



Program of Study Course Sequence	9th Grade	10th Grade	11th Grade	12th Grade	Optional Electives
Design & Multimedia Arts	Principles of Arts, Audio/Video Technology and Communications (1 credit)	Choose 1 of the following courses: Animation I (1 credit), Graphic Design and Illustration I (1 credit) <i>Prerequisite: Principles of A/V</i>	Choose 1 of the following courses: Animation I (1 credit), Animation II/Animation II Lab (2 credits), Graphic Design and Illustration I (1 credit), Graphic Design and Illustration II/Graphic Design and Illustration II Lab (2 credits) <i>Prerequisite: Animation I, Graphic Design I</i>	Choose 1 of the following courses: Animation II/Animation II Lab (2 credits), Graphic Design and Illustration II/Graphic Design and Illustration II Lab (2 credits), Practicum in Animation (2 credits), Practicum in Graphic Design and Illustration (2 credits) <i>Prerequisite: 3 credits of Design & Multimedia Arts</i>	Commercial Photography I (1 credit), Digital Media (1 credit), Social Media Marketing (.5 credit)
Digital Communications	Principles of Arts, Audio / Video Technology and Communications (1 credit)	Audio / Video Production I (1 credit) <i>Prerequisite: Principles of Arts and AV</i>	Audio / Video Production II/ Audio/Video Production II Lab (2 credits) <i>Prerequisite: Audio/Video I</i>	Practicum in Audio/Video Production (2 credits) <i>Prerequisite: Audio/Video Production II/Audio/Video Production II Lab</i>	Commercial Photography I (1 credit) SR &D: UAV (1 credit)
Fashion Design	Principles of Arts, Audio / Video Technology and Communications (1 credit)	Fashion Design I (1 credit)	Fashion Design II/ Fashion Design II Lab (2 credits) <i>Prerequisite: Fashion Design I</i>	Practicum in Entrepreneurship (2 credits)	Fashion Marketing (.5 credit), Digital Media (1 credit), Entrepreneurship (1 credit but taught in 1 semester)

****Optional electives do not replace required pathway courses****



Practicum in Animation

TEDS: 13008450

KISD: 81308

Credit: 2

Grade: 11-12

Recommended prerequisite: Animation II/Animation II Lab

Careers in animation span all aspects of the motion graphics industry. Within this context, students will develop technical knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications career cluster. Building upon the concepts taught in previous animation courses, students will be expected to develop an increasing understanding of the industry with a focus on applying pre-production, production, and post-production animation products in a professional environment and a focus on skill proficiency. Instruction may be delivered through lab-based classroom experiences or career preparation opportunities. Students will also have the opportunity to earn certifications in Adobe ACA After Effects, Adobe ACA Animate, and Autodesk Certified User (ACU) – Maya in this class.

Graphic Design and Illustration I

TEDS: 13008800

KISD: 81322

Credit: 1

Grade: 10-12

Recommended prerequisite: Principles of Arts, Audio/Video Technology, and Communications

Careers in graphic design and illustration span all aspects of the advertising and visual communications industries. Within this context, in addition to developing knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications career cluster, students will be expected to develop an understanding of the industry with a focus on fundamental elements, principles of visual art and design, copyright law, and color theory and audience awareness. Students will work toward obtaining entry-level industry certifications for Adobe applications, including Photoshop, Illustrator, and InDesign.

Graphic Design and Illustration II/ Graphic Design and Illustration II Lab

TEDS: 13008910

KISD: 81326

Credit: 2

Grade: 10-12

Recommended prerequisite: Graphic Design I

Careers in graphic design and illustration span all aspects of the advertising and visual communications industries. Within this context, in addition to developing knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications career cluster, students will be expected to develop an understanding of the industry with a focus on fundamental elements and principles of visual art and design. Students will learn about and use industry level print equipment including sublimation, plotter, digital print press, UV, laser, large format, and more.



Practicum in Graphic Design and Illustration

TEDS: 13009000 **KISD:** 81328

Credit: 2

Grade: 11-12

Recommended prerequisite: Graphic Design II/ Graphic Design II Lab

Careers in graphic design and illustration span all aspects of the advertising and visual communications industry. Within this context, in addition to developing technical knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications career cluster, students will be expected to develop a technical understanding of the industry with a focus on skill proficiency. Instruction may be delivered through lab-based classroom experiences or career preparation opportunities. Students will take the knowledge and skills learned in levels I and II and use them to take job requests from start to finish with both internal and external customers. These job requests will include job receipt, customer contact (email and/or phone), design, production, product delivery, and invoicing.

Audio/Video Production I

TEDS: 13008500 **KISD:** 81312

Credit: 1

Grade: 10-12

Recommended prerequisite: Principles of Arts, Audio/Video Technology, and Communications

Careers in audio and video technology and film production span all aspects of the audio/video communications industry. Within this context, in addition to developing technical knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications career cluster, students will be expected to develop an understanding of the industry with a focus on pre-production, production, and post-production audio and video activities.

Audio/Video Production II/ Audio/Video Production II Lab

TEDS: 13008610

KISD: 81316

Credit: 2

Grade: 10-12

Recommended prerequisite: Audio/Video Production I

Careers in audio and video technology and film production span all aspects of the audio/video communications industry. Within this context, in addition to developing advanced knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications career cluster, students will be expected to develop an advanced understanding of the industry with a focus on pre-production, production, and post-production activities. This course may be implemented in an advanced audio format or an advanced format, including audio, video, and radio.

