Digital and Visual Communication

Create powerful, purposeful communications

WEMOCO
Career & Technical Education Center
Western Monroe & Orleans Counties

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 Paths

All CTE programs correlate to many career paths.

⬇ *Start Here*
- Print Production Assistant
- Assistant Videographer

Go Here ⬇
with more education & experience
- Graphic Designer
- Video Producer/Editor
- Art Director
- Animator

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
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BOCES 2
Your Educational Partner of Choice

Digital and Visual Communication

Employability Profile

Work-Related Skills

Productivity and Accountability _____

Follows procedures to meet expectations and deadlines _____

Displays consistent work performance and quality of work _____

Flexibility and Adaptability _____

Works effectively in varied roles and responsibilities _____

Responds well to and implements feedback _____

Initiative and Self-Direction _____

Identifies, prioritizes, and completes tasks without direct oversight _____

Seeks to learn and develop new knowledge and skills _____

Leadership and Responsibility _____

Leverages strengths of others to accomplish a goal _____

Takes ownership of one's work, performance, behavior, and actions _____

Communication _____

Articulates thoughts and ideas clearly and effectively through speaking and writing _____

Practices active listening skills _____

Collaboration _____

Works effectively with others _____

Open and responsive to new and diverse perspectives _____

Critical Thinking and Problem Solving _____

Asks questions to lead to better solutions _____

Identifies possible options and their outcomes _____

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 _____

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 _____

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 _____

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 _____

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 _____