

# Prin. of A/V Syllabus

## **Course Description/Goals:**

Course includes an introduction to audio and video production, graphic design and illustration, and principles of animation. Adobe Creative Cloud applications are used in the course.

## **Course TEKS/Objectives:**

The Arts, Audio Visual Technology, and Communications 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.

<https://tea.texas.gov/about-tea/laws-and-rules/sboe-rules-tac/sboe-tac-currently-in-effect/ch127e.pdf-0>

## **Course Outline:**

Semester 1	Semester 2
<ul style="list-style-type: none"><li>• File management and digital organization</li><li>• Basics of camera operation: exposure, aperture, shutter speed, and ISO</li><li>• Basics of photo editing software (e.g., Lightroom, Photoshop)</li><li>• Fundamentals of camera shots, movements, and cinematography</li><li>• Introduction to video editing software (e.g., Adobe Premiere)</li></ul>	<ul style="list-style-type: none"><li>• Storytelling basics: scriptwriting and storyboarding</li><li>• Introduction to design principles: balance, contrast, alignment, repetition</li><li>• Basics of typography and font selection</li><li>• Basics of graphic design software (Adobe Illustrator)</li><li>• Understanding audience and digital communication strategies</li><li>• Comprehensive multimedia project</li></ul>