Texas CTE

Principles of Arts, Audio/Video Technology, and Communications

General requirements. This course is recommended for students in Grade 9. Students shall be awarded one credit for successful completion of this course AVTV.A

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Introduction. AVTV.B

1 **Career and technical education instruction provides content aligned with challenging academic standards and relevant technical knowledge and skills for students to further their education and succeed in current or emerging professions.** AVTV.B.1

2 **The Arts, Audio/Video Technology, and Communications 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** AVTV.B.

3 **Careers in the Arts, Audio/Video Technology, and Communications 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. 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.** AVTV.B.3

4 **Students are encouraged to participate in extended learning experiences such as career and technical student organizations and other leadership or extracurricular organizations.** AVTV.B.4

5 **Statements that contain the word "including" reference content that must be mastered, while those containing the phrase "such as" are intended as possible `\lustrative examples.** AVTV.B.5

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Knowledge and skills. AVTV.C

1 **The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to:** AVTV.C.1

- a explore opportunities in training, education, and certifications for employment; AVTV.C.1.A
- b demonstrate professional standards and personal qualities needed to be employable such as oral and written communication, leadership, teamwork, appreciation for diversity, conflict management, customer service, work ethic, and adaptability; AVTV.C.1.B
- c demonstrate skills related to seeking and applying for employment; AVTV.C.1.C
- d create a resume and cover letter/letter of interest to document information such as work experiences, licenses, certifications, and work samples; AVTV.C.1.D
- e demonstrate skills in evaluating and comparing employment opportunities. AVTV.C.1.E

2 **The student applies English language arts in Arts, Audio/Video Technology, and Communications projects. The student is expected to:** AVTV.C.2

- a demonstrate use of content, technical concepts, and vocabulary; AVTV.C.2.A
- b use correct grammar, punctuation, and terminology to write and edit documents; AVTV.C.2.B
- c identify assumptions, purpose, and propaganda techniques; AVTV.C.2.C
- d compose and edit copy for a variety of written documents; AVTV.C.2.D
- e evaluate oral and written information; AVTV.C.2.E
- f research topics for the preparation of oral and written communication. AVTV.C.2.F

3 **The student applies professional communications strategies. The student is expected to:** AVTV.C.3

- a adapt language structure and style for audience, purpose, situation, and intent; AVTV.C.3.A
- b organize oral and written information; AVTV.C.3.B
- c interpret and communicate information, data, and observations; AVTV.C.3.C
- d deliver formal and informal presentations; AVTV.C.3.
- e apply active listening skills to obtain and clarify information; AVTV.C.3.E
- f develop and interpret tables, charts, and figures to support written and oral communications; AVTV.C.3.F
- g listen to and speak with diverse individuals; AVTV.C.3.G
- h exhibit public relations skills to increase internal and external customer/client satisfaction. AVTV.C.3.H

4 **The student understands and examines problem-solving methods. The student is expected to:** AVTV.C.4

- a employ critical-thinking skills independently and in groups; AVTV.C.4.A

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b employ interpersonal skills in groups to solve problems. AVTV.C.4.B

5 The student uses technology applications when completing Arts, Audio/Video Technology, and Communications projects and processes. The student is expected to: AVTV.C.5

a use technology applications such as social media, email, Internet, writing and publishing, presentation, and spreadsheet or database applications for Arts, Audio/Video Technology, and Communications projects; AVTV.C.5.A

b use processes such as personal information management, file management, and file sharing. AVTV.C.5.B

6 The student understands arts, audio/video technology, and communications systems. The student is expected to: AVTV.C.6

a describe the nature and types of businesses in arts, audio/video technology, and communications; AVTV.C.6.A

b analyze and summarize the history and evolution of the arts, audio/video technology, and communications fields of study; AVTV.C.6.B

c analyze the arts, audio/video technology, and communications economic base; AVTV.C.6.C

d analyze and summarize evidence of interdependence between the technical and the artistic sides of arts, audio/video technology, and communications. AVTV.C.6.D

7 The student understands principles of audio/video production. The student is expected to: AVTV.C.7

a apply knowledge of audio and video script production; AVTV.C.7.A

b discuss the impact of audio and video selection on human emotion; AVTV.C.7.B

c demonstrate the use of audio and video for a three-screen environment, including cell phones, television monitors, and computer screens; AVTV.C.7.C

d demonstrate various videography techniques, including picture composition, video composition, audio composition, editing, and delivery; AVTV.C.7.D

e understand the differences between linear and nonlinear systems; AVTV.C.7.E

f demonstrate knowledge of control peripherals for capturing or ingesting media. AVTV.C.7.F

