

CFISD Principles of Arts, A/V Technology, and Communications

Scope and Sequence

Endorsement: Business & Industry

Cluster: Arts, A/V Technology, and Communications

Meets advanced course requirement? NO

Program of Study: Digital Communication - Video,
Digital Communication - Audio

Meets foundation requirement for math, science, fine arts, English, LOTE? NO

Course Description:

In the Principles of Art, Audio/Video Technology & Communications course, students will gain experience in computer & technology applications and become proficient in oral and written communication. Within this context, students will be expected to develop an understanding of the various and multifaceted career opportunities in courses like Records & Film, Printing Technology, and much more. The principles of the Arts, Audio/Video Technology, and Communications career cluster focus on creativity, technical skill, and effective storytelling. Key components include design elements, production workflows, and professional ethics

TEKS link

- 1 credit
- Grades 9-12
- Lab supplies or fee may be required
- Required prerequisites: None
- Recommended prerequisites: None

Industry Certification/Credential: Adobe Certified Professional in Visual Design Using Adobe Photoshop

TEA recognized IBC (to count toward program of study completion)? YES

Instructional Units	Grading Period
● History & Economics in the Industry ● Career Opportunities ● Graphic Design ● Photography ● Intro to Animation ● Fashion Design Trends ● Social Media Marketing	N1 (fall)
● Audio ● Editing ● Interviewing ● Video Filming ● Man on the Street	N2 (fall)
● 2-Column Script Writing ● Commentary ● Lighting ● Music Video ● Foley and ADR ● SFX Movie ● Choosing Music	N3 (spring)

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• Commercial • Photoshop Certification • Resumes	N4 (spring)
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Primary Instructional Materials: NA

Supplementary Instructional Materials: Industry Created Materials