

Principles of Art, Audio/Video Technology and Communications
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Course Description:

Careers in the Arts, Audio/Video Technology, and Communications career cluster require, in addition to creative aptitude, a strong background in computer and technology applications a strong academic foundation, and a proficiency in oral and written communication. In this course, students will develop an understanding of the various and multifaceted career opportunities in this cluster and the knowledge, skills, and education requirements for those opportunities.

Knowledge and Skills:

- Introduction to Graphic Design & Illustration
- The Arts
- Commercial Photography
- Printing and Imaging
- Animation
- Audio/Video Production
- Career Preparation
- Explore Opportunities Available in PAAVTC

Grading Policy:

Points will be deducted for all late work, and students will be informed of this with each assignment. (1 day: -15 pts., 2 days: -30 pts. No work accepted after two days late). When a student is absent he/she will have the number of days missed to make up work. It will be the responsibility of the student to find out what make up work needs to be completed upon returning to school.

Grading Standards and Methods:

The average for each grading period will be comprised of the following:

- Test Grades: **40%** - Test, major projects, and Writing Across the Curriculum assignments
- Classwork/Homework Grades: **40%** - Notes, worksheets, daily assignments/activities
- Quizzes- **20%** - Quizzes, pop quizzes, and mini-projects
- Not all work is graded: some is simply practice/review but still **MUST** be completed.

Supply List for PAAVTC:

1. **Computer compatible ear buds or headphones**
2. Folder (any color) & a composition book (any color)
3. Blue or black ink pens and/or pencil - (All quizzes and tests **MUST** be completed in blue or black ink.)
4. Notebook paper (college or wide ruled)
5. Additional supplies may be needed throughout the year.

Classroom Expectations:

- **Respect** for everyone and everything!

- Be on-time and ready to work. We will use the desktop computers for all assignments.
- Work independently and cooperatively. (Write legibly.)
- Participate in class activities. (You get what you give!)
- Conduct yourself in a professional manner.
- Plagiarism and cheating will not be tolerated!
- All **CELL PHONES** (and other electronic devices) must be hidden inside your backpack or purse at **ALL** times. They should be turned **OFF** (including alarms). No exceptions! (**This includes smart watches and earbuds.**) Refer to District Cell Phone Policy.
- Backpacks are to be placed in the teacher-designated area the entire period. You will **NOT** be allowed to access your backpack during class.
- No food or drink allowed!
- Abide by all rules and expectations outlined in the student handbook and classroom policies.

Principles of Arts, Audio/Video Technology, and Communications TEKS Summary

(Based on the current TEKS found in 19 TAC Chapter 127, §§127.160)

1. Career Exploration

- Explore career pathways within the Arts, Audio/Video Technology, and Communications Career Cluster.
- Examine educational requirements, certifications, and workplace expectations.
- Understand leadership opportunities through Career and Technical Student Organizations (CTSOs).

2. Professional Communications

- Demonstrate effective oral, written, and visual communication.
- Adapt communication for different audiences and purposes.
- Develop presentation, collaboration, and active listening skills.

3. Academic and Technical Skills

- Apply English language arts skills in technical and creative projects.
- Use industry-specific vocabulary and terminology.
- Conduct research and organize information to support media production.

4. Technology Applications

- Use current digital technologies to create, edit, organize, and share information.
- Demonstrate responsible use of computers, software, digital files, and online resources.
- Utilize productivity software, presentation tools, databases, and collaborative technologies.

5. Industry Knowledge

- Investigate the history and evolution of arts, media, and communications industries.
- Examine how artistic creativity and technical production work together.
- Analyze the economic impact of the creative industries.

6. Audio/Video Production Fundamentals

- Understand the stages of media production: pre-production, production, and post-production.
- Learn scriptwriting, storyboarding, camera operation, lighting, audio recording, and video editing.
- Explore the differences between linear and nonlinear editing systems.
- Produce media for multiple viewing platforms, including television, computers, and mobile devices.

7. Graphic Design and Visual Communication

- Apply the elements and principles of design.
- Create visual products using industry software.
- Understand typography, color theory, layout, branding, and digital imaging.

8. Safety, Ethics, and Legal Responsibilities

- Practice workplace safety procedures.
- Demonstrate ethical behavior in media production.
- Understand copyright, intellectual property, plagiarism, and responsible digital citizenship.

9. Leadership and Employability Skills

- Demonstrate professionalism, teamwork, and problem-solving.
- Develop time management, organization, and project management skills.
- Practice workplace behaviors expected by employers.