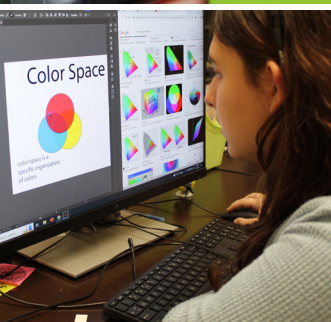


# DIGITAL AND VISUAL COMMUNICATION

Bring imagination to life through pixels and creativity

Ignite your creative spark and add graphic arts and multimedia expertise. Harness the power of Adobe products to craft, design, edit and bring ideas to life. Draw upon art and design theory as you create captivating logos and marketing materials. Capture your audience at the click of a shutter as you focus on photography skills. Tell stories through images, words and videos, crushing communication goals.



## What You Can LEARN

### Units of Study

- Field Overview/Career Planning
- Ethics and Legal Issues
- Typography
- 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



## What You Can EARN

### Available High School Academic Credits

*At district request, students may earn:*

- English

### Licensing/Industry-Based Certifications

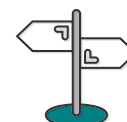
*Students have opportunities to earn:*

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

### Work-Based Learning

*Organizations that support this program:*

- Center for Workforce Development
- Cornell Cooperative Extension
- Springdale Farm
- Well Field Preservation Commission



## 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

Articulation Agreements

- SUNY Canton

## 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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