



Digital Media

ABOUT THE PATHWAY

The Digital Media pathway A/V Strand focuses on the development of skills to share a message, feeling or emotion through digital, 2D and 4D means. This career pathway strand covers the basics of social media and technical design which can be applied to a range of careers.

Students in the A/V strand of the Digital Media pathway focus on creating and producing video materials and operating digital production equipment used to communicate to various audiences. As skills progress, students assume more responsibility in producing media for the schools that use multimedia to broadcast information, such as: upcoming events, school highlights and other messages to students. Industry credentials are offered to students.

Follow the Digital Media Pathway-A/V Strand to explore these exciting careers:

- Communications Director
- Video Systems Technician
- Camera Operator
- Audio/Video Engineer, A/V Designer
- Control Room Technician
- Broadcast Station Manager

\$ Annual wage range: \$19,000-\$78,000

Follow the Digital Media Pathway-Comm Strand to explore these exciting careers:

- Journalist
- Communications Director/Specialist
- Broadcast Correspondent
- Camera Operator
- Broadcast Station Manager
- Editor
- Publisher

East, Heights, North, Northeast Magnet, Northwest, South, Southeast, West and Wichita Alternative High Schools

PATHWAY LOCATIONS

STUDENT ORGANIZATIONS

Business Professionals of America (BPA)

For students pursuing careers in business management, information technology, finance, office administration and other related career fields we offer student memberships in Career and Technical Student Organizations (CTSO) like Business Professionals of America (BPA).



PROGRAM COURSES

*Dual credit opportunity with WSU & WSU Tech (offered to 10th-12th grade students) ** Courses count as fine arts credit.

Course is recommended, however credit earned does not count toward the 3.0 credits required for Concentrator status.

INTRODUCTION: Business Essentials*#, Computer Essentials*#

TECHNICAL: A/V Production Fundamentals, Digital Marketing, Computer Graphics**, 21st Century Journalism, Fundamentals of Graphic Design, Digital Media Technology, Media & Public Relations, Photo Imaging**

APPLICATION: Digital Video Production, Digital Media Design & Production, Workbased Experience-Digital Media Project Management