

---

**2025 – 2026**

**PROGRAM GUIDE**

**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.

Career Pathway Program	Entertainment and Media Program (Must teach three courses from this program list within two years)		
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	<ul style="list-style-type: none"><li>• Adobe Certified Professional – After Effects</li><li>• Adobe Certified Professional – Dreamweaver</li><li>• Adobe Certified Professional – Illustrator</li><li>• Adobe Certified Professional – InDesign</li><li>• Adobe Certified Professional – Photoshop</li><li>• Adobe Certified Professional – Premiere Pro</li><li>• Apple Aperture – Certified Pro-Level One</li><li>• Apple Certified Pro – Final Cut Pro, Level One</li><li>• Apple Motion – Certified Pro-Level One</li><li>• Autodesk 3ds Max Certified User</li><li>• Autodesk- Maya Certified User</li><li>• Certified Broadcast Technologist</li><li>• Certified Professional Photographer</li><li>• Drone Operator – Skills for Success</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 and Exhibit Design &amp; Lighting</li><li>• Sound Engineering Technician</li><li>• Television/Video/Motion Picture Camera Operator</li><li>• Videographer</li></ul>
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		
11056G1001	Drone Flight Operations		
11056G1002	Drone Licensure and Fundamentals		
11051G1020	Film Production I		
11051G1021	Film Production II		
11998G1050	Internship in Arts, A-V Technology, and Communications		
OR			
11153G1010	Media Production Foundations – Required Foundation Course		
11994G1005	Career Pathway Project in Arts, A-V Technology, and Communications		
11994G1001	CTE Lab in Arts, A-V Technology, and Communications		
11998G1050	Internship in Arts, A-V Technology, and Communications		
05056G1050	Technical Theatre I		
05056G1051	Technical Theatre II		

Career Pathway Program	Printing Technologies Program (Must teach three courses from this program list within two years)		
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	<ul style="list-style-type: none"><li>• Adobe Certified Professional – After Effects</li><li>• Adobe Certified Professional – Dreamweaver</li><li>• Adobe Certified Professional – Illustrator</li><li>• Adobe Certified Professional – InDesign</li><li>• Adobe Certified Professional – Photoshop</li><li>• Adobe Certified Professional – Premiere Pro</li><li>• Avery Dennison – Certified Wrap Installer</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>
11994G1005	Career Pathway Project in Arts, A-V Technology, and Communications		
11994G1001	CTE Lab in Arts, A-V Technology, and Communications		
11156G1002	Digital Production Printing		
11998G1050	Internship in Arts, A-V Technology, and Communications		
11158G1000	Offset Press Operations		
11156G1003	Screen Printing		

Career Pathway Program	Visual Arts Program (Must teach three courses from this program list within two years)		
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	<b>Advertising and Graphic Design I – Required Foundation Course</b>	<ul style="list-style-type: none"><li>• Adobe Certified Professional – After Effects</li><li>• Adobe Certified Professional - Animate</li><li>• Adobe Certified Professional – Dreamweaver</li><li>• Adobe Certified Professional – Illustrator</li><li>• Adobe Certified Professional – InDesign</li><li>• Adobe Certified Professional – Photoshop</li><li>• Adobe Certified Professional – Premiere Pro</li><li>• Autodesk 3ds Max Certified User</li><li>• Autodesk- AutoCAD Certified User</li><li>• Autodesk- Fusion 360 Certified User</li><li>• Autodesk- Inventor Certified User</li><li>• Autodesk- Maya Certified User</li><li>• Autodesk- Revit Certified User</li><li>• Avery Dennison – Certified Wrap Installer</li><li>• Certified Internet Webmaster E- Commerce</li><li>• Certified Internet Webmaster Enterprise Developer</li><li>• Certified Internet Webmaster Site Designer</li><li>• Certified Professional Photographer</li><li>• Drone Operator – Skills for Success</li><li>• FAA Part 107</li><li>• Microsoft Certified Professional + Internet (MCP+I)</li><li>• Microsoft Certified Professional Site Building (MCP+ Site Building)</li><li>• Smith Micro Software: Anime Studio Pro/Moho</li><li>• Solid Edge Certified Associate</li><li>• SolidWorks Associate</li><li>• Stukent Social Media Marketing Certification</li></ul>	<ul style="list-style-type: none"><li>• Architectural Rendering Specialist</li><li>• Art Director</li><li>• Commercial/Industrial Designer</li><li>• Commercial/Portrait Photographer</li><li>• Digital Creative Specialist</li><li>• Digital Marketing Specialist</li><li>• Game Design/Creative Design</li><li>• Graphic Designer</li><li>• Graphic Developer</li><li>• Graphics Illustrator</li><li>• Image Editor</li><li>• Marketing Specialist</li><li>• Media Specialist</li><li>• Media Strategist/Coordinator</li><li>• Motion Graphics Designer</li><li>• Motion Graphics Specialist</li><li>• Multimedia Animator</li><li>• Multimedia Artists</li><li>• Multimedia Specialist</li><li>• Photo Process Technician</li><li>• Photographer</li><li>• Production Artist</li><li>• Production Assistant</li><li>• Special Effects Artists/Animators</li><li>• Technical Illustrator</li><li>• Videographer</li><li>• Visual Designer</li><li>• Web Design Specialist</li></ul>
11154G1002	Advertising and Graphic Design II		
11154G1003	Advertising and Graphic Design III		
11994G1005	Career Pathway Project in Arts, A-V Technology, and Communications		
11994G1001	CTE Lab in Arts, A-V Technology, and Communications		
11998G1050	Internship in Arts, A-V Technology, and Communications		
OR			
05177G1001	<b>Animation I – Required Foundation Course</b>		
05177G1002	Animation II		
05177G1003	Animation III		
11994G1005	Career Pathway Project in Arts, A-V Technology, and Communications		
11994G1001	CTE Lab in Arts, A-V Technology, and Communications		
11998G1050	Internship in Arts, A-V Technology, and Communications		
OR			
11052G1015	<b>Photography I – Required Foundation Course</b>		
11994G1005	Career Pathway Project in Arts, A-V Technology, and Communications		
11994G1001	CTE Lab in Arts, A-V Technology, and Communications		
11998G1050	Internship in Arts, A-V Technology, and Communications		
11052G1016	Photography II		
11052G1017	Photography III		

