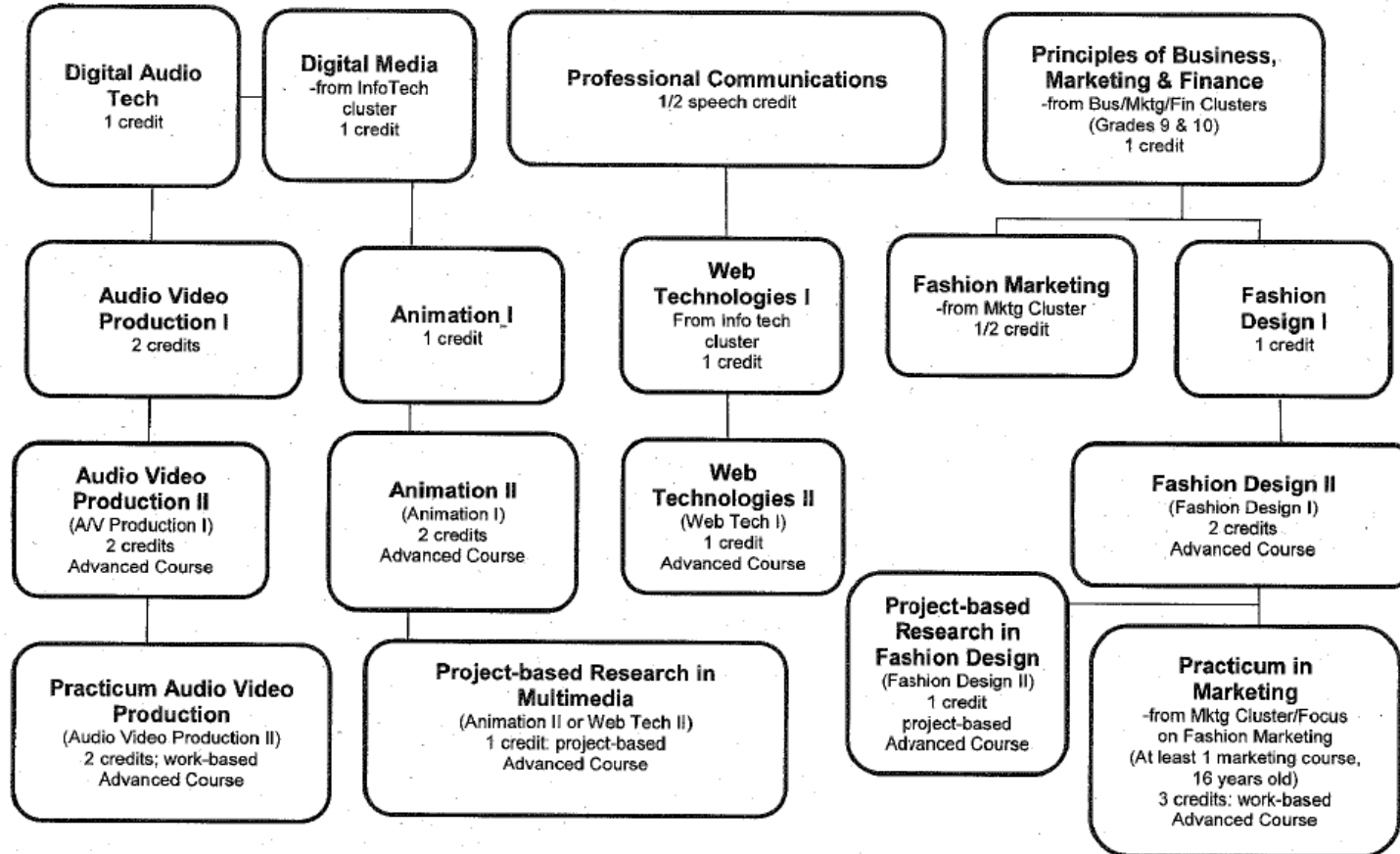


Arts, A/V Technology and Communications

Endorsement: Business & Industry



(Required Prerequisite)

