Principles of Arts, Audio/Video Technology & Communications

Background & History of the Arts, Audio/Visual Technology & Communication

- Historical principles
- Fashion design principles
- Evolution of art & design
- Compare current to past technologies

Understand, Evaluating & Applying the AAVTC Principles

- Critique work of self and peers
- Elements of art
- Photographic composition & layout
- Color theory
- Principles of design
- Evaluate works of art
- Print processes
- Product design

AAVTC Systems

- Impact on daily lives
- Types of businesses
- Analyze economic base

Application of ELA in AAVTC

- Use of ELA in AAVTC
- Compose and edit copy
- Evaluate oral and written information

Problem Solving in AAVTC

- Interpersonal skills
- Problem solving
- Principles of audio/video production
- Impact of audio/video on emotions

Efficient Use of Information

- Obtain & use print and digital information
- Evaluate information
- Time management
- Presentation of accurate materials
- Elements and principles of design
- Technology productivity

Audio/Video Production

- Videography techniques
- Composition
- Script, storyboard, shot list production
- Lighting
- Control peripherals
- 3 screen environment
- Linear vs nonlinear systems
- Camera shots

Fashion Design

- Development of fashion trends
- Advertising strategies

Use of Technology Applications in AAVTC

- Personal information management
- File management
- File sharing
- Use of technology applications

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Video Game Design

- Fundamentals of video game design
- Sound editing
- Computer operating systems
- Hardware components
- Software programs
- Combination of graphics, images & sound
- Storage devices
- File formats
- File sharing formats

Animation

- Target audience identification
- Character design
- Cell animation
- Stop motion
- Tweening
- Masking
- Looping
- Scripting
- Interactivity
- Motion paths

Communication Strategies

- Written & oral communication strategies
- Active listening skills
- Listen to & speak to diverse individuals
- Public relations

Careers in AAVTC

- Training and education requirements
- Certifications
- Resume & letter of interest
- Professional standards
- Employability skills

Ethical Decision Making

- Legal requirements
- Ethical behaviors
- Digital etiquette
- Confidentiality
- First Amendment
- Freedom of Information Act
- Copyright, Fair Use, Creative Commons

Safety

- Safety, health & emergency procedures
- Classroom safety rules

Leadership

- Leadership characteristics
- Professional development activities

Software

- Adobe CC