FBISD Reimagined
INSPIRE • EQUIP • IMAGINE

FBISD CTE
Career & Technical Education

Arts, Audio Video Technology & Communications

Program Exploration Night

January 28th, 2021

Poll

How many videos have you watched today?

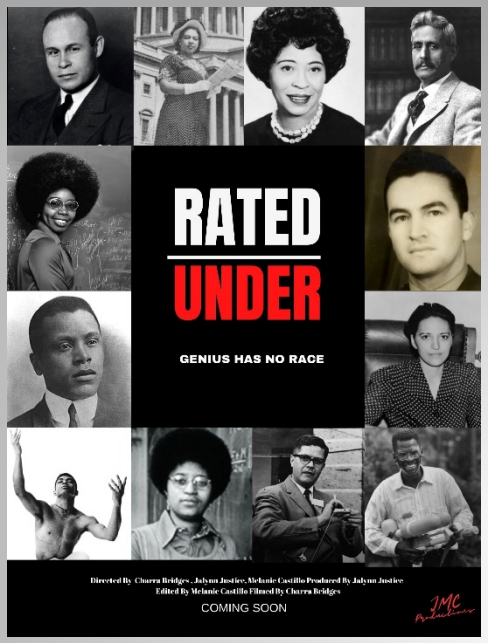
A. At least 10 videos
B. 5-9 videos
C. 1-4 videos
D. None—I don't know what media is

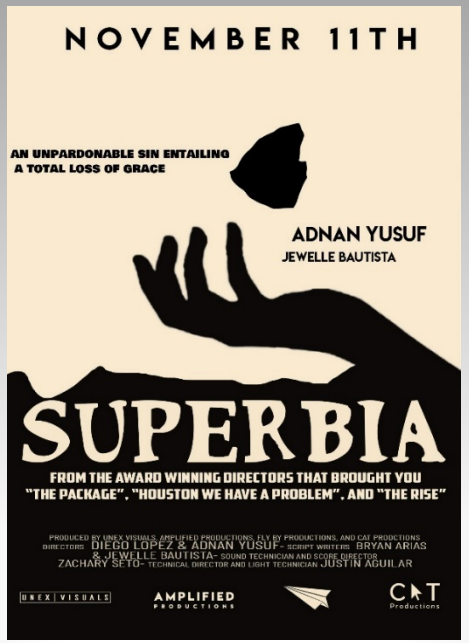
What is Arts, Audio Video Technology & Communications?

- **AAVTC** focuses on careers in designing, producing, exhibiting, performing, writing, and publishing multimedia content.

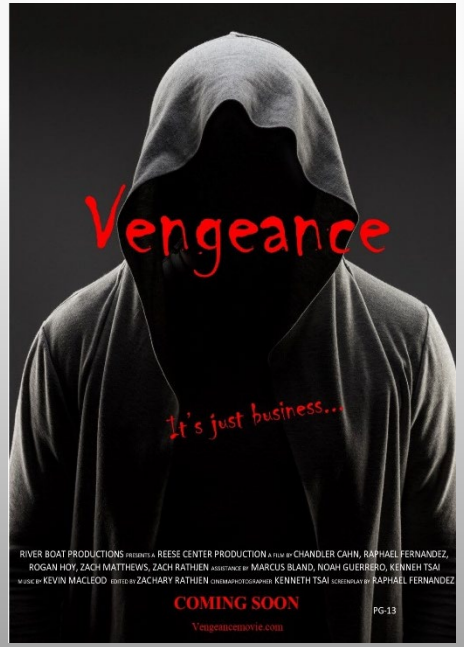
Careers in AAVTC

- **Film production (television and motion picture), video editing, audio production, broadcasting, web influencers, and public relations and marketing agencies**
- **Graphic designers, animators, multimedia artists**





Student-Produced Short Films



WHY Arts, A/V & Technology?

- Technique AND Technology = job stability
- Video is EVERYWHERE
- Video is PRIORITY
- Online video consumption is at an all-time high

Future Trends

Technology such as 4k, drone filming and multiple camera setup is becoming more standard. The video production industry has grown recently thanks to the fact that internet video consumption is growing exponentially each year and soon it will dominate most internet data usage. It is very likely that social video becomes the norm soon in the future, and companies will need regular video filming.

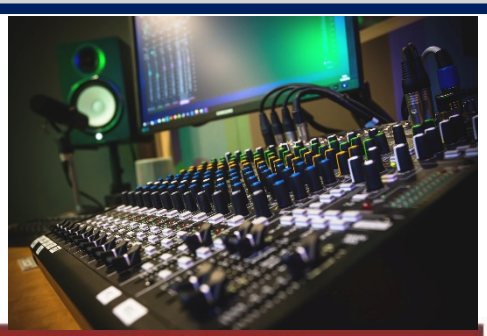
***from ibisworld.com 1/10/21*

Pathways

ARTS, A/V TECHNOLOGY AND COMMUNICATIONS
DIGITAL COMMUNICATIONS

ARTS, A/V TECHNOLOGY AND COMMUNICATIONS
DESIGN & MULTIMEDIA ARTS

Digital Communications



#	Course	Credit	Grade	Location
	ARTS, AUDIO/VIDEO TECHNOLOGY, AND COMMUNICATIONS PROGRAM			
	Digital Communications Pathway			
1	Principles of Arts, A/V Technology and Communications *No Prerequisite*	1.0	9-11	**All high schools**
2	**Audio/Video Production I + Lab** *Prerequisite: Principles of Arts, AV Technology and Communications*	2.0	10-12	**Reese Center***
3	**Audio/Video Production II + Lab** (Advanced CTE Course) *Prerequisite: Audio Video Production I + Lab*	2.0	11-12	**Reese Center***

*The Reese Center offers students the ability to gain hands-on experiences within a working studio and mac lab. Students attend the Reese Center for ½ a day and attend their home campus for the other half.

