



Digital Media- A/V Strand



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

PATHWAY LOCATIONS

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

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

Business Essentials*#, Computer Essentials*#, A/V Production Fundamentals, Principles of Marketing, Computer Graphics**, Digital Video Production, Digital Media Design & Production, Project Management**

*Dual credit opportunity with WSUTech

** Courses count as fine arts credit.

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