

Recommended Sequence of Courses	Courses Offered at
Principles of Arts, A/V Technology, and Communications	CHS9
Digital Media	CHS
Animation I	CHS
Graphic Design and Illustration I	CHS
Graphic Design and Illustration I (Sidekick)	CHS
<b>Graphic Design and Illustration I (Round-Up)</b>	CHS
<b>*Graphic Design and Illustration II/Lab (Sidekick)</b>	CHS
<b>*Graphic Design and Illustration II/Lab (Round-Up)</b>	CHS
<b>*Practicum in Graphic Design and Illustration I (Sidekick)</b>	CHS
<b>*Practicum in Graphic Design and Illustration I (Round-Up)</b>	CHS

**\*Advanced Courses**

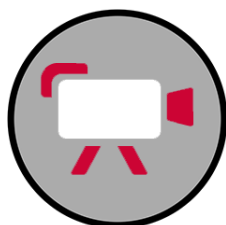
HIGH SCHOOL/INDUSTRY CERTIFICATION	CERTIFICATE/LICENSE*	ASSOCIATE'S DEGREE	BACHELOR'S DEGREE	MASTER'S/DOCTORAL PROFESSIONAL DEGREE
Adobe Certified Associate Certifications	Certified Digital Designer	Animation, Interactive Technology, Video Graphics and Special Effects		
Adobe Certified Expert Certifications	WOW Certified Web Designer Apprentice	Graphic Design		
Apple Logic Pro X	Adobe Suite Certifications	Game and Interactive Media Design	Intermedia/Multimedia	
<b>Additional industry based certification information is available from the TEA CTE website.</b>				
<b>For more information on postsecondary options for this program of study, visit TXCTE.org.</b>				

OCCUPATIONS	MEDIAN WAGE	ANNUAL OPENINGS	%GROWTH
Graphic Designers	\$44,824	1,433	15%
Multimedia Artists and Animators	\$67,392	186	21%

WORK BASED LEARNING AND EXPANDED LEARNING OPPORTUNITIES	
<b>Exploration Activities:</b> Technology Student Association (TSA); National Technical Honors Society (NTHS)	<b>Work Based Learning Activities:</b> Obtain Industry based certification.

The Graphic Design and Multimedia Arts program of study explores the occupations and educational opportunities associated with designing or creating graphics to meet specific commercial or promotional needs, such as packaging, displays, or logos. This program of study may also include exploration into designing clothing and accessories, and creating special effects, animation, or other visual images using film, video, computers, or other electronic tools and media, for use in computer games, movies, music videos, and commercials.

The Arts, A/V Technology and Communications (AAVTC) Career Cluster® focuses on careers in designing, producing, exhibiting, performing, writing, and publishing multimedia content including visual and performing arts and design, journalism, and entertainment services. Careers in the AAVTC Career Cluster require a creative aptitude, a strong background in computer and technology applications, a strong academic foundation, and a proficiency in oral and written communication.



Successful completion of the Graphic Design & Multimedia Arts program of study will fulfill requirements of a Business and Industry Endorsement.

**Approved Statewide Program of Study - September 2019**



# COURSE INFORMATION

## Principles of Arts, A/V Technology, and Communications

7125Y

**Grades: 9**

**Level: 2**

**Credit: 1 (+.5 Professional Communications Credit)**

**Prerequisite: None**

**CTSO Membership opportunity: TSA- Technology Student Association- Dues \$25 per year**

The goal of this course is for the student understands arts, audio/video technology, and communications systems. Within this context, students will be expected to develop an understanding of the various and multifaceted career opportunities in this cluster and the knowledge, skills, and educational requirements for those opportunities. Careers in the Arts, Audio/Video Technology, and Communications include video production, journalism publications, debate, graphic design and animation. In addition to creative aptitude, these careers require a strong background in computer and technology applications, a strong academic foundation, and a proficiency in oral and written communication

## Digital Media

7221Y (7221 A and B)

**Grades: 10-12**

**Level: 2**

**Credit: 1**

**Prerequisite: None**

**CTSO Membership opportunity: TSA- Technology Student Association- Dues \$25 per year**

Students will analyze and assess current and emerging technologies, while designing and creating multimedia projects that address customer needs and resolve a problem. Students will implement personal and interpersonal skills to prepare for a rapidly evolving workplace environment. Students will focus on creating and editing animations, videos, photos, graphics and web pages. The knowledge and skills acquired and practiced will enable students to successfully perform and interact in a technology-driven society. Students will enhance reading, writing, computing, communication, and critical thinking and apply them to the IT environment.

## Animation I

7111Y (7111 A and B)

**Grades: 10-12**

**Level: 2**

**Credit: 1**

**Prerequisite: None**

**Recommended prerequisites: Principles of Arts, Audio/Video Technology, and Communications, Digital Media, or Art I**

**CTSO Membership opportunity: TSA- Technology Student Association- Dues \$25 per year**

In addition to developing technical knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications Career Cluster, students will be expected to develop an understanding of the history and techniques of the animation industry. Animation will teach you how to tell a story which not only moves the audience but will move on the screen. Animation will give you skills in storyboarding, twinning, motion guides, movie clips, masking, motion graphics and special effects. Animation will let you broaden and explore new technologies as well as practice traditional animation styles.

