# 2025 – 2026

# PROGRAM GUIDE

# ARTS, A-V TECHNOLOGY, AND COMMUNICATIONS CLUSTER

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# 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.

| Career Pathway Program | Entertainment and Media Program<br>(Must teach three courses from this program list within two years)<br>The Entertainment and Media program challenges students to develop technical skills in media, film, audio and broadcasting production, technical theatre, and drone operations. | | |
|---|---|---|---|
| **Course Number** | **Career Pathway Program Courses** | **Career Readiness Indicator (CRI)** | **In Demand Occupations** |
| 11153G1010 | **Media Production Foundations – Required Foundation Course** | • Adobe Certified Professional – After Effects | • Audio/Video Equipment Technician |
| 11051G1010 | Audio Production I | • Adobe Certified Professional – Dreamweaver | • Broadcast Technician |
| 11051G1011 | Audio Production II | • Adobe Certified Professional – Illustrator | • Editing/Postproduction Specialist |
| 11051G1012 | Broadcasting Production I | | • News Broadcaster |
| 11051G1013 | Broadcasting Production II | • Adobe Certified Professional – InDesign | • News Writer/Editor |
| 11056G1001 | Drone Flight Operations | • Adobe Certified Professional – Photoshop | • Production Assistant |
| 11056G1002 | Drone Licensure and Fundamentals | | • Reporters/Correspondents |
| 11051G1020 | Film Production I | • Adobe Certified Professional – Premiere Pro | • Set and Exhibit Design & Lighting |
| 11051G1021 | Film Production II | • Apple Aperture – Certified Pro-Level One | • Sound Engineering Technician |
| 05056G1050 | Technical Theatre I | • Apple Certified Pro – Final Cut Pro, Level One | • Television/Video/Motion Picture Camera Operator |
| 05056G1051 | Technical Theatre II | • Apple Motion – Certified Pro-Level One | • Videographer |
| 11994G1005 | Career Pathway Project in Arts, A-V Technology, and Communications | • Certified Broadcast Technologist | |
| 11994G1001 | CTE Lab in Arts, A-V Technology, and Communications | • Certified Professional Photographer<br>• FAA Part 107 | |

| Career Pathway Program | Printing Technologies Program<br>(Must teach three courses from this program list within two years)<br>The Printing Technologies program challenges students to develop technical skills in printing and screen printing. | | |
|---|---|---|---|
| **Course Number** | **Career Pathway Program Courses** | **Career Readiness Indicator (CRI)** | **In Demand Occupations** |
| 11156G1001 | **Digital File Preparation and Output for Printing – Required Foundation Course** | • Adobe Certified Professional –<br>• After Effects | • Bindery/Finishing Machine Operator |
| 11156G1002 | Digital Production Printing | • Adobe Certified Professional – Dreamweaver | • Desktop/Prepress Specialist |
| 11158G1000 | Offset Press Operations | • Adobe Certified Professional – Illustrator | • Digital Image/Photo Specialist |
| 11156G1003 | Screen Printing | | • Graphic Designer |
| 11994G1005 | Career Pathway Project in Arts, A-V Technology, and Communications | • Adobe Certified Professional – InDesign | • Press Operator |
| 11994G1001 | CTE Lab in Arts, A-V Technology, and Communications | • Adobe Certified Professional – Photoshop | • Printing Estimator |
| | | • Adobe Certified Professional – Premiere Pro | • Production Scheduler |
| | | • Avery Dennison – Certified Wrap Installer | • Screen Printing Specialist |
| | | | • Vinyl Graphics Specialist |

