities for students to participate in a work-based learning experience that combines classroom instruction with business and industry employment experiences. The goal is to prepare students with a variety of skills for a changing workplace. Career preparation is relevant and rigorous, supports student attainment of academic standards, and effectively prepares students for college and career success.





Level 1	T330 Principles of Arts, A/V Technology, and Communications (1/SEM)
Level 2	T853 Audio/Video Production I (1/SEM)
Level 3	T338 Audio Video Production II/Lab (2/YL)
Level 4	T855 Practicum of Audio/Video Production (2/YL)
Certifications: Adobe Certified Associate Premiere Pro	

Audio Visual Production Program of Study (JHS)

T330 PRINCIPLES OF ARTS, AUDIO/VIDEO TECHNOLOGY & COMMUNICATION 13008200 (JHS)	Semester (18 Weeks) Grade 9-10 Credit 1 Weight 1.0	In this course, students will be introduced to the context of arts, audio/video technology and communication systems. They will learn of the various career opportunities in this cluster and the knowledge, skills and education requirements for those opportunities.
T853 AUDIO/VIDEO PRODUCTION I 13008500	Semester (18 Weeks) Grade 10-12 Credit 1 Weight 1.0	In addition to developing technical knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications Career Cluster, students will be expected to develop an understanding of the industry with a focus on pre-production, production, and post-production audio and video products. In addition to developing technical knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications Career Cluster, students will be expected to develop an understanding of the industry with a focus on pre-production, production, and post-production audio and video products. Recommended Prerequisite: Principles of Arts, A/V Technology, & Communication
T850 COMMERCIAL PHOTOGRAPHY I 13009100 (1/SEM) (JHS)	Semester (18 Weeks) Grade 11-12 Credit 1 Weight 1.0	Careers in commercial photography require skills that span all aspects of the industry from setting up a shot to delivering products in a competitive market. In addition to developing knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications Career Cluster, students will be expected to develop an understanding of the commercial photography industry with a focus on creating quality photographs

T338 AUDIO/VIDEO PRODUCTION II/LAB 13008610	Yearlong (36 Weeks) Grade 11-12 Credit 2 Weight 1.0	<p>In addition to developing technical knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications Career Cluster, students will be expected to develop an understanding of the industry with a focus on pre-production, production, and post-production audio and video products. Requiring a lab requisite for the course affords necessary time devoted specifically to the production and post-production process.</p> <p><i>Prerequisite: Audio/Video Production I</i></p>
T855 PRACTICUM IN AUDIO/VIDEO PRODUCTION 13008700	Yearlong (36 Weeks) Grade 11-12 Credit 2 Weight 1.0	<p>Building upon the concepts taught in Audio/Video Production II and its co-requisite Audio/Video Production II Lab, in addition to developing advanced technical knowledge and skills needed 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 pre-production, production, and post-production audio and video products in a professional environment. This course may be implemented in an advanced audio/video or audio format. Instruction may be delivered through lab-based classroom experiences or career preparation opportunities. <i>Prerequisite: Audio/Video Production II/Lab</i></p>



Work-Based Learning



Work-Based Learning is designed to provide students part-time work experience and classroom instruction that will prepare them with attitudes and skills necessary to be successful in today's work force. **Students may earn two (2) credits for attending the Career Preparation class each day and working a minimum of 10 hours weekly.** The course should span the entire school year, and classroom instruction must average one class period each day for every school week. A student is expected to be enrolled the entire school year; however, in accordance with local district policy, a student may enter or exit the course at semester when extenuating circumstances require such a change.

OPEN TO ALL 11TH AND 12 GRADERS WHO MEET THE FOLLOWING REQUIREMENTS:

1. Career Preparation Request Form submitted to the counselor– ask you counselor or visit JISD/CTE website
2. Able to work a minimum of 10 hours per week for each semester
3. Good attendance record and no mandatory/discretionary discipline placements
4. Able to provide own transportation from school to worksite.
5. Student must be a minimum age of 16 and hold valid work documentation such as a Social Security Card

T430 Career Preparation I 12701300	Yearlong (36 Weeks) Grade 11-12 Credit 2 Weight 1.0	Career Preparation I provides opportunities for students to participate in a work-based learning experience that combines classroom instruction with business and industry employment experiences. The goal is to prepare students with a variety of skills for a changing workplace. Career Preparation is relevant and rigorous, supports student attainment of academic standards, and effectively prepares students for college and career success.
T431 Career Preparation II 12701400	Yearlong (36 Weeks) Grade 11-12 Credit 2 Weight 1.0	Career Preparation (CPI) is a work-based instructional arrangement that develops essential knowledge through classroom technical instruction and on-the-job training in an approved career and technical training area. Career Preparation II develops essential knowledge and skills through advanced classroom instruction with business and industry employment experiences. Career Preparation II maintains relevance and rigor, supports student attainment of academic standards, and effectively prepares students for college and career success. <i>Prerequisite: Career Preparation I</i>



