

Design & Multimedia Arts Communications

Arts, A/V Technology &

Yearbook Strand

R.L. Turner High School
Business & Industry Endorsement



This four year plan can be used as an example to help plan your high school career.

Subject	9th Grade	10th Grade	11th Grade	12th Grade
Language Arts	English	English	English	English
Math	Math	Math	Math	Math
Science	Science	Science	Science	Science
Social Studies	Social Studies	Social Studies	Social Studies	Social Studies
CTE Courses	Principles of Arts, A/V Tech & Communications (1 Credit)	Graphic Design I OR Commercial Photography I (1 Credit)	Digital Design and Animation (1 Credit)	Practicum in Entrepreneurship (2 Credits)
Additional Elective				
Additional Elective				
Additional Elective				

Additional Graduation Requirements <ul style="list-style-type: none"> • Foreign Language (2 Credits) • Physical Education (1 Credit) • Fine Arts (1 Credit) 	Possible Industry Based Certifications <ul style="list-style-type: none"> • Adobe Certified Associate Certifications • Adobe Certified Expert Certifications • Apple Logic Pro X
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Occupations	Median Wage	Annual Openings	% Growth
Graphic Designers	\$44,824	1,433	15%
Multimedia Artists and Animators	\$67,392	186	21%

The Design and Multimedia Arts program of study explores the occupations and educational opportunities associated with designing or creating graphics to meet specific commercial or promotional needs, such as packaging, displays, or logos. This program of study may also include exploration into designing clothing and accessories, and creating special effects, animation, or other visual images using film, video, computers, or other electronic tools and media, for use in computer games, movies, music videos, and commercials.

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Recommended Course Sequence

Principles of Arts, Audio Visual Technology and Communications

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Graphic Design & Illustration I

Building upon the concepts taught in Audio/Video Production, in addition to developing advanced knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications Career Cluster®, students will be expected to develop an advance

OR

Commercial Photography I

In addition to developing knowledge and skills needed for success in the Arts, Audio/Video Technology, and Communications Career Cluster®, students will be expected to develop an understanding of the commercial photography industry with a focus on creating quality photographs.



Digital Design and Animation

Digital Art and Animation consists of computer images and animations created with digital imaging software. Digital Art and Animation has applications in many careers, including graphic design, advertising, web design, animation, corporate communications, illustration, character development, script writing, storyboarding, directing, producing, inking, project management, editing, and the magazine, television, film, and game industries. Students in this course will produce various real world projects and animations.



Practicum in Entrepreneurship

The Practicum in Entrepreneurship provides students the opportunity to apply classroom learnings and experiences to real-world business problems and opportunities, while expanding their skill sets and professional relationships as a real or simulated business owner versus the experience one would have as an employee. Students will prepare for an entrepreneurial career in their area of interest in their career cluster and build on and apply the knowledge and skills gained from courses taken in an array of career areas. Practicum experiences occur in a paid or unpaid arrangement and a variety of locations appropriate to the nature and level of the student's need for work-based learning experience. Students implement personal and interpersonal skills to strengthen individual performance in the workplace and in society and to make a successful transition to the workforce or postsecondary education. It is recommended that students are paired with local business owners or employers in their specific industry program of study.