Revised October 2016

SAMPLE 4-Course Sequences that satisfy the CTE course requirement for a Business & Industry Endorsement

(Earn at least 4 credits by taking at least two courses in the same cluster, with at least one containing advanced topics in that field (*)—see the page on Endorsements in this document or your counselor for more information on graduation requirements)

Career Interest	9 th Grade	10 th Grade	11 th Grade	12 th Grade
Animation 2D/3D	Digital Media (1)	Animation I (1)	*Animation II (2)	*Project-based Research in Multimedia (1)
Fashion Design	Principles of Business, Marketing and Finance (1)	Fashion Design I (1)	*Fashion Design II (2)	*Project-based Research in Fashion Design (1) or Fashion Marketing (0.5) or *Practicum in Marketing (3)
Video Production	Digital Media (1)	Digital Audio Technology (1)	Audio/Video Production I (2)	*Audio/Video Production II (2)
Video Production (with work-based Practicum)	Digital Media (1) or Digital Audio Technology (1)	Audio/Video Production I (2)	*Audio/Video Production II (2)	*Practicum in Audio/Video Production (2)

Professional Communications 1/2 credit

This high school speech course is designed to provide opportunities for students to understand and develop effective interpersonal communication skills for the 21st Century. Professional Communications blends written, oral, and graphic communication in a career-based, business environment. Students will prepare, present, and evaluate a variety of multi-media presentations that are appropriate for the professional setting.

- ◆ Grades 9 – 12

Animation I 1 credit

This course allows students to create animation projects using principles of design to combine graphics, images and sound. A variety of techniques will be explored, including storyboarding, scripting/programming, interactivity, and flip books. The emphasis will be on utilizing the features in Adobe Flash included in the corresponding industry-recognized certification. The goal of providing this training (and potential certification) is to assist students in becoming more marketable and desirable in the workplace.

- ◆ Grades 10 – 12
- ◆ Recommended prerequisite: Digital Media
- ◆ Lab supplies or fee may be required.

Animation II 2 credits

This course provides students the opportunity to expand upon the animation knowledge and skills mastered in the first animation course. A variety of advanced techniques will be explored, including orthographic and isometric drawing, framing, lighting, exaggeration, additive color, layers, and transitions. Products will be created utilizing industry-recognized technologies.

- ◆ Grades 11-12
- ◆ Required prerequisite: Animation I
- ◆ Lab supplies or fee may be required.

Project-based Research in Multimedia 1 credit

This course is a supervised research study project-based

class where students will apply knowledge and skills from previous animation and/or web technologies courses in a related advanced/specialized field of study. Students are required to submit a formal project plan within 15 school days after enrollment in the course. The plan should specify the additional concepts and/or technologies that will be studied and utilized, along with an overview of the culminating project.

- ◆ Grades 11-12
- ◆ Required prerequisite: Animation II or Web Technologies II
- ◆ Lab supplies or fee may be required.

Fashion Marketing 1/2 credit

Fashion Marketing is designed to provide students with knowledge of the various business functions in the fashion industry. Students in Fashion Marketing will gain a working knowledge of promotion, textiles, merchandising, mathematics, selling, visual merchandising, and career opportunities.

- ◆ Grades 10-12
- ◆ Recommended prerequisite: Principles of Business, Marketing, and Finance
- ◆ Lab supplies or fee may be required.

Fashion Design I 1 credit

This course emphasizes careers in fashion which span all aspects of the textile and apparel industries. Students interested will develop an understanding of the industry by participation in fashion, textile, and apparel projects, as well as exposure to laws governing the industry, skills related to commercial care of clothing, safety regulations, and general knowledge and skills leading to success in the Arts, Audio/Video Technology, and Communications career cluster.

- ◆ Grades 10 – 12
- ◆ Lab supplies or fee may be required.

