Help students build knowledge, skills, and educational requirements for career success

The employment outlook for multimedia artists and animators is projected to grow 6 percent from 2014 to 2024. Written exclusively to meet the Texas Standards, *Principles of Arts, Audio & Video Technology and Communications, Texas Edition* helps students explore the career paths available to them and build strong communication and application skills for today’s workplace. Prepares students for ACA (Adobe Certified Associate) certifications.

**Essential coverage of the professional applications for today’s workplace**

- *Illustrator* for graphic design and illustration
- *Photoshop* for commercial photography and printing
- *Flash* to explore animation
- *Premier Pro* to cover audio/video production
- *Return to Flash* to focus on game design
- *Professional communications* and *fashion design*

**Provides an excellent foundation for exploring career opportunities**

*Getting Started* opens the book and provides:

- An overview of the career cluster and it’s pathways
- Exploration of the careers available in each pathway
- The businesses and industries that provide employment in these fields.
- The education and skill requirements necessary for careers in this cluster
- Employment trends

*Softskills* covers a variety of subjects related to the study of arts, audio/video technology, and communications

- Includes review projects to promote further research, writing, and designing.
- Topics include employability skills, history, legal and ethical issues, communication, teamwork, leadership, and how to give and receive constructive criticism
Hands-on, real-world projects

• Each chapter is presented through lessons that introduce a number of application features
• Students learn and practice these features as they complete real-world projects such as preparing advertising and marketing materials, designing clothing, or readying files for various types of output

Chapters and lessons are structured to engage and simplify learning

• List of the topics to be covered in the lessons and why those topics are important
• Try It! exercises allow students to practice what they learn about each feature
• Numbered steps make it easy for students to complete each part of the project
• Frequent illustrations show students how to select settings, as well as show them results they can use to check their progress
• Icons included in the steps help students identify the correct tool to use for the current task
• Exercises include numerous notes that provide helpful tips or alternate methods of performing tasks and definitions of important terms
• Feature boxes include more in-depth information on graphic design topics, tools, shortcuts, and professional methodology

Review, practice, and apply with chapter-ending activities

• Review questions remind students of the important skills and features they have learned and to assess their knowledge of the chapter’s key points
• Two hands-on projects provide students another chance to practice the skills they have learned
• A Portfolio Builder provides step-by-step instructions on how to complete a project that requires students to apply the skills and features they learned in the chapter
• A Critical Thinking project challenges students to complete a project on their own or with minimal instruction

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