

CAREER 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

- 7
- 8 Introduction to Information Technology (7th-10th)
- 9 Introduction to Programming Concepts (9th-10th)
Creating and Editing Digital Graphics (9th-10th)
- 10 Web Design (9th-10th)
Video and Sound (9th - 10th)
- 11 Social Media Communications (9th-12th)
Applications of Artificial Intelligence (9th-12th)
- 12 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.

POTENTIAL PLACEMENT & 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



in
partnership
with



BUCKEYE HILLS
CAREER CENTER

INTERACTIVE MEDIA CAREER PATHWAY



SUBJECT
CODE

145005

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.

SUBJECT
CODE

145150

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.

SUBJECT
CODE

145100

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.

College Credit
CTGRPH001
3 Credit Hours

SUBJECT
CODE

145010

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.

College Credit
CTIM004
3 Credit Hours

SUBJECT
CODE

145110

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.

College Credit
CTIM006
3 Credit Hours

SUBJECT
CODE

340350

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.

SUBJECT
CODE

145130

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.

SUBJECT
CODE

145095

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.

College Credit
CTIM008
3 Credit Hours

SUBJECT
CODE

145115

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.

College Credit
CTIM001
3 Credit Hours

SUBJECT
CODE

145015

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.