

---

**2023 – 2024**

**PROGRAM GUIDE FOR:**

**ARTS, A/V TECHNOLOGY, AND COMMUNICATIONS CLUSTER**

---



ALABAMA STATE DEPARTMENT OF EDUCATION  
CAREER AND TECHNICAL EDUCATION  
LISA BRUCE, EDUCATION ADMINISTRATOR  
BEN SCHEIERMAN, EDUCATION SPECIALIST  
ASHLEY CRUM, ADMINISTRATIVE ASSISTANT  
(334) 694-4746

## Arts, A/V Technology, and Communications Cluster Program Guide

The Arts, Audio-Video Technology, and Communications cluster engages students in challenging curricula where they can develop technical skills in the areas of graphic arts, television production, animation, advertising design, and commercial photography within a safe and innovative setting. Students who choose to complete a pathway in this cluster will develop the ability to comprehend course materials, complete laboratory work, projects, and assignments related to the cluster. Courses in this cluster provide students with the knowledge and skills for further education and for employment. Students use current and emerging technology, observe modeling and mastery of competencies, and develop and apply skills required for success in their chosen fields. Students work together to build a community of learning where their ideas become a source of learning.

<b>Career Pathway Program</b>	<b>Graphic Arts Program</b> (Must teach three courses from this program list within two years)				
	Graphic Arts (Printing) provides students with information regarding safety, image preparation, press operations, and finishing operations in a laboratory setting. Students learn skills enabling them to enter specialized advanced graphic arts courses. These include Digital File Preparation; Advanced Digital File Preparation; Camera, Image Assembly, and Plate Making; Offset Press Operations; and Binding and Finishing.				
<b>Course Number</b>	<b>Career Pathway Program Courses</b>	<b>Career Readiness Indicator (CRI)</b>	<b>In Demand Occupations</b>		
11155G1000	<b>Introduction to Graphic Arts – Required Foundation Course</b>	<ul style="list-style-type: none"> <li>• Adobe Certified Professional – After Effects</li> <li>• Adobe Certified Professional – Photoshop</li> <li>• Adobe Certified Professional – Premiere Pro</li> <li>• Adobe Certified Professional – Illustrator</li> <li>• Adobe Certified Professional – InDesign</li> <li>• Adobe Certified Professional – Dreamweaver</li> <li>• FAA Part 107</li> <li>• PrintED-Digital File Preparation &amp; Digital File Output</li> <li>• PrintED-Offset Press Operations/ Binding &amp; Finishing</li> <li>• PrintED- Introduction to Graphic Design</li> <li>• PrintED-Screen Printing</li> </ul>	<ul style="list-style-type: none"> <li>• Bindery/Finishing Machine Operator</li> <li>• Desktop/Prepress Specialist</li> <li>• Digital Image/Photo Specialist</li> <li>• Graphic Designer</li> <li>• Press Operator</li> <li>• Printing Estimator</li> <li>• Production Scheduler</li> <li>• Screen Printing Specialist</li> <li>• Vinyl Graphics Specialist</li> </ul>		
11153G1022	Advanced Digital File Preparation and Output				
11159G1000	Binding and Finishing				
11157G1000	Camera, Image Assembly, and Platemaking				
11197G1002	CTE Lab in Arts AV, TV, & Communication				
11153G1012	Digital File Preparation				
11990G1001	Foundation of Arts, Audio-Video Technology and Communication				
11158G1000	Offset Press Operations				
11197G1001	Senior Career Pathway Project-Arts, A/V Tech & Communications				
<b>Career Pathway Program</b>	<b>Television Production Program</b> (Must teach three courses from this program list within two years)				
	Television Production provides students with a basic overview of television production skills and professions. Students participate in classroom and laboratory activities regarding all aspects of television performance, production, and operations. Students are also exposed to a variety of real-world learning opportunities through laboratory experiences in photography and editing. Students perform specialized roles in a regularly scheduled television program to include Television Production—Writing, Producing, and Performing, and Television Production—Studio Operations.				
<b>Course Number</b>	<b>Career Pathway Program Courses</b>	<b>Career Readiness Indicator (CRI)</b>	<b>In Demand Occupations</b>		
11051G1015	<b>Introduction to Television Production – Required Foundation Course</b>	<ul style="list-style-type: none"> <li>• Adobe Certified Professional – After Effects</li> <li>• Adobe Certified Professional – Photoshop</li> <li>• Adobe Certified Professional – Premiere Pro</li> <li>• Adobe Certified Professional – Illustrator</li> <li>• Adobe Certified Professional – InDesign</li> <li>• Adobe Certified Professional – Dreamweaver</li> <li>• Apple Certified Pro – Final Cut Pro, Level 1</li> <li>• Apple Aperture – Certified Pro-Level One</li> <li>• Apple Motion – Certified Pro-Level One</li> <li>• Certified Broadcast Technologist</li> <li>• Certified Professional Photographer</li> <li>• FAA Part 107</li> </ul>	<ul style="list-style-type: none"> <li>• Audio/Video Equipment Technician</li> <li>• Broadcast Technician</li> <li>• Editing/Postproduction Specialist</li> <li>• News Broadcaster</li> <li>• News Writer/Editor</li> <li>• Production Assistant</li> <li>• Reporters/Correspondents</li> <li>• Set Design &amp; Lighting</li> <li>• Sound Engineering Technician</li> <li>• Television/Video/Motion Picture Camera Operator</li> <li>• Videographer</li> </ul>		
11051G1055	Advanced Television Production				
11197G1002	CTE Lab in Arts AV, TV, & Communication				
11990G1001	Foundation of Arts, Audio-Video Technology and Communication				
11197G1001	Senior Career Pathway Project – Arts, A/V Tech & Communications				
11051G1045	Television Production – Photography and Editing				
11051G1035	Television Production – Studio Operations				
11051G1025	Television-Writing, Producing, and Performing				