Practicum in Audio/Video Production

TEDS: 13008700

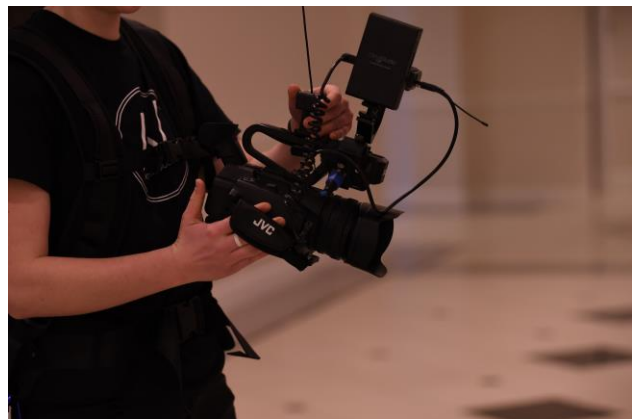
KISD: 81318

Credit: 2

Grade: 11-12

Recommended prerequisite: Audio/Video Production II/ Audio/Video Production II Lab

Careers in audio and technology and film production span all aspects of the audio/video communications industry. Within this context, in addition to developing advanced technical knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications career cluster, students will be expected to develop an advanced understanding of the industry with a focus on applying pre-production, production, and post-production audio, video, radio, or animation format.



Fashion Design I

TEDS: 13009300

KISD: 81342

Credit: 1

Grade: 10-12

Recommended prerequisite: None

Careers in fashion span all aspects of the textile and apparel industries. Within this context, in addition to developing technical knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications career cluster, students will be expected to develop an understanding of fashion, textiles, and apparel. Students will be expected to develop an understanding of the fashion industry with an emphasis on design and construction.

Fashion Design II/Fashion Design II Lab

TEDS: 13009410

KISD: 81346

Credit: 2

Grade: 10-12

Recommended prerequisite: Fashion Design I and Graphic Design I

In this advanced course, students will learn how to design, sew, and market their own merchandise. Students will be expected to develop an advanced understanding of fashion, with emphasis on design and production industries.

Practicum in Entrepreneurship

TEDS: N1303425

KISD: 81347

Credit: 2

Grade: 11-12

Recommended prerequisite: None

The Practicum in Entrepreneurship provides students the opportunity to apply classroom learnings and experiences to real-world business problems and opportunities, while expanding their skill sets and professional relationships as a real or simulated business owner versus the experience one would have as an employee. Students will prepare for an entrepreneurial career in their area of interest in their career cluster.

Commercial Photography I

TEDS: 13009100

KISD: 81332

Credit: 1

Grade: 10-12

Recommended prerequisite: Principles of Arts, Audio/Video Technology, and Communications

Careers in commercial photography require skills that span all aspects of the industry from setting up a shot to delivering products in a competitive market. In addition to developing knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications Career Cluster, students will be expected to develop an understanding of the commercial photography industry with a focus on creating quality photographs.



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Digital Media

TEDS: 13027800

KISD: 82374

Credit: 1

Grade: 10-12

Recommended prerequisite: Principles of Arts, Audio/Video Technology, and Communications

Digital Media is a course designed to educate students on the ever-changing digital world, as well as to provide hands-on experience with industry-standard software and equipment. The curriculum covers a wide range of areas, so it appeals to a diverse group of students. Topics covered in Digital Media classes include graphic design, animation, audio production, video production, and web design. The knowledge and skills acquired and practiced will enable students to successfully perform and interact in a technology-driven society in their chosen career path.

Social Media Marketing

TEDS: 13034650


KISD: 82505

Credit: .5

Grade: 10-12

Recommended prerequisite: Principles of Business, Marketing, and Finance

Social Media Marketing is designed to look at the rise of social media and how it has transformed the business arena. Students will learn about the multi-disciplinary implications and how to manage a successful social media presence for an organization. **This course is offered in the traditional classroom and online through the Keller ISD Virtual Learning program.**



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Fashion Marketing

TEDS: 13034300

KISD: 82502

Credit: .5

Grade: 10-12

Recommended prerequisite: Principles of Business, Marketing, and Finance

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.

Scientific Research & Design: Introduction to Unmanned Aerial Vehicles

TEDS: 13037200

KISD: 82733

Credit: 1

Grade: 10-12

Recommended prerequisite: Engineering Science

The Introduction to Unmanned Aerial Vehicle course is designed to prepare students for entry-level employment or continuing education in piloting UAV operations. The course is designed to instruct students in UAV flight navigation, industry law and regulations, and safety regulations. Students are also exposed to mission planning procedures, environmental factors, and human factors involved in the UAV industry.

Entrepreneurship

TEDS: 13034400


KISD: 82503

Credit: 1

Grade: 9-12

Recommended prerequisite: None

Students will gain the knowledge and skills needed to become an entrepreneur. Students will learn the principles necessary to begin and operate a business. The primary focus of the course is to help students understand the process of analyzing a business opportunity, preparing a business plan, determining feasibility of an idea using research, and developing a plan to organize and promote the business and its products and services. In addition, students understand the capital required, the return on investment desired, and the potential for profit. Students earn 1 credit for this course, but the course is taught in 1 semester. **This course is offered in the traditional classroom and online through the Keller ISD Virtual Learning program.**