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|  | ARTS, A/V TECHNOLOGY & COMMUNICATIONS |
| **EARN YOUR BUSINESS & INDUSTRY ENDORSEMENT** | | |

### Audio, Video Technology & Film PROGRAM OF STUDY

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| **09800** | Commercial Photography, 1 credit (home campus) | | | **GPA Level: Regular** | | | | |
|  | **Grades 9-12** | **Service ID: 13009100** | | | | |  | |
|  | **Required Prerequisite or**  **Co-Requisite:** | **Business Information Management I** | | | | | | |
|  | **Advanced Technical Credit\*:** | **Statewide: PHTC 1311/1411 or PHTC 1004** | | | | | | |
|  | **Endorsement/Career Cluster:** | **Business & Industry/ Arts, A/V Technology, & Comm.** | | | | | | |
| Introduction to getting started in commercial digital photography. This course will cover basic concepts for purchasing a digital camera, image capture, image editing, and image output. This will enable students to use and understand all the skills and techniques required to advance in the Arts, AV & Communications fields.  *\*See definition of advanced technical credit in the introduction to the CTE section of the course description guide.* | | | | | | | | |
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| **09755** | Digital & Interactive Media, 1 credit (home campus) | | | | **GPA Level: Regular** | | |
|  | **Grades 10 -12** | | **Service ID: 13027800** | | |  | |
|  | **Required Prerequisite:** | | **Business Information Management I** | | | | |
|  | **Recommended Prerequisite:** | | **Business Information Management II** | | | | |
|  | **Advanced Technical Credit\*:** | | **Lee College: POFI 2331** | | | | |
|  |  | | **Statewide: IMED 1301/1401 or ARTC 1302/1402** | | | | |
|  | **Endorsement/Career Cluster:** | | **Business & Industry/ Information Technology** | | | | |
| Are you creative? Do you like photo editing and drawing? Do you want to learn how to combine media applications to create real-world projects and prepare for a future in business? In this “hands-on” course, students will build on their basic computer skills using Adobe Suite designing and editing software to produce a variety of documents such as brochures, programs, flyers, posters, and magazine covers. Students will produce exciting projects that require using the latest industry led software programs and creating original design which will prepare them for the future.  *\*See definition of advanced technical credit in the introduction to the CTE section of the course description guide.* | | | | | | | |
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| **19000** | Audio Video Production, **2 credits (2 class periods) (SCC)** | | **GPA Level: Regular** |
|  | **Grades 10-12** | **Service ID: 13008500** |  |
|  | **Required Prerequisite:** | **Course Application** | |
|  | **Required Prerequisite:** | **Business Information Management I or Commercial Photography** | |
|  | **Endorsement/Career Cluster:** | **Business & Industry/ Arts, A/V Technology, & Comm.** | |
| Audio Video Production is an introduction and overview of the visual and audio media world. Students learn the fundamentals of video, film style and audio production using professional equipment and software. Students gain knowledge and experience through extensive hands-on assignments involving video cameras, video and audio editing, directing, video graphics, writing, producing studio and location productions, pre-production, production and post-production. Students have the opportunity to work outside the classroom in paying jobs such as part of the video crew for the video board at Stallworth stadium. | | | |

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| **19008** | Advanced Audio Video Production, **2 credits (2 class periods) (SCC)** | | **GPA Level: Regular** |
|  | **Grades 11-12** | **Service ID: 13008600** |  |
|  | **Required Prerequisite:** | **Course Application and Audio Video Production** | |
|  | **Advanced Technical Credit\*:** | **Statewide: ARTV 1351/1451 or ARTV 1343/1443** | |
|  | **Endorsement/Career Cluster:** | **Business & Industry/ Arts, A/V Technology, & Comm.**  **Advanced CTE Credit** | |
| Advanced Audio Video Production is designed and structured to work as an open and largely self-directed lab course that allows students to expand and deepen the skills they learned in Audio Video Production. After learning the basic foundations in Audio Video Production, students who advance to Advanced Audio Video Production are able to concentrate on the areas of their greatest interest, such as videography, video/film editing, audio recording, audio mixing, sound reinforcement, sound design, visual design, dialog editing, lighting, video engineering, script writing, directing, producing, still or animated computer graphics, special effects.  Students have the opportunity to work outside the classroom in paying jobs such as part of the video crew for the video board at Stallworth stadium as well as other audio/video production internships.  *\*See definition of advanced technical credit in the introduction to the CTE section of the course description guide.* | | | |