



Career Cluster: Arts, A/V Technology, & Communications

Career Pathway: Digital Media

HIGH SCHOOL			
EXPLORER COURSES: Choose one or more of the following courses to see if this would be a career you would enjoy.			
21 st Century Journalism (1 semester)			
CONCENTRATOR COURSES: Completed after an Explorer course. Helps you discover what area of the field you would like to specialize in.			
Fundamentals of Graphic Design (1 semester)		Audio/Video Production Fundamentals (1 semester)	
Digital Media Technology (1 year)		Digital Video Production (1 year)	
Digital Media Project Management-Yearbook (1 year)			
COMPLETER COURSES: Must have completed an Explorer and a Concentrator course before taking this course.			
Digital Media Project Management-Media (1 year)			
PATHWAY SEQUENCE: Suggested order of courses.			
9 th Grade	10 th Grade	11 th Grade	12 th Grade
21 st Century Journalism (required)	Digital Media Technology OR	Digital Media Project Management (Media)	Digital Media Project Management (Media)
Fundamentals of Graphic Design OR	Digital Media Project Management (Yearbook) OR		
Audio/Video Production	Digital Video Production		
SUPPORTING COURSES: Courses outside of the pathway that would be very helpful in your career.			
Principles of Illustration	Web Page Design	Business Essentials (1 semester)	Computer Essentials (1 semester)
Creative Photography 1	Animation	Computer Graphics	Photo Imaging
STUDENT ORGANIZATION OPPORTUNITIES			
			Contact:
CERTIFICATION & COLLEGE CREDIT OPPORTUNITIES			
HIGH SCHOOL TO POSTSECONDARY EDUCATION & TRAINING			
There are several options for education and training beyond high school, depending on your career goals.			
	1 - Year Certificate Avg. Salary: \$33,000	2 - Year Assoc. or Tech. Degree Avg. Salary: \$48,600	4 - Year Bachelor's Degree Avg. Salary: \$54,800
	<ul style="list-style-type: none"> ➤ Video Editor ➤ Sound Engineering Tech ➤ Commercial Photographer Local Institutions <ul style="list-style-type: none"> ➤ Butler: Digital Media Specialist 	<ul style="list-style-type: none"> ➤ Audio Video Equipment Technician ➤ Broadcast Technician ➤ Web Developer Local Institutions <ul style="list-style-type: none"> ➤ Butler: Digital Media, Mass Communications in Journalism, Radio/TV, & Sports Media ➤ WSUTech: Digital Marketing 	<ul style="list-style-type: none"> ➤ Announcer ➤ Commercial Designer ➤ Editor ➤ Technical Writer ➤ Journalist ➤ Reporter Local Institutions <ul style="list-style-type: none"> ➤ WSU: Electronic Media, Print Media, Photo Media, Communication, Communication-Journalism, Communication-Electronic Media ➤ Friends & Newman: Communications



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Course Descriptions

Business Essentials (6720) – 1 semester

Business Essentials is an introductory course designed to give students an overview of business, marketing, and finance careers. Students will participate in a variety of learning activities in the areas of economics, entrepreneurship, marketing, finance, and business law. In the final unit of study, students will identify employability and personal skills needed to obtain a career and be successful in the workplace as well as explore specific career and post-secondary education opportunities.

Computer Essentials (5735) – 1 semester

Students will acquire knowledge of and experience in the proper and efficient use of software commonly used in business and industry. This course explores a wide range of applications, including (but not limited to) word-processing, spreadsheet, graphics, and database programs, and they may also cover the use of electronic mail and desktop publishing.

21st Century Journalism (5711) – 1 semester

21st Century Journalism is a technical level course in the Communications strand of the A/V Communications Pathway. It promotes the development of the skill set needed today and in the future in the field of journalism. Topics include an exploration of the role media and the communications industry has in society, the development of the technical skills related to journalistic writing and interviewing, as well as the ethical and legal issues related to the field.

Fundamentals of Graphic Design (5712) – 1 semester

This class is the 2nd semester extension of 21st Century Journalism with a focus on designing magazines, newspapers, and yearbooks.

Audio/Video Production Fundamentals (5744) – 1 semester

Designed to provide students with a basic understanding of producing video for a variety of uses. Topics include analyzing the pre-production, production and post-production process, as well as exploring the equipment and techniques used to develop a quality audio video product.

Computer Graphics (5741/5742) – 1 year

Students will explore the capability of the computer to produce visual imagery and to apply graphic techniques to various fields, such as advertising, TV/video, and architecture. Typical course topics include modeling, simulation, animation, and image retouching.

Digital Media Technology (5713/5713T) – 1 year

Prerequisite: 21st Century Journalism. Students learn the technical skills needed to work with electronic media. Topics include exploring the use of digital imaging and video today and in the

future, a study of the relationship of workflow to project planning and completion and the software, equipment and tools used in the industry. (Note: 1st Year working on School Publications)

Photo Imaging (5715) – 1 semester

Students learn the technical skills needed to produce quality images for use in a variety of applications. Topics include use of equipment, software and techniques to take, edit and manipulate digital images. Eligible for Fine Arts Credit.

Digital Video Production (5725/5726) – 1 year

Prerequisite: Audio/Visual Productions. Students create multi-media projects for public presentation. Topics include developing a production schedule, working as a team, utilizing composition principles, and embedding audio, video or other content in digital formats. NOTE: (It is NOT the first year of working on school publications).

Digital Media Project Management (7253F/7254F) – 1 year

Prerequisite: Digital Media Technology. An application level course in which students are taught the skills necessary for success in managing projects in a professional manner. The course covers effectively using time and resources, problem-solving and decision-making, and leadership skills. This includes Year Book and the schools Video Production.