

AREER PATHWAY

INTERACTIVE MEDIA

Broadcast Technicians | Audio Visual Technicians | Film & Video Editors | Graphic Designers | Advertising Sales Agents | Web & Digital Interface Designers | Computer Programmers

CAREER TECHNICAL COURSES

8	Introduction to Information Technology (7th-10th)
	Programming Concepts (9th-10th)

- Introduction to Programming Concepts (9th-10th) Creating and Editing Digital Graphics (9th-10th)
- Web Design (9th-10th)
- Video and Sound (9th 10th)
- Social Media Communications (9th-12th) Applications of Artificial Intelligence (9th-12th)
- Design Techniques (11th-12th) Animation (11th-12th) Information Technology Capstone

INDUSTRY CREDENTIAL OPPORTUNITIES

Adobe Certified Professional - Photoshop CC - 4 Points

Unity Certified User: Programmer - 4 Points

Google AdWords - 3 Points

Google Analytics - 3 Points

Google IT Support Professional Certificate - 4 Points

IC3 Digital Literacy GS6 - 2 Points

CompTIA IT Fundamentals - 6 Points

Exam 98-383: Microsoft MTA Introduction to Programming

Using HTML & CSS - 4 Points

Ohio Driver's License - 1 Point

OSHA-10 - 1 Point

CPR First Aid - 1 Point

Leadership Excellence - Student - 3 Points

Lean Six Sigma Yellow Belt - 3 Points

Lean Six Sigma Green Belt - 6 Points

COLLEGE CREDIT **OPPORTUNITIES**

Students who demonstrate proficiency in career tech courses in approved secondary programs can receive college credit for their approved coursework.

ACHIENT & INCOME -



*May 2022 State Occupational Employment and Wage Estimates for Ohio

Broadcast Technicians | \$47,790

Film & Video Editors | \$48,750

Audio & Video Technicians | \$48,870

Graphic Designers | \$57,370

Advertising Sales Agents | \$62,960

Web & Digital Interface Designers | \$81,890

Computer Programmers | \$85,630











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INTRODUCTION TO INFORMATION TECHNOLOGY

This first course in the IT career field is designed to provide students with a working knowledge of computer concepts and essential skills necessary for work and communication in today's society. Students will learn safety, security, and ethical issues in computing and social networking. Students will also learn about input/output systems, computer hardware and operating systems, and office applications.



INTRODUCTION TO PROGRAMMING CONCEPTS

Students will learn basic concepts in computer science and programming. Students will learn about logical reasoning, decision trees, troubleshooting, and problem solving. Students will be introduced to numerous programming languages and learn their various uses.



CREATING AND EDITING DIGITAL GRAPHICS

Students will learn to design, develop, and produce interactive media projects, web sites, and social media contexts. Students will demonstrate methods of creating professional quality media using commercial and open source software.



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College Credit

College Credit

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WEB DESIGN

Students will learn the dynamics of the Web environment while pursuing an in-depth study of both Hypertext Markup Language (HTML) and Cascading Style Sheets (CSS). Web based protocols such as FTP, TCP/IP, and HTTP will be addressed. Students will create a website with tag text elements, special characters, lines, graphics, hypertext links, and graphical tables.



VIDEO & SOUND

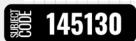
Students will create professional video and audio productions for distribution in traditional and new media channels. Students will plan, produce, edit, and launch media products. Students will develop scripts and storyboards, compose shots and operate cameras, capture sounds using microphone hardware, apply special effect techniques, and edit to achieve the final product. Students will be able to use animation and graphic design for video.



SOCIAL MEDIA COMMUNICATIONS

In this course, students will learn concepts and principles used in social media communications. Students will learn data-driven marketing and communications strategies and how to apply them to various forms of social media.

Students will discuss social, historical, ethical, and economic dimensions of social media.



APPLICATIONS OF ARTIFICIAL INTELLIGENCE

This course will prepare students to apply artificial intelligence, machine learning, and neural networks to common workflows, processes, and problems in programming and design. Students will analyze the broader societal, technological, and ethical impacts and implications of its usage and development. Students will learn how to construct prompts and queries and how to critically analyze generated responses.



DESIGN TECHNIQUES

Students will learn techniques for transforming photographic images, through use of digital cameras, computers, and mobile devices. To accomplish this, they will learn software photo editing techniques including layering, color correction, masking, and special effects using current commercial and open source programs and applications.



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College Credit

ANIMATION

Students will use animation and storyboarding techniques to plan the production of an animation project. Students will design from script and storyboard actions in the pre-production planning process. Students will use commercial and open source digital animation software to create finished animations, cartoons, and other short movies. They will accomplish this using animated text, character movements, voice, background sound, sound effects, camera movements, and multiple scenes.





INFORMATION TECHNOLOGY CAPSTONE

The capstone course provides opportunities for students to apply knowledge, attitudes and skills that were learned in Information Technology program in a more comprehensive and authentic way. Capstones often include project/problem based learning opportunities that occur both in and away from school. Under supervision of the school and through community partnerships, students may combine classroom learning with work experience. This course can be delivered through a variety of delivery methods including cooperative education or internship.