



Recommended Sequence of Courses	Courses Offered at
Principles of Arts,A/V Technology, and Communications	CHS9
Audio/Video Production I	CHS
*Audio Video Production II/Lab	CHS
*Practicum of Audio/Video Production I	CHS

***Advanced Courses**

HIGH SCHOOL/ INDUSTRY CERTIFICATION	CERTIFICATE/ LICENSE*	ASSOCIATE'S DEGREE	BACHELOR'S DEGREE	MASTER'S/ DOCTORAL PROFESSIONAL DEGREE
Apple Final Cut Pro X	Certified Video Engineer	Recording Arts Technology/Technician		Communications Technology/ Technician
Apple Logic Pro X	Commercial Audio Technician	Cinematography and Film/ Video Production		
Adobe Certified Associate Premiere Pro	Certified AM Directional Specialist	Radio and Television Broadcasting Technology/ Technician	Radio and Television	
Adobe Certified Associate Certifications	Certified Broadcast Radio Engineer	Music Technology	Agricultural Communication/ Journalism	

OCCUPATIONS	MEDIAN WAGE	ANNUAL OPENINGS	%GROWTH
Sound Engineering Technicians	\$39,562	79	27%
Camera Operators, Television, Video and Motion Picture	\$50,024	129	9%
Audio and Video Equipment Technicians	\$40,581	757	29%
Film and Video Editors	\$47,382	118	23%

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

Additional industry based certification information is available from the TEA CTE website.
 For more information on postsecondary options for this program of study, visit TXCTE.org.

The Digital Communications program of study explores the occupations and educational opportunities associated with the production of audio and visual media formats for various purposes, such as TV broadcasts, advertising, video production, or motion pictures. This program of study may also include exploration into operating machines and equipment to record sound and images, such as microphones, sound speakers, video screens, projectors, video monitors, sound and mixing boards, and related electronic equipment.

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 Digital Communications 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.

Audio/Video Production I (KCBY)

7119Y (7119 A and B)

Grade: 10-12

Level: 2

Credit: 1

Prerequisites: None

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

Required Course Materials: 16GB Class 10 SD card, 500GB or higher portable hard drive, and headphones.

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 industry with a focus on pre-production, production, and post-production audio and video products. The major publications for this course are KCBY shows.

Audio/Video Production II/Lab (KCBY)

7121Y (7121 A and B)

Grade: 11-12

Level: 2

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

Prerequisites: Audio Video Production I

Required Course Materials: 16GB Class 10 SD card, 500GB or higher portable hard drive, and headphones.

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

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

Building upon the concepts taught in Audio/Video Production, in addition to developing advanced knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications Career Cluster, students will be expected to develop an advanced understanding of the industry with a focus on pre-production, production, and postproduction products. Through diverse forms of storytelling and production, students will exercise and develop creativity, intellectual curiosity, and critical-thinking, problem-solving, and collaborative skills. This course may be implemented in an audio format or a format with both audio and video. The major publications for this course are KCBY shows.

There is no level-down option for this course.

Practicum of Audio/Video Production I (KCBY)

7122Y (7122A and B)

Grades: 12

Level: 3

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

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

Prerequisites: Audio/Video Production II / Audio/Video Production II Lab

Certification Possibility & Required Fees: Adobe ACA Premiere Pro (\$25)

Must be able to provide transportation for off campus Practicum Experiences

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

Building upon the concepts taught in Audio/Video Production II and its corequisite Audio/Video Production II Lab, in addition to developing advanced technical knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications Career Cluster, students will be expected to develop an increasing understanding of the industry with a focus on applying pre-production, production, and post-production audio and video products in a professional environment. This course may be implemented in an advanced audio/video or audio format. Instruction may be delivered through lab-based classroom experiences or career preparation opportunities.

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.