<b>Advertising Design Program</b>			
<b>(Must teach three courses from this program list within two years)</b>			
Advertising Design provides students with orientation experiences and laboratory safety for working in an advertising design studio environment. Topics of study include art history, art production, art criticism, design elements and principles, and materials and media utilized in the field of visual communication. Emphasis is placed on related academic skills. Instruction also includes information regarding various computer operations, applications and procedures, type styles, desktop publishing, layout and design techniques, mechanical production files, formats, and technology in the workplace.			
Course Number	Career Pathway Program Courses	Career Readiness Indicator (CRI)	In Demand Occupations
11051G1001	<b>Introduction to Advertising Design – Required Foundational Course</b>	<ul style="list-style-type: none"> <li>• Adobe Certified Professional – After Effects</li> <li>• Adobe Certified Professional – Photoshop</li> <li>• Adobe Certified Professional – Premiere Pro</li> <li>• Adobe Certified Professional – Illustrator</li> <li>• Adobe Certified Professional – InDesign</li> <li>• Adobe Certified Professional – Dreamweaver</li> <li>• Certified Internet Webmaster E- Commerce</li> <li>• Certified Internet Webmaster Enterprise Developer</li> <li>• Certified Internet Webmaster Site Designer</li> <li>• FAA Part 107</li> <li>• Microsoft Certified Professional + Internet (MCP+I)</li> <li>• Microsoft Certified Professional Site Building (MCP+Site Building)</li> </ul>	<ul style="list-style-type: none"> <li>• Art Director</li> <li>• Commercial/Industrial Designer</li> <li>• Digital Creative Specialist</li> <li>• Digital Marketing Specialist</li> <li>• Graphic Designer</li> <li>• Media Strategist/Coordinator</li> <li>• Motion Graphics Designer</li> <li>• Multimedia Artists</li> <li>• Production Artist</li> <li>• Visual Designer</li> </ul>
11197G1002	CTE Lab in Arts AV, TV, & Communication		
12165G1012	Digital Design		
11990G1001	Foundation of Arts, Audio-Video Technology and Communication		
12165G1022	Graphic Illustration		
11197G1001	Senior Career Pathway Project – Arts, A/V Tech & Communications		
12165G1001	Studio and Portfolio		

