

Practicum in Audio/Video Production YAG

Two-Credit Capstone | 36 Weeks (4 Grading Periods)

TEKS Abbreviation: PAV = Practicum in Audio/Video Production (§130.112 in the supplied 06/19/2025 TEKS; renumbered §127.226 effective August 2025). The course applies advanced pre-production, production, post-production, client service, business, and career-readiness skills in a professional environment. Semester exams are cumulative.

GP	Wks	Unit & Focus	Major Learning Tasks & Assessments	Integrated TEKS	Extension Activities
1	1–2	Unit 1 – Professional AV Studio, Employability, Safety & Ethics	• Studio/work-based orientation; workplace safety, hazards and emergency procedures • Training, certification, employer research, job-search skills, resume/cover letter and portfolio launch • Professional standards: communication, leadership, teamwork, diversity, conflict management, customer service, work ethic and adaptability • Copyright, fair use, trademark, privacy, intellectual property, acceptable use and social impact • Baseline technical/employability skills assessment	• PAV1(A–D), 7(A–C), 9(A–E), 10(A–D), 17(A–C)	• ACCESS: career/certification exploration • CTSO/professional organization connection • Studio safety audit
1	3–4	Unit 2 – Advanced Communication, Leadership & Production Teams	• Adapt oral/written communication to audience, purpose, situation and intent • Formal/informal presentations, active listening, public relations and client communication • Critical thinking, data gathering/interpretation and collaborative decision making • Leadership styles, teamwork, conflict management, meetings/minutes and mentoring • Professional etiquette and communication with diverse individuals	• PAV3(A–G), 4(A–B), 8(A–F), 17(B), 18(A–D)	• Student-led production meetings • Peer mentoring • Client communication simulation
1	5–6	Unit 3 – Industry Trends, Technology & Production Management	• Analyze AV industry history, evolution and current trends • Use social media, email, Internet, publishing, presentation and spreadsheet/database applications • Apply personal information management, file management and file sharing • Use planning/time-management systems to enhance productivity • Develop project-management workflow, schedules and production documentation	• PAV5(A–B), 6(A–B), 11(A–B)	• Industry trend briefing • Project-management/Gantt activity • Digital asset management audit
1	7–9	Unit 4 – Client Discovery, Proposal & Professional Writing	• Conduct client meetings to identify requirements and target demographics • Write/edit scripts, captions, schedules, reports, manuals, proposals and other client documents • Develop production proposal with schedule, research-based costs, delivery and distribution options • Apply invoicing, arithmetic, measurement and time-based mathematics • Present proposal and revise from client feedback	• PAV2(A–B), 3(A–G), 12(A–B)	• Client brief and pitch • ACCESS: business/career research • Proposal review panel
2	10–12	Unit 5 – Pre-Production: Budget, Script, Storyboard & Crew	• Identify cast, crew, equipment and location requirements • Develop detailed budget for cast, crew, equipment and location • Analyze/refine script and storyboard processes • Assign production roles and establish responsibilities • Complete production-readiness review aligned to client needs	• PAV2(A–B), 8(B–F), 11(A–B), 13(A–D)	• Pre-production package • Budget/schedule checkpoint • Table read/storyboard critique

2	13-15	Unit 6 – Client-Based Production	• Present production strategies to client and implement feedback • Execute coherent production sequence using necessary equipment and crew • Demonstrate teamwork/interpersonal skills with sensitivity to diversity • Use editing systems appropriately during production workflow • Make creative and technical decisions for each production element • Maintain client communication, production logs and schedule control	• PAV3(A–G), 4(A–B), 7(A–C), 8(A–F), 14(A–F)	• Studio/field production sprint • Client progress review • Technical troubleshooting log
2	16-17	Unit 7 – Post-Production, Delivery & Distribution	• Resolve digital file-format and cross-platform compatibility issues • Apply appropriate compression standards • Research delivery formats for target audience • Advise client on optimal delivery options • Analyze distribution options for optimal project reach • Complete final quality-control and client delivery package	• PAV5(A–B), 11(A–B), 15(A–E)	• Multi-format delivery test • Distribution strategy memo • Quality-control checklist
2	18	Semester 1 Exam & Client Project Review	• Cumulative written/performance assessment • Client project presentation and critique • Portfolio, resume and production-documentation checkpoint	• Cumulative: PAV1–15	• Targeted remediation/enrichment
3	19-21	Unit 8 – Freelance AV Business & Entrepreneurship	• Implement professional self-promotion techniques • Develop proposals, standard billing and collection practices • Research freelance start-up practices, costs and business requirements • Use technology applications common to freelance entrepreneurs • Compare employment, freelance and entrepreneurship pathways	• PAV10(B–D), 16(A–D)	• Freelance business starter kit • ACCESS: entrepreneurship resources • Pricing/invoice challenge
3	22-23	Unit 9 – Employment, Networking & Interview Strategies	• Identify types and requirements of potential employers • Practice introductions, phone/electronic etiquette, criticism and follow-up communication • Demonstrate appropriate grooming/attire and professional protocol • Practice verbal, nonverbal and listening skills for interviews • Apply federal laws governing lawful employment interviews and strategies for diverse individuals • Expand professional network and career portfolio	• PAV1(A–D), 10(A–D), 17(A–C), 18(A–D)	• Mock industry interview • Networking plan • Portfolio review
3	24-27	Unit 10 – Capstone Client Project I: Discovery through Production	• Secure/define authentic or simulated client brief and demographics • Develop proposal, budget, schedule, delivery/distribution plan and production documents • Complete script/storyboard and assign production roles • Produce advanced AV project using professional workflow and team meetings • Apply safety, ethics, communication, leadership and problem solving throughout • Collect client feedback and document revisions	• PAV2–14	• Community/client AV project • CTSO competition option • Industry mentor critique
4	28-31	Unit 11 – Capstone Client Project II: Production	• Complete advanced production and editing • Resolve compatibility issues and optimize compression • Prepare delivery formats for target audience and advise client on options	• PAV3–5, 7–9, 11–15	• Client screening/review • Distribution-platform comparison

