



## 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 Career Connections
- 9 Introduction to Information Technology (9th-12th)  
Social Media Communications (9th-12th)
- 10 Design Techniques (10th-12th)
- 11 Video and Sound (10th-12th)  
Multimedia & Image Management Techniques (10th-12th)
- 12 Creating and Editing Digital Graphics (10th-12th)

## INDUSTRY CREDENTIAL OPPORTUNITIES

- Adobe Certified Professional - Photoshop CC - **4 Points**
- Adobe Certified Professional - Illustrator CC - **4 Points**
- Adobe Certified Professional - Premiere Pro CC - **4 Points**
- Microsoft Office Specialist - Word - **3 Points**
- Microsoft Office Specialist - PowerPoint - **3 Points**
- Microsoft Office Specialist - Outlook - **3 Points**
- Ohio Driver's License - **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** **990364**

## CAREER CONNECTIONS

In this course, students investigate how classroom learning translates into marketable skills. Through hands-on learning and local business involvement, students will engage in career-related experiences to acquire basic skills in various career fields. This provides students with tangible experiences to begin career decision making. Teachers have the flexibility to select career fields related to Ohio's in-demand jobs represented in the community.

**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** **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** **145095**

College Credit  
**CTIM008**  
3 Credit Hours

## 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.

**SUBJECT  
CODE** **145110**

College Credit  
**CTIM006**  
3 Credit Hours

## VIDEO AND 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.

**SUBJECT  
CODE** **145105**

College Credit  
**CTIM003**  
3 Credit Hours

## MULTIMEDIA & IMAGE MANAGEMENT TECHNIQUES

Students will apply principles of image creation, management procedures, and multimedia techniques as they create, revise, optimize, and export graphics for video, print, and web publishing. The course will address issues related to web based publishing, social media, and security. Students will utilize current commercial and open source languages, programs, and applications.

**SUBJECT  
CODE** **145100**

College Credit  
**CTGRPH001**  
3 Credit Hours

## 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.