8 The student understands principles of fashion design that impact consumer purchasing of fashion and apparel accessories. The student is expected to: AVTV.C.8

a describe social, cultural, and life cycle influences; AVTV.C.8.A

b explain how fashion trends are determined; AVTV.C.8.B

c analyze the influence of advertising on consumer apparel choices. AVTV.C.8.C

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'he student understands principles of video game design. The student is expected o: AVTV.C.9

a demonstrate knowledge and appropriate use of computer operating systems; AVTV.C.9.A

b demonstrate appropriate use of hardware components, software programs, and storage devices; AVTV.C.9.B

c demonstrate knowledge of sound editing; AVTV.C.9.C

d demonstrate knowledge of file formats and cross-platform compatibility; AVTV.C.9.D

e acquire and exchange information in a variety of electronic file sharing formats; AVTV.C.9.E

f combine graphics, images, and sound. AVTV.C.9.F

10 The student understands principles of graphic design and illustration. The student is expected to: AVTV.C.10

a research the history of visual arts and design; AVTV.C.10.A

b explain the evolution of art and design; AVTV.C.10.B

c compare current visual arts technologies with historical technologies; AVTV.C.10.C

d understand general characteristics in artwork from a variety of cultures; AVTV.C.10.D

e analyze and apply art elements and principles in photographic works, multimedia applications, and digital and print media. AVTV.C.10.E

11 The student understands principles of commercial photography. The student is expected to: AVTV.C.11

a demonstrate knowledge of photographic composition and layout; AVTV.C.11.A

b evaluate photographs using principles of art, commercial photography standards, and critical-thinking skills. AVTV.C.11.B

12 The student understands principles, elements, and techniques of animation. The student is expected to: AVTV.C.12

a describe and use audience identification, script writing, character design, storyboarding, and audio and delivery formats; AVTV.C.12.A

b describe and use cell, stop motion, tweening, motion paths, masking, looping, scripting/programming, and interactivity; AVTV.C.12.B

c describe lighting and camera shots; AVTV.C.12.C

d describe and use flip books, claymation, or cut-outs; AVTV.C.12.D

13 The student understands principles of printing and imaging. The student is expected to: AVTV.C.13

a identify processes required for the production of various printed products; AVTV.C.13.A

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b identify basic design elements such as text, graphics, and white space; AVTV.C.13.B

c demonstrate basic knowledge of color theory. AVTV.C.13.C

14 The student applies safety regulations. The student is expected to: AVTV.C.14

a implement personal and classroom safety rules and regulations; AVTV.C.14.A

b follow emergency procedures as needed. AVTV.C.14.B

15 The student identifies and develops leadership characteristics. The student is expected to: AVTV.C.15

a identify leadership characteristics; AVTV.C.15.A

b participate in student leadership and professional development activities. AVTV.C.15.B

16 The student applies ethical decision making and understands and complies with laws regarding use of technology in arts, audio/video technology, and communications. The student is expected to: AVTV.C.16

a demonstrate an understanding of ethical conduct related to interacting with others such as maintaining client confidentiality and privacy of sensitive content and giving proper credit for ideas; AVTV.C.16.A

b examine the First Amendment, Federal Communications Commission regulations, Freedom of Information Act, liability laws, and other regulations for compliance issues; AVTV.C.16.B

c. examine the liabilities, copyright laws, fair use, and duplication of materials associated with productions and performances; AVTV.C.16.C

d analyze the impact of arts, audio/video technology, and communications industries on society; AVTV.C.16.D

e demonstrate an understanding of proper digital etiquette, personal security guidelines, use of network resources, and the district's acceptable use policy for technology; AVTV.C.16.E

f identify and demonstrate positive personal qualities such as flexibility, open-mindedness, initiative, listening attentively to speakers, willingness to learn new knowledge and skills, and pride in quality work. AVTV.C.16.F

17 The student understands communications strategies as they relate to arts, audio/video technology, and communications. The student is expected to: AVTV.C.17

a adapt the language and design of a project for audience, purpose, situation, and intent; AVTV.C.17.A

b organize oral, written, and graphic information into formal and informal projects; AVTV.C.17.B

c interpret and communicate information for multiple audiences; AVTV.C.17.C

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d collaborate to create original projects, including seeking and responding to advice from others such as peers or experts in the creation and evaluation process. AVTV.C.17.D

18 The student uses a variety of strategies to plan, obtain, evaluate, and use valid information. The student is expected to: AVTV.C.18

a obtain print and digital information such as graphics, audio, and video from a variety of resources while citing the sources; AVTV.C.18.A

b evaluate information for accuracy and validity; AVTV.C.18.B

c present accurate information using techniques appropriate for the intended audience. AVTV.C.18.C

19 The student applies technical skills for efficiency. The student is expected to: AVTV.C.19.

a employ planning and time-management skills to complete work tasks; AVTV.C.19.A

b use technology to enhance productivity AVTV.C.19.B

20 The student develops a basic understanding of arts, audio/video technology, and communications. The student is expected to: AVTV.C.20

a research the scope of career opportunities; AVTV.C.20.A

b develop an understanding of the elements and principles of art; AVTV.C.20.B

c develop an understanding of the industry by explaining the history and evolution of the arts, audio/video technology, and communications career fields and defining and using related terminology; AVTV.C.20.C

d evaluate works of art using critical-thinking skills; AVTV.C.20.D

e determine the use of art elements such as color, texture, form, line, and space; AVTV.C.20.E

f determine the use of principles of design such as continuity, pattern, rhythm, balance, proportion, and unity in products AVTV.C.20.F

21 The student makes informed judgments about product designs and the designs of others. The student is expected to: AVTV.C.21

a interpret, evaluate, and justify artistic decisions; AVTV.C.21.A

b select and analyze original product designs by peers and others to form precise conclusions about formal qualities and historical and cultural contexts, intents, and meanings. AVTV.C.21.B