

Principles of A/V

YEAR AT A GLANCE

Course Description/Goals:

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

Course Outline:

<u>Semester 1</u>	<u>Semester 2</u>
<ul style="list-style-type: none">● Introduction to Course & Industry Overview● Communication Processes & Models● Professionalism and Ethics in Media● Lab Procedures/Safety● Careers in Cluster● File management and digital organization● Elements and Principles of Design● Color Theory & Typography● Basics of Graphic Design Software (Illustrator)	<ul style="list-style-type: none">● Storytelling Basics: scriptwriting and storyboarding● Understanding audience and digital communication strategies● Fundamentals of Audio/Video Production● Fundamentals of Video Game Design● Process of Animation● Principles of Fashion Design