## Graphic Design and Illustration I

7101Y (7101 A and B)

**Grades: 10-12**

**Level: 2**

**Credit: 1**

**Prerequisite: None**

**Recommended prerequisites: Principles of Arts, Audio/Video Technology, and Communications or Art I**

**CTSO Membership opportunity: TSA- Technology Student Association- Dues \$25 per year**

Within this context, in addition to developing knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications Career Cluster, learners will be expected to develop an understanding of the industry with a focus on fundamental elements and principles of visual art and design. Students will use a variety of software programs from the Adobe Creative Suite to online sites and apps to support and develop creativity and problem solving. Graphic Design will focus your imagination and give you valuable skills to use in school, on the job and for the rest of your life.

# COURSE INFORMATION

## Graphic Design and Illustration I (Round-Up)

7127Y (7127 A and B)

Grades: 10-12

Level: 2

Credit: 1

Prerequisite: None

Recommended prerequisites: Principles of Arts, Audio/Video Technology, and Communications or Art I

CTSO Membership opportunity: TSA- Technology Student Association- Dues \$25 per year

Within this context, in addition to developing knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications Career Cluster, learners will be expected to develop an understanding of the industry with a focus on fundamental elements and principles of visual art and design. Students will use a variety of software programs from the Adobe Creative Suite to online sites and apps to support and develop creativity and problem solving. Graphic Design will focus your imagination and give you valuable skills to use in school, on the job and for the rest of your life.

**Round-Up** learners will work on the Coppell High School publication, The Round-Up, which is published annually in the spring.

## Graphic Design and Illustration I (Sidekick / Coppell Student Media)

7140Y (7140 A and B)

Grades: 10-12

Level: 2

Credit: 1

Prerequisite: None

Recommended prerequisites: Principles of Arts, Audio/Video Technology, and Communications or Art I

CTSO Membership opportunity: TSA- Technology Student Association- Dues \$25 per year

Within this context, in addition to developing knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications Career Cluster, learners will be expected to develop an understanding of the industry with a focus on fundamental elements and principles of visual art and design. Students will use a variety of software programs from the Adobe Creative Suite to online sites and apps to support and develop creativity and problem solving. Graphic Design will focus your imagination and give you valuable skills to use in school, on the job and for the rest of your life.

**Sidekick/Coppell Student Media** learners receive hands-on experience for what life is like as a college or professional journalist. CoppellStudentMedia.com is updated each school day and serves as the primary source for Sidekick staffers to present news to the campus and community in addition to six printed issues each school year. The major publication of this course are Sidekick newspapers and Coppell Student Media online content.

## Graphic Design and Illustration II / Graphic Design and Illustration II Lab (Round-Up)

7128Y (7128 A and B)

Grades: 11-12

Level: 2

Credit: 2 (This is a DOUBLE BLOCKED COURSE- 2 periods)

(This course is a prerequisite for Practicum in Graphic Design & Illustration- Roundup)

Prerequisite: Graphic Design and Illustration I- Roundup

Certification Possibility & Required Fees: OSHA General (\$25)

CTSO Membership opportunity: TSA- Technology Student Association- Dues \$25 per year

Within this context, in addition to developing knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications Career Cluster, students will be expected to develop an understanding of the industry with a focus on fundamental elements and principles of visual art and design.

**Round-Up** learners will work on the Coppell High School publication. The Round-Up, which is published annually in the spring.

There is no level-down option for this course.

## Graphic Design and Illustration II / Graphic Design and Illustration II Lab (Sidekick / Coppell Student Media)

7142Y (7142 A and B)

Grades: 11-12

Level: 2

Credit: 2 (This is a DOUBLE BLOCKED COURSE- 2 periods)

(This course is a prerequisite for Practicum in Graphic Design & Illustration- Roundup)

Prerequisite: Graphic Design and Illustration I- Roundup

Certification Possibility & Required Fees: OSHA General (\$25)

CTSO Membership opportunity: TSA- Technology Student Association- Dues \$25 per year

Within this context, in addition to developing knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications Career Cluster, students will be expected to develop an understanding of the industry with a focus on fundamental elements and principles of visual art and design.

**Sidekick/Coppell Student Media** learners receive hands-on experience for what life is like as a college or professional journalist. CoppellStudentMedia.com is updated each school day and serves as the primary source for Sidekick staffers to present news to the campus and community in addition to six printed issues each school year. The major publication of this course are Sidekick newspapers and Coppell Student Media online content.

There is no level-down option for this course.