Fashion Design II**2 credits**

This course builds upon skills learned in Fashion Design I. Students continue to develop and refine their understanding of fashion figures, garment details, and construction. Students will develop an understanding of the industry by participation in fashion projects.

- ♦ Grades 11-12
- ♦ Prerequisites: Fashion Design I
- ♦ Lab supplies or fee may be required.

Project-based Research in Fashion Design**1 credit**

This advanced course builds upon skills learned in Advanced Fashion Design II. Students will work on special projects such as HUNCH or utilize all advanced designing and sewing techniques in their projects to create a professional look. Students will make minor and advanced alterations and display their garments.

- ♦ Grade: 12
- ♦ Prerequisites: Fashion Design II
- ♦ Lab supplies or fee may be required.

Practicum in Marketing**3 credits**

This course allows students to apply marketing concepts and principles in the classroom and the workplace. In the classroom portion of the course, students will gain a working knowledge of marketing functions such as selling, advertising, display, the free enterprise system, inventory control systems, marketing mathematics, and resume writing. Students will also receive industry-recognized training designed to make them more marketable and desirable in the workplace. Students are required to work 15 hours per week at an approved training site and must be employed at that site within 15 school days after enrollment in the course.

- ♦ Grades 11 – 12
- ♦ Required prerequisite: At least one course in Marketing cluster or related area and age 16 with reliable transportation
- ♦ Assessment for verification of industry-recognized training is available for a fee.
- ♦ Students in Fashion Design may pursue job in fashion industry.
- ♦ Lab supplies or fee may be required.

Digital Audio Technology I**1 credit**

This course provides skills for students to produce professional audio for a variety of real-world uses, such as: radio and television broadcasting, audio for video and film, audio for animation and game design, music production and live sound, and additional opportunities and skills sets. Students will master audio production equipment and create projects with a DAW (Digital Audio Workstation). Students will be expected to develop an understanding of the audio industry with a technical emphasis on production and critical-listening skills.

- ♦ Grades 9-12
- ♦ A supply fee may be required in this course.

Audio/Video Production I**2 credits**

Students will produce videos using professional standards in the area of pre-production, production and post-production public service announcements, news packages, documentaries, educational, promotional, and commercial productions. Students will work in crews to examine real-world issues related to current topics such as health care, government, business, or education. Productions will be created for audiences beyond the classroom such as school officials, non-profit organizations, higher education officials, government, or other stakeholders.

- ♦ Grades 10-12 with priority to grades 10 and 11
- ♦ Students may be required to work additional hours after school at the teacher's discretion
- ♦ A supply fee may be required.
- ♦ Recommended prerequisite: Digital Media or Digital Audio Technology.

Audio/Video Production II**2 credits**

Students will form their own crews to create productions beyond the campus level with actual clients in industry, such as education, charity, and for-profit businesses in the community. Students will expand their skills to produce short films, music videos, movie trailers, television shows, web series, and others. Students will also use audio/video equipment to use media to cover various events in the athletic, arena, board meetings, corporate, family and other events in need of production. Students will learn the process to create an online marketing presence to form their own business.

- ♦ Grades 11-12
- ♦ Prerequisites: Audio/Video Production I
- ♦ A supply fee may be required for this course.
- ♦ Assessment for verification of industry-recognized training is available for a fee.
- ♦ Students may be required to work additional hours after school at the teacher's discretion.

Practicum in Audio/Video Production**2 credits**

Students will work as contractors to produce videos for a wide variety of organizations. Under the supervision of their AVP teacher, the practicum student will identify community production opportunities off campus, conduct meetings with clients, and manage video production equipment and crews. This course requires students to arrange their own transportation to produce a wide variety of media projects.

- ♦ Grade 12
- ♦ Required prerequisite: Audio/Video Production II
- ♦ A supply fee may be required in the course.
- ♦ Students are required to have an approved training site/client within 15 school days after enrollment in the course.

See Visual and Performing Arts sections for more course options in this cluster.