		through Delivery	- Analyze distribution strategies for optimal reach - Track schedule, costs, revisions and client approvals - Conduct final quality-control review and professional delivery		Production retrospective
4	32-35	Unit 12 – Career Launch, Demo Reel & Professional Portfolio	- Maintain/finalize portfolio documenting work experiences, certifications and work samples - Create polished demo reel and client-project case studies - Evaluate employment opportunities and entrepreneurship options - Use networking opportunities and professional organizations - Finalize resume/cover letter and complete mock interview - Present capstone work using formal professional communication	PAV1(A-D), 3(A-G), 10(A-D), 16(A-D), 17(A-C), 18(A-D)	- ACCESS: resume/interview/portfolio tools - Industry portfolio panel - Career-launch action plan
4	36	Semester 2 Exam & Practicum AV Showcase	- Cumulative written/performance assessment - Final client/capstone presentation - Professional portfolio and demo reel evaluation - Reflection on employability, leadership, business and technical growth	Cumulative: PAV1-18	Stakeholder showcase and recognition

Practicum in Audio/Video Production TEKS Coverage Checklist

Coverage verification: All 18 knowledge-and-skills strands and every student expectation in the supplied 06/19/2025 Practicum in Audio/Video Production TEKS are intentionally addressed. The current §127.226 numbering also requires §127.15(d)(2) CTE employability skills to be integrated; those employability expectations are embedded throughout the capstone.

Strand	Student Expectations	YAG Placement	Coverage
PAV1	PAV1(A-D)	Units 1,9,12	100%
PAV2	PAV2(A-B)	Units 4-5,10	100%
PAV3	PAV3(A-G)	Units 2,4,6,10-12	100%
PAV4	PAV4(A-B)	Units 2,6,10-11	100%
PAV5	PAV5(A-B)	Units 3,7,10-11	100%
PAV6	PAV6(A-B)	Unit 3	100%
PAV7	PAV7(A-C)	Units 1,6,10-11	100%
PAV8	PAV8(A-F)	Units 2,5-6,10	100%
PAV9	PAV9(A-E)	Units 1,10-11	100%
PAV10	PAV10(A-D)	Units 1,8-9,12	100%
PAV11	PAV11(A-B)	Units 3,5,7,10-11	100%
PAV12	PAV12(A-B)	Units 4,10	100%
PAV13	PAV13(A-D)	Units 5,10	100%
PAV14	PAV14(A-F)	Units 6,10-11	100%
PAV15	PAV15(A-E)	Units 7,11	100%
PAV16	PAV16(A-D)	Units 8,12	100%
PAV17	PAV17(A-C)	Units 1,9,12	100%
PAV18	PAV18(A-D)	Units 2,9,12	100%

Implementation Notes

- Practicum in Audio/Video Production is a two-credit Level 4 capstone recommended for Grades 11-12. Prerequisites are Audio/Video Production II and Audio/Video Production II Lab.
- The course is intentionally organized around professional client-based AV work rather than repeating Advanced AV Production. Students progress through client discovery, proposals, pre-production, production, post-production, delivery/distribution, freelance business practices, employment strategies, and career launch.
- Instruction may be delivered through lab-based classroom experiences or career preparation opportunities. Authentic school, district, community, nonprofit, or simulated industry clients can provide the professional context for major projects.
- The course may be repeated once for credit when the student experiences different aspects of the industry and demonstrates proficiency in additional and more advanced knowledge and skills.