# COURSE INFORMATION

## Practicum in Graphic Design and Illustration I (Round-Up)

7129Y (7129 A and B)

**Grades: 12**

**Level: 3**

**Credit: 2**

**PROGRAM QUALIFICATION FORM & PATHWAY TEAM APPROVAL REQUIRED FOR ALL SENIOR LEVEL / PRACTICUM COURSES**

**Prerequisite: Graphic Design and Illustration II / Graphic Design and Illustration II Lab- Round-Up**

**Certification Possibility & Required Fees: Adobe ACA Photoshop (\$25)**

**Must be able to provide transportation for off campus Practicum Experiences.**

**CTSO Membership opportunity: TSA- Technology Student Association- Dues \$25 per year**

In addition to developing technical knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications Career Cluster, students will be expected to develop a technical understanding of the industry with a focus on skill proficiency. Instruction may be delivered through lab-based classroom experiences or career preparation opportunities.

**Round-Up** learners will work on the Coppell High School publication. The Round-Up, which is published annually in the spring.

**There is no level-down option for this course.**

## Practicum in Graphic Design and Illustration I (Sidekick / Coppell Student Media)

7143Y (7143 A and B)

**Grades: 12**

**Level: 3**

**Credit: 2**

**PROGRAM QUALIFICATION FORM & PATHWAY TEAM APPROVAL REQUIRED FOR ALL SENIOR LEVEL / PRACTICUM COURSES**

**Prerequisite: Graphic Design and Illustration II / Graphic Design and Illustration II Lab- Round-Up**

**Certification Possibility & Required Fees: Adobe ACA Photoshop (\$25)**

**Must be able to provide transportation for off campus Practicum Experiences.**

**CTSO Membership opportunity: TSA- Technology Student Association- Dues \$25 per year**

In addition to developing technical knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications Career Cluster, students will be expected to develop a technical understanding of the industry with a focus on skill proficiency. Instruction may be delivered through lab-based classroom experiences or career preparation opportunities.

**Sidekick/Coppell Student Media** learners receive hands-on experience for what life is like as a college or professional journalist. CoppellStudentMedia.com is updated each school day and serves as the primary source for Sidekick staffers to present news to the campus and community in addition to six printed issues each school year. The major publication of this course are Sidekick newspapers and Coppell Student Media online content.

**There is no level-down option for this course.**

Coppell ISD offers career and technical education programs in Business, Marketing, Arts, AV Tech & Communications, Engineering, Computer Science and Health Science. Admission to these programs is based on grade level and prerequisites met.

It is the policy of Coppell ISD not to discriminate on the basis of race, color, national origin, sex or handicap in its vocational programs, services or activities as required by Title VI of the Civil Rights Act of 1964, as amended; Title IX of the Education Amendments of 1972; and Section 504 of the Rehabilitation Act of 1973, as amended.

It is the policy of Coppell ISD not to discriminate on the basis of race, color, national origin, sex, handicap, or age in its employment practices as required by Title VI of the Civil Rights Act of 1964, as amended; Title IX of the Education Amendments of 1972; the Age Discrimination Act of 1975, as amended; and Section 504 of the Rehabilitation Act of 1973, as amended.

Coppell ISD will take steps to assure that lack of English language skills will not be a barrier to admission and participation in all educational and vocational programs.

For information about your rights or grievance procedures, contact the Title IX Coordinator, at 200 S. Denton Tap Rd.; Coppell, Texas 75019, 214-496-6000, and/or the Section 504 Coordinator, at 268 Southwestern Blvd; Coppell, Texas 75019, 214-496-6938.

El Distrito Escolar Independiente (Independent School District, ISD) de Coppell ofrece programas de educación técnica o profesional en las áreas de comercio, mercadeo, artes, tecnología y comunicación audiovisual, ingeniería, informática y ciencias de la salud. La admisión a estos programas se basa en el nivel de estudios y el cumplimiento de los requisitos.

Es política del ISD de Coppell no discriminar en sus programas vocacionales, servicios o actividades en función de la raza, color, origen nacional, sexo o discapacidad, tal como lo exigen el Título VI de la Ley de Derechos Civiles de 1964, enmendada, el Título IX de las Enmiendas Educativas de 1972 y la Sección 504 de la Ley de Rehabilitación de 1973, enmendada.

Es política del ISD de Copell no discriminar en sus prácticas laborales en función de la raza, color, origen nacional, sexo, edad o discapacidad, tal como lo exigen el Título VI de la Ley de Derechos Civiles de 1964, enmendada, el Título IX de las Enmiendas Educativas de 1972, la Ley de Discriminación por Edad de 1975, enmendada, y la Sección 504 de la Ley de Rehabilitación de 1973, enmendada.

El ISD de Coppell tomará medidas para garantizar que la falta de conocimientos del idioma inglés no sea un impedimento en la admisión y la participación en todos los programas educativos y vocacionales

Para obtener información sobre sus derechos o procedimientos de quejas, contacte al Coordinador del Título IX, ubicado en 200 S. Denton Tap Rd.; Coppell, Texas 75019, a través del teléfono 214-496-6000; o a la Coordinadora de la Sección 504, ubicada en 268 Southwestern Blvd; Coppell, Texas 75019, a través del teléfono 214-496-6938.