

MEDIA AND TECHNOLOGY - MEDIA DESIGN AND COMMUNICATIONS PATHWAY – WEB AND DIGITAL DESIGN STRAND

This pathway focuses on using creativity, design principles, and technology to develop interactive and visually engaging websites and digital media. It includes topics like web design, user experience (UX), user interface (UI) design, coding, digital graphics, multimedia production, and the ethical and legal aspects of online communication. Students learn how to design and build functional, user-friendly websites, create digital content, and apply design and programming skills to meet the needs of businesses and organizations in a digital world.

CAREERS INCLUDE: Web Designer, Web Developer, Front-End Developer, UX/UI Designer, Digital Media Specialist, Graphic Designer, Multimedia Artist, Content Manager, Search Engine Optimization (SEO) Specialist, E-commerce Developer, Interactive Media Designer, App Developer, Web Project Manager, Digital Marketing Coordinator, Motion Graphics Designer, Social Media Content Creator, Creative Technologist, Visual Designer, Web Accessibility Specialist, Freelance Digital Designer

SAMPLE PLAN OF STUDY*

*This course has a co/prerequisite. †This course is offered at CTEC. ‡This course counts as a STEM Elective

<p>FRESHMAN YEAR</p> <p>(1.0) English (1.0) Math (based on math course progression) (1.0) Science (1.0) Social Studies (1.0) Physical Education (1.0) Performing/Fine Arts Credit (0.5) Graphic Design I ‡ (1.5) Electives</p>	<p>SOPHOMORE YEAR</p> <p>(1.0) English (1.0) Math (based on math course progression) (1.0) Science (1.0) Social Studies (0.5) Health (0.5) Drawing for Designers † (0.5) Principles of Illustration † (1.0) Web Design † (1.5) Electives</p>
<p>JUNIOR YEAR</p> <p>(1.0) English 11/AP Lang & Comp (1.0) Math (based on math course progression) (1.0) Science (1.0) Social Studies (0.5) Communications Credit (1.0) Animation †‡ (1.0) Graphic Design II *†‡ (1.5) Electives</p>	<p>SENIOR YEAR</p> <p>(1.0) English 12 or AP Lit & Comp or AP Lang & Comp (1.0) Math (based on math course progression) (1.0) Science (0.5) Political Participation or Con. Law/AP Government (0.5) Financial Literacy (1.0) Game Design *†‡ (1.0) Web and Design Workplace Experience *†‡ (2.0) Electives</p>

BOLDED COURSES LEAD TO PATHWAY COMPLETION

PATHWAY COURSES: Pathway completion requires students to complete three (3) credits in the pathway, with at least two (2) of those credits being a combination of technical and application-level courses. Additionally, a student must earn one of the following: an industry-recognized certification (IRC), nine (9) + college hours aligned to the pathway, or complete a high-quality work-based learning experience (Internship).

INTRODUCTORY LEVEL	TECHNICAL LEVEL	APPLICATION LEVEL
Drawing for Designers †	Animation † Principles of Illustration † Graphic Design I ‡	Game Design *†‡ Web and Design Workplace Experience *†‡

<p>Other Recommended Courses:</p> <p>Drawing I Sculpture Engineering Design ‡ AP Computer Science Principles *‡†</p>	<p>Opportunities for Pathway Completion:</p> <p>Web and Design Workplace Experience – EntX, CCP, or Internship</p>	<p>Graduation Requirements:</p> <p>English – 4 credits Math - 4 credits Science – 3 credits Social Studies – 3.5 credits STEM Elective – 1 credit Fine Arts – 1 credit Communication – 0.5 credit Financial Literacy – 0.5 credit Physical Education/Health – 1.5 credits Postsecondary Assets – 2 required</p>
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*This sample plan of study offers an example of what a student's individual plan of study in this pathway might look like. Please note that some courses may not be offered on an annual basis and participation in classes may be subject to space availability.