

Introduction *—Arts, Audio/Video Technology and Communications*

The Arts, Audio/Video Technology and Communication career areas include the mastery and use of computer or other technology along with individual creativity. This area includes film production and editing, print media, animation, journalism and photography as well as illustration in its wide range of careers. People who mix their artistic talents with training in the latest design software should be able to find opportunities for employment. Computer graphics for software and web page design are two of the hot trends in the industry.

Students participate in leadership activities in the Technology Student Association or SKILLS USA clubs, which allow them to compete in local and state contests and learn leadership skills as officers in the club.

Career Opportunities *—Arts, Audio/Video Technology and Communications*

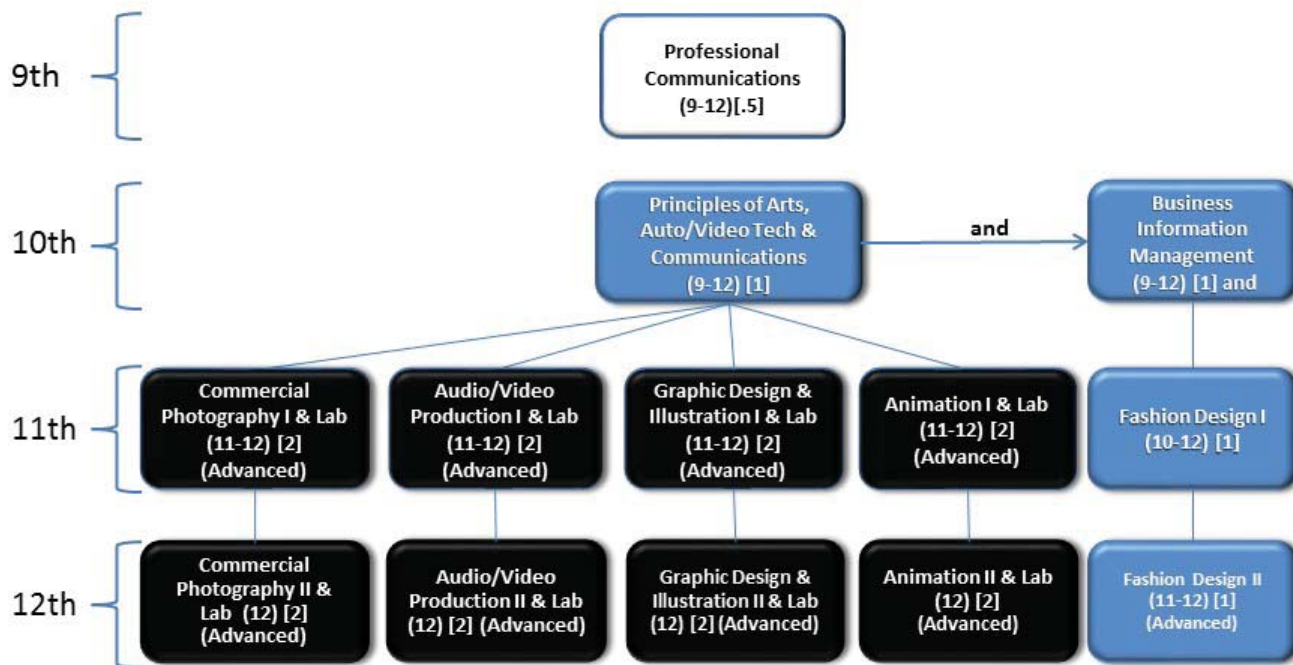
Graphic Artist
Advertising Designer
Special Effects Designer
Audio-Video Producer

Art Gallery Owner/Manager
Computer Graphic Designer
Photographer/Photojournalist
Motion Picture Producer

Fashion Designer
Illustrator
Filmmaker
Media Director

Course Listings *—Arts, Audio/Video Technology and Communications*

Arts, A/V Technology & Communication



Business and Industry

Course Listings — Arts, Audio/Video Technology and Communications

T20703

Professional Communications

- ▶ **Grade Placement** 9-12
- ▶ **Credits** 1/2
- ▶ **Prerequisite**..... None

Professional Communications blends written, oral and graphic communication in a career-based environment. Careers in the global economy require individuals to be creative and have a strong background in computer and technical applications, a strong and solid academic foundation, and a proficiency in professional oral and written communication. This course will satisfy the Speech requirement for graduation.

T2000

Principles of Arts, Audio/Video Technology and Communications

- ▶ **Grade Placement** 9-12
- ▶ **Credits** 1
- ▶ **Prerequisite**..... None

Through the study of digital and interactive media and its application in information technology, students will analyze and assess current and emerging technologies, while designing and creating multimedia projects that address customer needs and resolve problems. Students implement personal and interpersonal skills to prepare for a rapidly evolving workplace environment. The knowledge and skills acquired and practiced will enable students to successfully perform and interact in a technology-driven society. Students enhance reading, writing, computing, communication, and critical thinking and apply them to the information technology environment.

T2020

Commercial Photography I and Lab

- ▶ **Grade Placement** 11-12
- ▶ **Credits** 2
- ▶ **Prerequisite**..... None
- ▶ **Location**..... *Advanced Technology Complex*
- ▶ **Partnerships**..... *Denton Record Chronicle*

Do you love to take pictures but want to take it to the next level? Commercial Photography covers everything from setting up a shot to delivering the finished product in a competitive market. Students will develop knowledge of different types of cameras and lenses and their applications to photography. They will analyze customer needs, preferences, apply the principles of art to photographs, and develop photographs using a variety of production processes. Students will have an opportunity to test for certification.