Design & Multimedia Arts

*Graphic Design classes are currently offered at Hightower High School Digital Media Academy

Digital Media Academy 4-Year Plan College Readiness Plan C/O 2024 and beyond (Updated 4/7/2020)

Note: This is a ***SAMPLE*** high school plan, variations such as involvement in athletics, fine arts, and summer courses taken will affect the actual high school plan for each student. Courses that are in **BOLD** are requirements for the Digital Media Academy. You are **required** to take at least one Pre-AP/AP/Dual Credit course each Academic year.

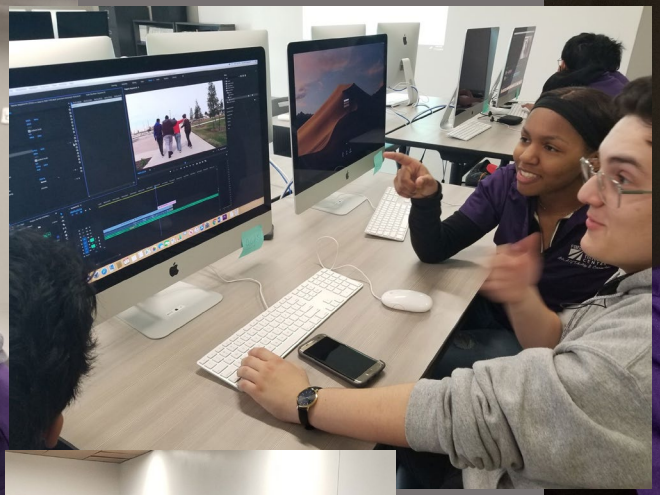
Sample DMA 4-year plan:

	1	2	3	4	5	6	7
9th	English I Pre-AP	World Geography	Algebra I	Biology	Language I	Health / Prof. Communications	**Principles A/V**
10th	English II Pre-AP	World History	Geometry	2nd Science (i.e. Chemistry)	Language II	Choice Elective	**Digital Media**
11th	English III AP	US History	Algebra II	3rd Science (i.e. Physics)	Fine Arts	**Graphic Design I Lab**	**Graphic Design I**
12th	English IV Dual Credit or AP	US Government/ Economics	4th Math (i.e. PreCal)	4th Science	PE	**Graphic Design II Lab**	**Graphic Design II**

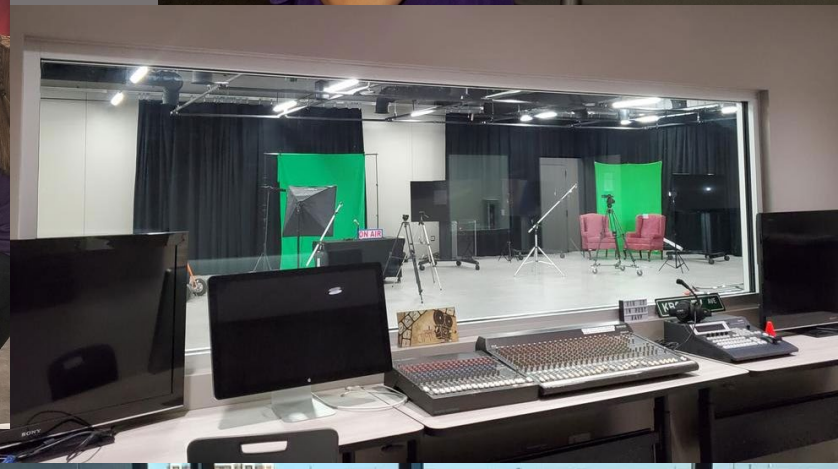
What Experiences Can I Expect?

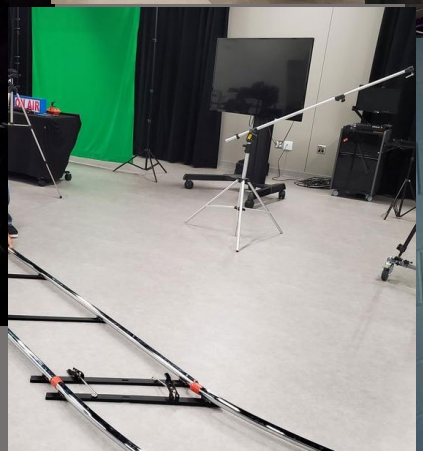
- Real-world Industry Standard Opportunities
- Audio and Video equipment utilization
- Editing on iMacs in Adobe Premiere Pro and other software for visual effects
- Recording Sound Rooms and Control Rooms
- Live Streaming Capabilities
- Professional, expertise instructors
- Software Certification

Panasonic
FULL HD



RØDE





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Certifications

Students will have the opportunity to attempt the Adobe Certification Exam.

- Adobe Photoshop (graphic design)
- Adobe Illustrator (graphic design)
- Adobe Premiere Pro (video editing)

Extracurricular

- SkillsUSA Texas & National
- FBISD FilmFest
- Houston Film Commission

Houston Film Commission

SkillsUSA® TEXAS

Questions?

- Go to www.fortbendisd.com/jrctc
- Email joey.dyrudlange@fortbendisd.com