

Georgia Department of Education
Career Pathway Descriptions

Arts, A/V Technology & Communications Cluster

Designing, producing, exhibiting, performing, writing, and publishing multimedia content including visual and performing arts and design, journalism, and entertainment services.

Audio-Video Technology and Film Pathway

The Audio-Video Technology and Film pathway is one of three pathways in the Arts, Audio-Video Technology and Communications Cluster. Completion of this pathway prepares the student for employment in the Audio-Video Communications industry. An individual may design, manufacture, operate and/or repair audiovisual equipment. Students will be involved in the presentation of sound, video and data in a variety of venues. Students may gather information and prepare broadcasts or be involved in the set up and operations of equipment used to record and transmit programs and/or motion pictures. Students may provide sound mixing and/or video editing services. The Audio-Video Technology and Film industry is growing rapidly in the state of Georgia. This pathway culminates with an opportunity for students to take the SkillsUSA Television Video Production end of pathway assessment.

Course 1 – Audio & Video Technology & Film I 10.51810

Course Description: This course will serve as the foundational course in the Audio & Video Technology & Film pathway. The course prepares students for employment or entry into a postsecondary education program in the audio and video technology career field. Topics covered may include, but are not limited to: terminology, safety, basic equipment, script writing, production teams, production and programming, lighting, recording and editing, studio production, and professional ethics. Skills USA, the Georgia Scholastic Press Association, Technology Student Association (TSA) and Student Television Network are examples of, but not limited to, appropriate organizations for providing leadership training and/or for reinforcing specific career and technical skills and may be considered an integral part of the instructional program. All material covered in Audio & Video Technology & Film I will be utilized in subsequent courses.

Proposed Course 2 – Audio & Video Technology & Film II

Proposed Course 3 – Audio & Video Technology & Film III

Graphic Production Pathway

The Graphic Production pathway is one of three pathways in the Arts, Audio-Video Technology and Communications Cluster. Graphic Production includes the processes and industries that create, develop, produce, and distribute products that incorporate words and/or pictorial images to convey information, ideas, and feelings. Graphic Production includes the market segments embracing the technologies of the many facets of printing, publishing, packaging, electronic imaging, and their allied industries. This pathway culminates with the opportunity for students to take the end of pathway assessment provided by SkillsUSA Work Force Ready or earn industry credentials through PrintEd.

Proposed Course 1 - Introduction to Graphics and Design 48.56100

Course Description: This course is designed as the foundational course for both the Graphics Production and Graphics Design pathways. The Graphics and Design course provides students with the processes involved in the technologies of printing, publishing, packaging, electronic imaging, and their allied industries. In addition, the Graphics and Design course offers a range of cognitive skills, aesthetics, and crafts that includes typography, visual arts, and page layout.

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Proposed Course 2 – Graphics Design & Production

Proposed Course 3 – Graphic Output Processes

Graphic Design Pathway

The Graphic Design pathway is one of three pathways in the Arts, Audio-Video Technology and Communications Cluster. Graphic Design is the process of communicating visually using typography and/or images to convey information. Graphic Design embraces a range of cognitive skills, creative problem solving skills, aesthetics, and crafts, including typography, visual arts, illustration, photography, and layout. This pathway culminates with the opportunity for students to take the end of pathway assessment provided by SkillsUSA Work Force Ready or earn industry credentials through PrintEd.

Proposed Course 1 – Introduction to Graphics and Design 48.56100

Course Description: This course is designed as the foundational course for both the Graphics Production and Graphics Design pathways. The Graphics and Design course provides students with the processes involved in the technologies of printing, publishing, packaging, electronic imaging, and their allied industries. In addition, the Graphics and Design course offers a range of cognitive skills, aesthetics, and crafts that includes typography, visual arts, and page layout.

Proposed Course 2 – Graphics Design & Production

Proposed Course 3 – Advanced Graphic Design

For more information, please contact Carol Burke at cburke@doe.k12.ga.us