<b>Animation Program</b>			
<b>(Must teach three courses from this program list within two years)</b>			
Animation introduces students to the animation industry. Emphasis is placed on safety in a laboratory and studio environment. Students apply the principles of animation to visually communicate thoughts, feelings, and ideas. Topics of study include animation history, criticism, production, and materials and media utilized in the field.			
Course Number	Career Pathway Program Courses	Career Readiness Indicator (CRI)	In Demand Occupations
12165G1002	<b>Introduction to Animation and Visual Communication – Required Foundation Course</b>	<ul style="list-style-type: none"> <li>• Adobe Certified Professional – After Effects</li> <li>• Adobe Certified Professional – Photoshop</li> <li>• Adobe Certified Professional – Premiere Pro</li> <li>• Adobe Certified Professional – Illustrator</li> <li>• Adobe Certified Professional – InDesign</li> <li>• Adobe Certified Professional – Dreamweaver</li> <li>• Autodesk-AutoCAD Certified User</li> <li>• Autodesk-Inventor Certified User</li> <li>• Autodesk-Fusion 360 Certified User</li> <li>• Autodesk-Revit Certified User</li> <li>• FAA Part 107</li> <li>• SolidWorks Associate</li> <li>• SolidEdge Certified Associate</li> <li>• Smith Micro Software: Anime Studio Pro/Moho</li> </ul>	<ul style="list-style-type: none"> <li>• Architectural Rendering Specialist</li> <li>• Art Director</li> <li>• Game Design/Creative Design</li> <li>• Graphic Designer</li> <li>• Media Specialist</li> <li>• Motion Graphics Specialist</li> <li>• Multimedia Animator</li> <li>• Production Assistant</li> <li>• Technical Illustrator</li> </ul>
11990G1007	Advanced Animation Portfolio		
11990G1006	Animated Filmmaking		
11990G1003	Animation Character Development and Design		
11990G1002	Animation Layout		
11990G1005	Character Animation		
11197G1002	CTE Lab in Arts AV, TV, & Communication		
11990G1001	Foundation of Arts, Audio-Video Technology and Communication		
11197G1001	Senior Career Pathway Project – Arts, A/V Tech & Communications		
11990G1004	Storyboarding		

<b>Career Pathway Program</b>	<b>Commercial Photography Program</b> <b>(Must teach three courses from this program list within two years)</b> Commercial Photography provides students with the opportunity to experience practical training in current and emerging photographic technology. The curriculum is based on industry standards designed to provide specialized skills and technical knowledge relevant to photography. Students focus on essential elements in camera, film development, darkroom procedures, safety, history, and composition principles.		
<b>Course Number</b>	<b>Career Pathway Program Courses</b>	<b>Career Readiness Indicator (CRI)</b>	<b>In Demand Occupations</b>
11052G1012	<b>Introduction to Commercial Photography – Required Foundation Course</b>	<ul style="list-style-type: none"> <li>• Adobe Certified Professional – After Effects</li> <li>• Adobe Certified Professional – Photoshop</li> <li>• Adobe Certified Professional – Illustrator</li> <li>• Adobe Certified Professional – Premiere Pro</li> <li>• Adobe Certified Professional – InDesign</li> <li>• Certified Professional Photographer</li> <li>• FAA Part 107</li> </ul>	<ul style="list-style-type: none"> <li>• Commercial/Portrait Photographer</li> <li>• Graphic Designer/Developer</li> <li>• Graphics Illustrator</li> <li>• Image Editor</li> <li>• Marketing Specialist</li> <li>• Multimedia Specialist</li> <li>• Photo Process Technician</li> <li>• Videographer</li> <li>• Web Design Specialist</li> </ul>
11197G1002	CTE Lab in Arts AV, TV, & Communication		
11990G1001	Foundation of Arts, Audio-Video Technology and Communication		
11052G1001	Large Format Photography		
11052G1022	Medium Format Photography		
11197G1001	Senior Career Pathway Project – Arts, A/V Tech & Communications		

