

Career and Technical Education							
ALSDE - approved CTE Course of Study Standards linked HERE .							
Supplemental Resources: Subject area courses may utilize the following supplemental resources:							
Below are the adopted textbooks for CTE courses as well as the course outline and description.							
Course	Textbook Title	Author	Edition	Publisher	Copyright Year	Tentative Course of Study	Course Descriptions
Advertising and Graphic Design I – Required Foundation Course	Communicating through Graphic Designs	Kevin Gatta and Claire Mowbray Golding	2nd	Davis	2021	2023 Alabama Course of Study: Arts, A-V Technology, and Communications	Advertising and Graphic Design I introduces principles, concepts, and skills related to advertising and graphic design. Topics of study include workflow, design, color theory, typography, critical skills, and file preparation and output. The ethical use of artificial intelligence is woven throughout the course of study.
Advertising and Graphic Design II – Required Foundation Course	Communicating through Graphic Designs	Kevin Gatta and Claire Mowbray Golding	2nd	Davis	2021	2023 Alabama Course of Study: Arts, A-V Technology, and Communications	Advertising and Graphic Design II extends the content of Advertising and Graphic Design I by providing instruction in the application of advanced design techniques and processes. Areas of study include legal issues, workflow, advertising and design, color theory, typography, digital photography, and digital file preparation and output. The ethical use of artificial intelligence is woven throughout the course of study. Designing projects allows students to manipulate files and demonstrate mastery of relevant skills.
Advertising and Graphic Design III – Required Foundation Course	Communicating through Graphic Designs	Kevin Gatta and Claire Mowbray Golding	2nd	Davis	2021	2023 Alabama Course of Study: Arts, A-V Technology, and Communications	Advertising and Graphic Design III is the final course in the Advertising and Graphic Design pathway. It provides opportunities for students to pursue software credentials using industry-standard software, create multimedia design campaigns, develop a professional design portfolio, be exposed to professional experience, and explore careers and post-secondary education opportunities in advertising and graphic design.
Career Pathway Project in Arts, A-V Technology, and Communications	Communicating through Graphic Designs	Kevin Gatta and Claire Mowbray Golding	2nd	Davis	2021	2023 Alabama Course of Study: Arts, A-V Technology, and Communications	Career Pathway Project (CPP) in Arts, A-V Technology, and Communications is a capstone course which allows students to utilize the knowledge and skills gained through their secondary coursework in a practical, real-world experience that showcases their learning. It provides an opportunity for a student to choose an area of interest and explore it in depth while demonstrating problem-solving, decision-making, and independent learning skills. The CPP contributes to an educational plan of challenging courses and practical experiences that prepares students for the workplace or for pursuing further education.
CTE Lab in Arts, A-V Technology, and Communications	Communicating through Graphic Designs	Kevin Gatta and Claire Mowbray Golding	2nd	Davis	2021	2023 Alabama Course of Study: Arts, A-V Technology, and Communications	CTE Lab in Arts, A-V Technology, and Communications is designed to enhance the student’s general understanding and mastery of the Arts, A-V Technology, and Communications program. This course is designed as a learning laboratory to support students’ individual interests and goals. This laboratory may take place in a traditional classroom, in an industry setting, or in a virtual learning environment.
Media Productions Foundations	Digital Media Concepts and Applications	Tena Crews / Karen May	4th	Cengage	2024	2023 Alabama Course of Study: Arts, A-V Technology, and Communications	Media Production Foundations provides an overview of media production across multiple disciplines, including drone photography, audio production, broadcasting, film production, and technical theatre. The ethical use of artificial intelligence is woven throughout the course of study. This course is the prerequisite for audio, broadcasting, film production, and technical theatre courses.
Media Productions Foundations	ICEV	NA	NA	ICEV	2024	2023 Alabama Course of Study: Arts, A-V Technology, and Communications	Media Production Foundations provides an overview of media production across multiple disciplines, including drone photography, audio production, broadcasting, film production, and technical theatre. The ethical use of artificial intelligence is woven throughout the course of study. This course is the prerequisite for audio, broadcasting, film production, and technical theatre courses.