



Web & Digital Communications



ABOUT THE PATHWAY

Careers in Web and Digital Communications pathway involve creating, designing and producing interactive multimedia products and services, including development of digitally-generated or computer-enhanced media used in business, training, entertainment, communications and marketing. Organizations of all types and sizes use digital media to communicate with existing and potential customers, to track transactions, and to collaborate with colleagues.

Follow the Web & Digital Communications Pathway to explore these exciting careers:

- Animator
- Streaming Media Specialist
- Web Site Developer
- Game Designer
- Virtual Reality Specialist
- Social Networking Specialist
- Digital Media 2D/3D Artist
- Search Engine Marketing Specialist

\$ Annual wage range: \$44,000-\$66,000

PATHWAY LOCATIONS

East, Heights, North, Northeast Magnet, Northwest, South, Southeast, West & 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

**Dual credit opportunity with WSU (offered to 10th-12th grade students)*

***Courses count as Fine Arts credit*

INTRODUCTORY: Computer Essentials
TECHNICAL: Web Page Design**, Computer Graphics, Computer Programming, Graphic Design, Animation, Interactive Media
APPLICATION: Game Design, Web & Digital Project Management