**2023-2024 Subject and Personnel Codes**  
**Arts, A/V Technology, and Communications Cluster**

<b>Arts, A/V Technology, and Communications Cluster Courses</b>	
<b>Course Number</b>	<b>Course Name</b>
11990G1007	Advanced Animation Portfolio
11153G1022	Advanced Digital File Preparation and Output
11051G1055	Advanced Television Production
11990G1006	Animated Filmmaking
11990G1003	Animation Character Development and Design
11990G1002	Animation Layout
11159G1000	Binding and Finishing
11157G1000	Camera, Image Assembly, and Platemaking
11990G1005	Character Animation
11197G1002	CTE Lab in Arts AV, TV, & Communication
12165G1012	Digital Design
11153G1012	Digital File Preparation
11990G1001	Foundation of Arts, Audio-Video Technology and Communication
12165G1022	Graphic Illustration
11051G1001	<b>Introduction to Advertising Design – Required Foundations Course</b>
12165G1002	<b>Introduction to Animation and Visual Communication – Required Foundations Course</b>
11052G1012	<b>Introduction to Commercial Photography – Required Foundations Course</b>
11155G1000	<b>Introduction to Graphic Arts – Required Foundations Course</b>
11051G1015	<b>Introduction to Television Production – Required Foundations Course</b>
11052G1001	Large Format Photography
11052G1022	Medium Format Photography
11158G1000	Offset Press Operations
11197G1001	Senior Career Pathway Project - Arts, A/V Tech & Communications
11990G1004	Storyboarding
12165G1001	Studio and Portfolio
11051G1045	Television Production - Photography and Editing
11051G1035	Television Production - Studio Operations
11051G1025	Television-Writing, Producing, and Performing

**General Note:** Course descriptions and content standards for most courses are located on the Alabama Department of Education website at:  
<https://www.alabamaachieves.org/career-and-technical-education/cte-courses-of-study/>.

## College and Career Readiness Indicator Course Matrix

Program Name	Graphic Arts	Television Production	Advertising Design	Animation	Commercial Photography
<b>Foundation Course(s)</b>	Introduction to Graphic Arts	Introduction to Television Production	Introduction to Advertising Design	Introduction to Animation and Visual Communication	Introduction to Commercial Photography
<b>Concentrator Course(s)</b>	Advanced Digital File Preparation and Output Binding and Finishing Camera, Image Assembly, and Platemaking Digital File Preparation Foundation of Arts, Audio-Video Technology and Communication Offset Press Operations	Advanced Television Production Foundation of Arts, Audio-Video Technology and Communication Television Production – Photography and Editing Television Production – Studio Operations Television-Writing, Producing, and Performing	Digital Design Foundation of Arts, Audio-Video Technology and Communication Graphic Illustration Studio and Portfolio	Animation Character Development and Design Animated Filmmaking Animation Layout Character Animation Foundation of Arts, Audio-Video Technology and Communication Storyboarding	Foundation of Arts, Audio-Video Technology and Communication Large Format Photography Medium Format Photography
<b>Capstone Course(s)</b>	CTE Lab in Arts AV, TV, & Communication Senior Career Pathway Project – Arts, A/V Tech & Communications	CTE Lab in Arts AV, TV, & Communication Senior Career Pathway Project – Arts, A/V Tech & Communications	CTE Lab in Arts AV, TV, & Communication Senior Career Pathway Project – Arts, A/V Tech & Communications	CTE Lab in Arts AV, TV, & Communication Senior Career Pathway Project – Arts, A/V Tech & Communications	CTE Lab in Arts AV, TV, & Communication Senior Career Pathway Project – Arts, A/V Tech & Communications

To meet the CCR Indicator as a CTE completer, a student must earn three (3.0) credits with the grade of a “C” or higher in CTE courses that are part of an approved CTE program of study. Additional requirements are outlined in [Memorandum FY22-2065](#).

This matrix is intended for general guidance on the CCR completer status and is subject to change. For all CTE programming information, please refer to the CTE Cluster specific Program Guide. It contains a list of approved CTE programs, valid course numbers, required prerequisite courses, approved Career Readiness Indicators (CRIs) and in demand occupations.

**\*Courses are listed in alphabetical order, not in sequential order.**