Career Pathway Program	Arts, A-V Technology, and Communications Middle School Course		
Course Number	Career Pathway Program Courses	Career Readiness Indicator (CRI)	In Demand Occupations
11001G0708	Introduction to Arts, A-V Technology, and Comm.	• NA	• Explore All

**2025-2026 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>
11154G1001	<b>Advertising and Graphic Design I - Required Foundation Course</b>
11154G1002	Advertising and Graphic Design II
11154G1003	Advertising and Graphic Design III
05177G1001	<b>Animation I - Required Foundation Course</b>
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	<b>Digital File Prep for Printing - Required Foundation Course</b>
11156G1002	Digital Production Printing
11056G1001	Drone Flight Operations
11056G1002	Drone Licensure and Fundamentals
11051G1020	Film Production I
11051G1021	Film Production II
11998G1050	Internship in Arts, A-V Technology, and Communications
11153G1010	<b>Media Production Foundations - Required Foundation Course</b>
11158G1000	Offset Press Operations
11052G1015	<b>Photography I - Required Foundation Course</b>
11052G1016	Photography II
11052G1017	Photography III
11156G1003	Screen Printing
05056G1050	Technical Theatre I
05056G1051	Technical Theatre II

<b>Arts, A-V Technology, and Communications Middle School Course</b>	
<b>Course Number</b>	<b>Course Name</b>
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: [Alabama Achieves | Career and Technical Education | Courses of Study](#).

## College and Career Readiness Indicator Course Matrix

Program Name	Entertainment and Media	Printing Technologies	Visual Arts
<b>Foundation Course(s)</b>	<b>Media Production Foundations – Required Foundation Course</b>	<b>Digital File Preparation and Output for Printing – Required Foundation Course</b>	<b>Advertising and Graphic Design I – Required Foundation Course</b> <b>or</b> <b>Animation I – Required Foundation Course</b> <b>or</b> <b>Photography I – Required Foundation Course</b>
<b>Concentrator Course(s)</b>	Audio Production I Audio Production II Broadcasting Production I Broadcasting Production II Drone Flight Operations Drone Licensure and Fundamentals Film Production I Film Production II Technical Theatre I Technical Theatre II	Digital Production Printing Offset Press Operations Screen Printing	Advertising and Graphic Design II Advertising and Graphic Design III Animation II Animation III Photography II Photography III
<b>Capstone Course(s)</b>	Career Pathway Project in Arts, A-V Technology, and Communication CTE Lab in Arts, A-V Technology, and Communication Internship in Arts, A-V Tech, Communications	Career Pathway Project in Arts, A-V Technology, and Communication CTE Lab in Arts, A-V Technology, and Communication Internship in Arts, A-V Tech, Communications	Career Pathway Project in Arts, A-V Technology, and Communication CTE Lab in Arts, A-V Technology, and Communication Internship in 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 FY25-2048](#).

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, approved Career Readiness Indicators (CRIs), and in demand occupations.

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