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

Grade	Course
7	Introduction to Information Technology (7th, 9th-10th)
8	Web Design (8th-10th)
9	Introduction to Programming Concepts (9th-10th)
	Creating & Editing Digital Graphics (9th-10th)
10	Multimedia & Image Management Techniques (10th-12th)
	Applications of AI (10th-12th)
	Programming (10th-12th)
	Video and Sound (10th-12th)
	Social Media Communications (10th-12th)
11	Design Techniques (11th-12th)
12	IT Capstone (12th)

INDUSTRY CREDENTIAL OPPORTUNITIES

- Adobe Certified Professional – InDesign CC – **4 Points**
- Adobe Certified Professional – Photoshop CC – **4 Points**
- Adobe Certified Professional – Illustrator CC – **4 Points**
- Adobe Certified Professional – Premiere Pro CC – **4 Points**
- Adobe Certified Professional – After Effects CC – **4 Points**
- Adobe Certified Professional – Adobe Express CC – **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 2024 State Occupational Employment and Wage Estimates for Ohio

Broadcast Technicians	$46,420
Audio & Video Technicians	$51,000
Film & Video Editors	$55,590
Graphic Designers	$58,930
Advertising Sales Agents	$62,610
Computer Programmers	$93,790
Web & Digital Interface Designers	$95,480

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 145010
College Credit
CTIM004
3 Credit Hours

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.

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
College Credit
CTGRPH001
3 Credit Hours

CREATING & 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.

SUBJECT CODE 145105
College Credit
CTGRPH002
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 145130

APPLICATIONS OF AI
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 145060
College Credit
CTPROG001
3 Credit Hours

PROGRAMMING
In this course, students will learn the basics of building simple interactive applications. Students will learn the basic units of logic: sequence, selection, and loop. Students will apply algorithmic solutions to problem-domain scenarios. Students will gain experience in using commercial and open-source languages, 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 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 145015

IT CAPSTONE
The capstone course provides opportunities for students to apply knowledge, attitudes and skills that were learned in their 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 apprenticeship.