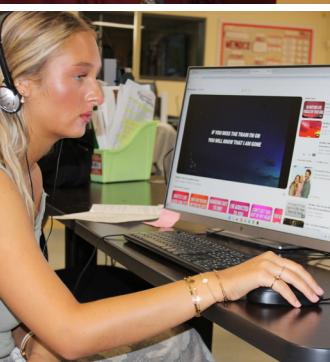


DIGITAL AND VISUAL COMMUNICATION

Bring imagination to life through pixels and creativity

This two-year program emphasizes hands-on training to ignite students' creativity. Students will fuse imagery, typography and multimedia resources to capture an audience, create marketing material and bring ideas to life. Students are taught graphic design, digital photography and video production using industry-standard software, preparing students for a career in diverse media and advertising. Skills learned will help meet their client needs.



What You Can LEARN

Units of Study

- Field Overview and Career Planning
- Ethics and Legal Issues
- Typography
- Drawing and Illustration Software
- Color Theory
- Logos and Marketing
- Business and Corporate Design
- Photo Enhancement Software
- Digital Photography
- Mass Media and Direct Advertising
- Package Design
- Page Layout Software
- Publication Design
- Public Relations and Social Media
- Video Production and Software
- Videography
- Digital Advertising and Graphics
- Financial Literacy



What You Can EARN

Available High School Academic Credits

At district request, students may earn:

- English

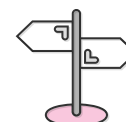
Licensing/Industry-Based Certifications

Students have opportunities to earn:

- Adobe Certified Professional
 - Illustrator
 - InDesign
 - Photoshop
 - Premiere Pro

Work-Based Learning

- School-Based Learning
- Educational Tours
- Guest Speakers
- Career Fair
- Co-op
- Job Shadow



Where You Can GO

Career Opportunities

Minimal Requirement Beyond CTE

- Print Production Assistant
- Assistant Videographer

Additional Education and/or Experience

- Graphic Designer
- Video Producer/Editor
- Art Director
- Animator

Postsecondary Pathways

Dual Enrollment

- Buffalo State University
 - Communication Graphics (COM322)

Articulation Agreements

- SUNY Brockport
- SUNY Canton
- Alfred State College

Now You Can KNOW

According to a survey conducted by the American Marketing Association, 90% of consumers prefer personalized and visually appealing content.



Monroe 2-Orleans BOCES Career and Technical Education

WEMOCO Career and Technical Education Center

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