

# DIGITAL MEDIA, GRAPHIC DESIGN AND BROADCAST ACADEMY



The Digital Media, Graphic Design, and Broadcast Academy prepares students for careers in radio, television, broadcast news, audio/video production, graphic design, and interactive media/web development. Job roles include broadcast station manager, technical director, videographer, radio announcer, video producer, graphic designer, animator, and Web developer. This Academy includes learning experiences in working with computers, animation, and video and photography to create digital and online products that engage the user, including websites, online marketing campaigns, and interactive video games. Communications careers can be found delivering and producing the news, creating memorable stories, and contributing to advertising, marketing, and public relations.

## Future Careers

- A/V Technician
- Camera Operator
- Graphic Designer
- Film and Video Editor
- Marketing Manager
- Multimedia Artist/Animator
- Photography
- Producer/Director
- Public Relations Specialist
- Web Developer

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*Students work with the high-end advanced technology and industry-standard software to create various forms of digital media. Students will develop highly transferrable skills of communication, collaboration, and problem-solving.*

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## Digital Media/Design Pathway

Students in this pathway are required to complete the following courses:

- Microsoft Office Applications
- Advanced Applications – Word/PowerPoint
- Multimedia Production
- 3D Model Animation

In addition, a minimum of two courses from the list below are recommended:

- Marketing
- Advanced Digital Marketing & Social Media
- Video Production
- Advanced Video Production
- Cooperative Education/Work Experience

## Broadcast Pathway

Students in this pathway are required to complete the following courses:

- Microsoft Office Applications
- Video Production
- Advanced Video Production (*2 semesters required*)
- Multimedia Production

In addition, a minimum of two courses from the list below are recommended:

- Advanced Applications – Word/PowerPoint
- Marketing
- Advanced Digital Marketing & Social Media
- Cooperative Education/Work Experience

