

Digital and Visual Communication



Create powerful, purposeful communications



Students learn how individual creativity integrates with graphic/multimedia technical skills and how to communicate using purposeful and powerful visual and audio messages. By utilizing industry-standard software, students create, design, edit and produce graphic images for print projects, online platforms and video.

Units of Study

- Field Overview/Career Planning
- Ethics and Legal Issues
- Typography
- Measurements
- Drawing/Illustration Software
- Color Theory
- Logos and Marketing
- Business and Corporate Design
- Photo Enhancement Software
- Digital Photography
- Mass Media & Direct Advertising
- Package and Menu Design
- Page Layout Software
- Page Layout
- Public Relations/Journalism
- Video Production Software
- Videography
- Digital Advertising/Graphics
- Video Production
- Recognition Ceremony Cover
- Financial Literacy
- End-of-Year Video

Integrated Academics

English

Licensing / Industry- Based Certifications

Preparation for Adobe Certified Associate

Work-Based Learning

CTE programs bring students into the workplace for real life experiences. Businesses that support our Digital and Visual Communication Program:

- WHEC Channel 10
- George Eastman Museum
- Robotek AVS, Inc.
- Monroe 2 BOCES Communication and Technology Services

Articulation Agreements

SUNY Canton



Career Outlook

All CTE programs correlate to many careers paths. Use the links below to explore more. One example:

Job Projections for Graphic Designers:
8% projected growth in New York State jobs 2016-2026.

New York State salary range:
\$37,610 entry level- \$79,940 experienced 2019. (U.S. Bureau of Labor Statistics)

Education Requirements: Graphic designers usually need a bachelor's degree. Candidates for graphic design positions should have a portfolio that demonstrates their creativity and originality.

Explore more:

<https://www.careerzone.ny.gov/>

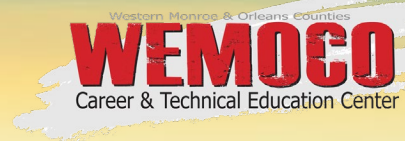
<https://www.onetonline.org/find/>



WEMOCO Career & Technical Education Center
Monroe 2-Orleans Board of Cooperative Educational Services
Monroe2BOCES.org/cte 585-352-2471
3589 Big Ridge Road, Spencerport, New York 14559



Digital and Visual Communication



Employability Profile

Career Readiness

Attendance	_____
Punctuality	_____
Appropriate workplace appearance	_____
Takes initiative	_____
High quality of work	_____
Knowledge of workplace ethics	_____
Responsive to supervisor	_____
Effective communication skills	_____
Solves problems	_____
Makes decisions	_____
Cooperates with others	_____
Resolves conflict	_____
Observes critically	_____
Takes responsibility for learning	_____
Reads with understanding	_____
Solves problems using math	_____
Complies with health and safety rules	_____
Uses technology appropriately	_____

Graphic Design

Understanding effective typography	_____
Formatting text (kerning, tracking, scaling)	_____
Understanding effective color use	_____
Understanding basic design principles	_____
Using the Adobe Illustrator interface	_____
Creating vector images	_____
Drawing in Adobe Illustrator	_____
Producing print advertisements	_____
Creating logos, business cards	_____

Strategic Communication

Understanding branding	_____
Understanding public relations/journalism	_____
Strategically leveraging social media	_____
Communicating effectively with customers	_____
Working knowledge of AP Style	_____

Page Layout

Using the Adobe InDesign interface	_____
Setting document properties including pages, dimensions and margins	_____
Adding and modifying text and images	_____
Creating brochures, flyers	_____
Creating interactive documents	_____

Photography

Using a digital photography camera	_____
Understanding photography composition	_____
Understanding exposure triangle	_____
Understanding lighting techniques	_____
Importing and working with various file formats	_____
Using the Adobe Photoshop interface	_____
Creating raster files cognizant of resolution	_____

Advertising Design/Multimedia

Understanding and practicing intellectual property laws	_____
Communicating purpose and goal of design	_____
Presenting a design layout to a group	_____
Using target market information	_____
Effectively meeting clients' needs/wants	_____
Preparing files for print	_____
Gives and takes critiques well	_____

Videography

Creating storyboards, shot lists and project planning	_____
Using a digital video camera	_____
Selecting microphone types	_____
Using the Adobe Premiere Pro workspace	_____
Adding and editing audio	_____
Exporting for various media	_____
Producing video advertisements	_____