T2025

Commercial Photography II and Lab

- ▶ **Grade Placement** 12
- ▶ **Credits** 2
- ▶ **Prerequisite**..... *Commercial Photography I*
- ▶ **Location** *Advanced Technology Complex*
- ▶ **Partnerships**..... *Denton Record Chronicle*

Commercial Photography II develops advanced skills and knowledge in commercial photography projects. Students' knowledge will increase in creating photographs for defined purposes, applying elements and principles of design to projects, choosing appropriate camera equipment for projects, and selecting appropriate production processes for the finished product.

T2030**Audio/Video Production I and Lab**

- ▶ **Grade Placement** 11-12
- ▶ **Credits** 2
- ▶ **Prerequisite**..... None
- ▶ **Location** *Advanced Technology Complex*
- ▶ **Partnerships**..... *The Crouch Group, City of Denton*

Audio/Video Production is a course designed to provide training for entry level employment in the Radio, Television & Film industries. The students will learn the pre-production, production and postproduction phases as well as nonlinear editing using Apple's Final Cut Pro Studio software. Assignments include events at the C.H. Collins Athletic Complex and taping of district and community activities and projects. Students will also prepare and create a project to be shown at the annual Feature Fest at the end of the year.

T2035**Audio/Video Production II and Lab**

- ▶ **Grade Placement** 12
- ▶ **Credits** 2
- ▶ **Prerequisite**..... *Audio/Video Production I and Lab*
- ▶ **Location**..... *Advanced Technology Complex*
- ▶ **Partnerships**..... *The Crouch Group, City of Denton*

Audio/Video Production II is a course designed for students to continue learning all three phases of the production process as well as nonlinear editing using Apple's Final Cut Pro Studio software. This course is project based, where students create, storyboard, as well as video tape and edit their advanced projects such as their annual Feature Fest short film. Outside assignments include attending events at the C.H. Collins Athletic Complex and taping of district and community activities and projects.

T2040**Animation I and Lab**

- ▶ **Grade Placement** 11-12
- ▶ **Credits** 2
- ▶ **Prerequisite**..... None
- ▶ **Location**..... *Advanced Technology Complex*

The student will use Adobe Flash to create animations and games, then place their work onto a website. They will also create animations for cell phones, industry control panels, company logos, advertising, and local current business applications. A portfolio will be the student's final product. Students will have an opportunity to test for certification.

T2045**Animation II and Lab**

- ▶ **Grade Placement** 12
- ▶ **Credits** 2
- ▶ **Prerequisite**..... *Animation I and Lab*
- ▶ **Location**..... *Advanced Technology Complex*

The student will use NewTek 3D Lightwave v. 9.6 software on multi-processor computers to model, light, surface texture, animate, camera shoot and render characters and projects as directed by the instructor. This course requires advanced level math. Upon completion of this program the student will have created and animated 3D models embedded into scenes.

T2050

Graphic Design & Illustration I and Lab

- ▶ **Grade Placement 11-12**
- ▶ **Credits 2**
- ▶ **Prerequisite..... None**
- ▶ **Location..... Advanced Technology Complex**
- ▶ **Partnerships..... Adobe Corporation, AlphaGraphics, Denton Record Chronicle**

A course for creative and artistic students, this course will appeal to students who enjoy designing and creating projects that communicate visually. Graphic Design and Illustration is a creative study of the art of visual communications and advertising through creativity, illustration, design, analysis, approach and technical skills. Students will improve communication skills by learning to communicate visually, describe and defend their work, interview clients, present completed layouts and develop electronic and print portfolios. Students will have an opportunity to test for certification. Students may take the course for high school credit only which would require no tuition payment. This course may be offered in partnership with North Texas Central College. NCTC registration must be completed and tuition requirements met in order to earn the NCTC dual credit.

T2055

Graphic Design & Illustration II and Lab

- ▶ **Grade Placement 12**
- ▶ **Credits 2**
- ▶ **Prerequisite..... Graphic Design & Illustration I and Lab**
- ▶ **Location..... Advanced Technology Complex**
- ▶ **Partnerships..... Adobe Corporation, AlphaGraphics, Denton Record Chronicle**

Graphic Design and Illustration II will be a more in-depth study of illustration and visual communication with demonstrated ability to create, illustrate and communicate complicated ideas or designs with regard to technique and layout skills. Advanced students will be involved in projects for real world situations or clients. Additionally, students will have an opportunity for certification in Adobe Photoshop CS4. Students will further perfect a well developed portfolio, both in electronic format and print.

T2060

Fashion Design I

- ▶ **Grade Placement 10-12**
- ▶ **Credits 1**
- ▶ **Prerequisite..... None**

Students will develop an understanding of fashion, textile and apparel industries. They will create apparel products using principles of effective design: body types, clothing silhouettes, and fabric selection. They will use basic design tools and techniques for fashion drawing, draping and flat pattern methods for fitting a garment. Identifying characteristics of quality apparel construction as a basis for consumer decision making is included.

T2065

Fashion Design II

- ▶ **Grade Placement 11-12**
- ▶ **Credits 1**
- ▶ **Prerequisite..... Fashion Design I**

Students will build upon the skills learned in fashion design I class and develop their design portfolio of fashion drawings. They will develop an advanced technical understanding of fashion with emphasis on design and production. Students will analyze international design influences and trends as well as the planning and production of garments.