| Career Pathway Program | Visual Arts Program<br>**(Must teach three courses from this program list within two years)**<br>The Visual Arts program challenges students to develop technical skills in one of three areas, photography, animation, or advertising and graphic design. | | |
|---|---|---|---|
| **Course Number** | **Career Pathway Program Courses** | **Career Readiness Indicator (CRI)** | **In Demand Occupations** |
| 11154G1001 | **Advertising and Graphic Design I – Required Foundation Course** | • Adobe Certified Professional – After Effects | • Architectural Rendering Specialist |
| 11154G1002 | Advertising and Graphic Design II | • Adobe Certified Professional - Animate | • Art Director |
| 11154G1003 | Advertising and Graphic Design III | • Adobe Certified Professional – Dreamweaver | • Commercial/Industrial Designer |
| 11994G1005 | Career Pathway Project in Arts, A-V Technology, and Communications | • Adobe Certified Professional – Illustrator | • Commercial/Portrait Photographer |
| 11994G1001 | CTE Lab in Arts, A-V Technology, and Communications | • Adobe Certified Professional – InDesign | • Digital Creative Specialist |
| | **OR** | • Adobe Certified Professional – Photoshop | • Digital Marketing Specialist |
| 05177G1001 | **Animation I – Required Foundation Course** | • Adobe Certified Professional – Premiere Pro | • Game Design/Creative Design |
| 05177G1002 | Animation II | • Autodesk 3ds Max Certified User | • Graphic Designer |
| 05177G1003 | Animation III | • Autodesk- AutoCAD Certified User | • Graphic Developer |
| 11994G1005 | Career Pathway Project in Arts, A-V Technology, and Communications | • Autodesk- Fusion 360 Certified User | • Graphics Illustrator |
| 11994G1001 | CTE Lab in Arts, A-V Technology, and Communications | • Autodesk- Inventor Certified User | • Image Editor |
| | **OR** | • Autodesk- Maya Certified User | • Marketing Specialist |
| 11052G1015 | **Photography I – Required Foundation Course** | • Autodesk- Revit Certified User | • Media Specialist |
| 11052G1016 | Photography II | • Avery Dennison – Certified Wrap Installer | • Media Strategist/Coordinator |
| 11052G1017 | Photography III | • Certified Internet Webmaster E- Commerce | • Motion Graphics Designer |
| 11994G1005 | Career Pathway Project in Arts, A-V Technology, and Communications | • Certified Internet Webmaster Enterprise Developer | • Motion Graphics Specialist |
| 11994G1001 | CTE Lab in Arts, A-V Technology, and Communications | • Certified Internet Webmaster Site Designer | • Multimedia Animator |
| | | • Certified Professional Photographer | • Multimedia Artists |
| | | • FAA Part 107 | • Multimedia Specialist |
| | | • Microsoft Certified Professional + Internet (MCP+I) | • Photo Process Technician |
| | | • Microsoft Certified Professional Site Building (MCP+Site Building) | • Photographer |
| | | • Smith Micro Software: Anime Studio Pro/Moho | • Production Artist |
| | | • Solid Edge Certified Associate | • Production Assistant |
| | | • SolidWorks Associate | • Special Effects Artists/Animators |
| | | • Stukent Social Media Marketing Certification | • Technical Illustrator |
| | | | • Videographer |
| | | | • Visual Designer |
| | | | • Web Design Specialist |

## 2025-2026 Subject and Personnel Codes
### Arts, A-V Technology, and Communications Cluster

| Arts, A-V Technology, and Communications Cluster Courses | |
|---|---|
| **Course Number** | **Course Name** |
| 11154G1001 | **Advertising and Graphic Design I - Required Foundation Course** |
| 11154G1002 | Advertising and Graphic Design II |
| 11154G1003 | Advertising and Graphic Design III |
| 05177G1001 | **Animation I - Required Foundation Course** |
| 05177G1002 | Animation II |
| 05177G1003 | Animation III |
| 11051G1010 | Audio Production I |
| 11051G1011 | Audio Production II |
| 11051G1012 | Broadcasting Production I |
| 11051G1013 | Broadcasting Production II |
| 11994G1005 | Career Pathway Project in Arts, A-V Technology, and Communications |
| 11994G1001 | CTE Lab in Arts, A-V Technology, and Communications |
| 11156G1001 | **Digital File Prep for Printing - Required Foundation Course** |
| 11156G1002 | Digital Production Printing |
| 11056G1001 | Drone Flight Operations |
| 11056G1002 | Drone Licensure and Fundamentals |
| 11051G1020 | Film Production I |
| 11051G1021 | Film Production II |
| 11153G1010 | **Media Production Foundations - Required Foundation Course** |
| 11158G1000 | Offset Press Operations |
| 11052G1015 | **Photography I - Required Foundation Course** |
| 11052G1016 | Photography II |
| 11052G1017 | Photography III |
| 11156G1003 | Screen Printing |
| 05056G1050 | Technical Theatre I |
| 05056G1051 | Technical Theatre II |

| Arts, A-V Technology, and Communications Middle School Course | |
|---|---|
| **Course Number** | **Course Name** |
| 11001G0708 | Introduction to Arts, A-V Technology, and Communications |

**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 | Entertainment and Media | Printing Technologies | Visual Arts |
|---|---|---|---|
| **Foundation Course(s)** | **Media Production Foundations – Required Foundation Course** | **Digital File Preparation and Output for Printing – Required Foundation Course** | **Advertising and Graphic Design I – Required Foundation Course**<br><br>**OR**<br><br>**Animation I – Required Foundation Course**<br>**OR**<br><br>**Photography I – Required Foundation Course** |
| **Concentrator Course(s)** | Audio Production I<br>Audio Production II<br>Broadcasting Production I<br>Broadcasting Production II<br>Drone Flight Operations<br>Drone Licensure and Fundamentals<br>Film Production I<br>Film Production II<br>Technical Theatre I<br>Technical Theatre II | Digital Production Printing<br>Offset Press Operations<br>Screen Printing | Advertising and Graphic Design II<br>Advertising and Graphic Design III<br>Animation II<br>Animation III<br>Photography II<br>Photography III |
| **Capstone Course(s)** | Career Pathway Project in Arts, A-V Technology, and Communication<br><br>CTE Lab in Arts, A-V Technology, and Communication | Career Pathway Project in Arts, A-V Technology, and Communication<br><br>CTE Lab in Arts, A-V Technology, and Communication | Career Pathway Project in Arts, A-V Technology, and Communication<br><br>CTE Lab in Arts, A-V Technology, and Communication |

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.**