Career and Technical Student Organizations

Career and Technical Student Organizations (CTSOs) play an integral part in a student's career and technical Education. CTSOs enrich student learning that starts in the classroom, build strong partnerships between industries and future employees, and provide future career experience that students carry into their careers and communities. <https://txcte.org/teachers>. **Student CTSO membership requires student enrollment in the respective pathway.**

	<p><u>Business Professionals of America (BPA)</u></p> <p>Members compete in demonstrations of their business technology skills, develop their professional and leadership skills, network with one another and professionals across the nation, and get involved in the betterment of their community through good works projects.</p>
	<p><u>DECA</u></p> <p>A national association of marketing education students, provides teachers and members with educational and leadership development activities to merge with the education classroom instructional program. DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe.</p>
	<p><u>Family Career and Community Leaders of America (FCCLA)</u></p> <p>Involvement in FCCLA offers members the opportunity to expand their leadership potential and develop skills for life — planning, goal setting, problem solving, decision-making and interpersonal communication — necessary in the home and workplace</p>
	<p><u>Health Occupations Students of America (HOSA)</u></p> <p>HOSA is a national vocational student organization endorsed by the U.S. Department of Education and the Health Occupations Education Division of the American Vocational Association. HOSA's two-fold mission is to promote career opportunities in the health care industry and to enhance the delivery of quality health care to all people. HOSA's goal is to encourage all health occupations instructors and students to join and be actively involved in the HOE-HOSA Partnership</p>
	<p><u>National Future Farmers of America (FFA)</u></p> <p>The National Future Farmer of American organization is not just for students who want to be production farmers, FFA also welcomes members who aspire to careers in other fields. The National FFA organization remains committed to the individual student, providing a path to achievement in premier leadership, personal growth and career success through agricultural education.</p>
	<p><u>SkillsUSA</u></p> <p>SkillsUSA is a national organization serving high school and college students and professional members who are enrolled in technical, skilled and service occupations, including health occupations.</p>
	<p><u>TAFE</u></p> <p>The Texas Association of Future Educators is a statewide student organization created to allow young men and women an opportunity to explore the teaching profession. The organization provides students the necessary knowledge to make informed decisions about pursuing careers in education.</p>
	<p><u>Texas Public Service Association (TPSA)</u></p> <p>Texas Public Service Association was developed to help high school Law Public Safety, Corrections, Security students experience interaction with other students and working professionals in an effort to pinpoint their future career expectations through competition and education.</p>

Glossary



Career Clusters

This is a grouping of course sequences (programs of study) that prepare students for careers in the same field of study or that require similar skills.

Course Credit

A unit of measure awarded for Successful completion of a course. Completion of a one semester course typically earns one-half credit for a student.

Coherent Sequence

A series of courses in which vocational and academic education are integrated, and which directly relates to, and leads to, both academic and occupational competencies.

CTE Courses

These courses prepare students for careers. These were once called vocational courses. The CTE stands for Career and Technical Education.

Distinguished Level of Achievement

A high level of academic achievement earned by going above and beyond the Foundation + Endorsement high school program. A student must earn this designation to be eligible for the top 10 percent automatic admission to a Texas public university.

Endorsements

The areas of specialized study that are required to earn high school diplomas with endorsements. They are: STEM (Science, Technology, Engineering, & Math), Business & Industry, Arts & Humanities, Public Service, and Multidisciplinary Studies.

EOC

STAAR end-of-course (EOC) exams are state mandated tests given during the final weeks of a course. In addition to meeting graduation course requirements, students are required to pass five end-of-course exams to earn a diploma from a Texas public high school. Those five exams are given when a student takes English I and II, Biology, Algebra I, and U.S. History courses.

Foundation High School Program

The basic 22-credits (not counting additional electives or endorsement courses) needed to graduate from the Texas public school system.

FAFSA

This is the federal student financial aid application. It stands for Free Application for Federal Student Aid.

Industry Workforce Credential

A state, nationally, or internationally-recognized credential that aligns with the knowledge and skills standards identified by an association or government entity representing a particular profession or occupation and valued by business or industry.

Programs of Study

Programs of Study provides students with course sequences that prepare them for success in in-demand, high wage, high skill careers.

Performance Acknowledgements

Students may earn an additional acknowledgement on their diploma because of outstanding performance in areas such as dual credit courses and bilingualism and bi-literacy; on Advanced Placement (AP) exams, International Baccalaureate, PSAT, ACT's Plan, the SAT or ACT exams, or by earning a nationally or internationally-recognized business or industry certification.

STAAR

State of Texas Assessments of Academic Readiness (STAAR) is the state-mandated test given annually to students in grades 3 – 8 and in five high school courses.