



# Digital Media

## Arts, Media and Entertainment Sector

- The Arts and Media Sector promotes teamwork, communication, creative thinking, and decision-making abilities.
- Arts, Media and Entertainment jobs are big business throughout California and the world.
- Students choosing a career in this industry sector have active imaginations, like to paint, draw or perform, are independent and creative and enjoy project-based assignments

## Benefits of Taking This Pathway

- Digital Media 1 fulfills the Fine Art UC A-G requirement.

Seniors who meet the following requirements are eligible for a Career Pathways Cord at Graduation:

- Completion of a Pathway Program, with a B or better within the pathway.
- Earn an overall GPA of 2.0

## Potential College Majors

- Animation
- Graphic Design
- Film and Video
- Photography and Media
- E-commerce
- Information Design
- Information Law and Ethics
- Digital Arts

## Potential Careers

- Animator
- Graphic Designer/Artist
- Photographer
- Web Designer
- Information Technology
- Instructional Media Designer
- Multimedia Artist
- Multimedia Developer
- Videographer

## Sites

- CCAA
- FHS
- HHS

# Digital Media at FHS/ CCAA/HHS

## Pathway Courses

### Digital Media 1

(CCAA, FHS, HHS)

**Grades:** 10-11 **Duration:** Year

**HS Grad Req:** Fine Art **US/CSU a-g:** F: Fine Art

**Prerequisite:** none

**CTE Pathway (level):** Digital Media (concentrator)

**Course Description:** This course explores the integration of digital media including computer graphics, video production, audio production, and animation. Students work on multimedia projects from concept (content gathering/research) to project completion (authoring/transmission) and focus on the media needed by small and large companies for marketing and corporate communication purposes. Students develop and demonstrate skill through the creation of multimedia productions and presentations on venues such as in portfolios, web productions, and live presentations

### Digital Media Production (FHS)

**Grades:** 11-12 **Duration:** Year

**HS Grad Req:** Fine Art **US/CSU a-g:** Fine Art

**Prerequisite:** Digital Media 1

**CTE Pathway (level):** Digital Media (capstone)

**Course Description:** Digital Media Production is a survey class that introduces students to electronic media production. The class covers music production and recording, digital photography and imaging, videography and film-making, web design, journalism, desktop publishing, music editing, and other electronic media. Digital media will provide basic concepts and tools of digital media. The class will feature several industry-standard applications including photo manipulations software such as Photoshop, video editing programs, and web design applications.

### Advanced Digital Media (CCAA, HHS)

**Grades:** 11-12 **Duration:** Year

**HS Grad Req:** Electives **US/CSU a-g:** F: Fine Art

**Prerequisite:** Digital Media 1

**CTE Pathway (level):** Digital Media (capstone)

**Course Description:** Digital Media provides training for individuals seeking an entry-level position in field requiring computer graphic skills with an emphasis on multimedia. Students who successfully complete the course will have valuable skills in general illustration, digital imaging, web page design and implementation, 2D and 3D animation, and digital video editing. Students receive training with industry software programs. In addition, students are taught web page design skills utilizing raw HTML with Javascript implementation.

## Continuing Pathways Post-Secondary

### American River College:

- Arts New Media AA Degree
- Technical Communications AA Degree
- Graphic Design Certificate
- Illustration Certificate

### CSU Sacramento:

- Graphic Design BS Degree
- Photography BA Degree
- New Media Art BA Degree
- Film BA Degree
- Digital Communication BA Degree



# Music Production

## Arts, Media and Entertainment Sector

- The Arts, Media, and Entertainment sector requires perhaps the greatest cross-disciplinary interaction requiring both independent work and interdependent management skills for career success.
- The Performing Arts pathway focuses on the direct creation of art and entertainment by the individual artist instead of through a secondary physical medium. Performing artists are themselves the medium of creative expression.
- Arts, Media and Entertainment jobs are big business throughout California and the world.
- Students choosing a career in this industry sector have active imaginations, like to paint, draw, sing or perform, are independent, creative, and enjoy project-based assignments

## Benefits of Taking This Pathway

Seniors who meet the following requirements are eligible for a Career Pathways Cord at Graduation:

- Completion of a Pathway Program, with a B or better within the pathway.
- Earn an overall GPA of 2.0

### Potential College Majors

- Theatre Arts
- Music
- Theatrical Production
- Musical Theatre

### Potential Careers

- Program Director
- Talent Director
- Technical Manager
- Recording Industry Producer
- Musician
- Theatrical Director
- Actor
- Studio Performer

### Sites

- GHS

# Music Production at GUHS

## Pathway Courses

### Multimedia Sound Production

(GUHS)

**Grades:** 9 - 11 **Duration:** Year

**HS Grad Req:** Fine Arts **UC/CSU a-g:** F

**Prerequisite:** None

**CDE Course Code:**

**CTE Pathway:** Music Production (concentrator)

**Course Description:** This course will prepare you for a career in the sound engineering or recording industry and provide invaluable experience for home-studio producers that aim at making the step in to recording bands and ensembles. Industry software and hardware are used throughout the course as a recording device but the course will concentrate on microphones working with musicians analogue and digital mixers the studio environment and practical recording.



### Advanced Sound Production

(GUHS)

**Grades:** 10-12 **Duration:** Year

**HS Grad Req:** Fine Arts **US/CSU a-g:** F

**Prerequisite:** Multimedia Sound Production

**CTE Pathway (level):** Music Production (capstone)

**Course Description:** Advanced Music Production students study every audio element in studio, live, broadcast and field recording. They will learn the basics of audio, physics of sound, recording, and mixing through hands-on experiences with state-of-the art equipment. Students will build sound engineering knowledge for a solid foundation in an audio career.

## Continuing Pathways Post-Secondary

### American River College:

- Music AA Degree
- Jazz Studies AA Degree
- Recording AA Degree
- Music Business AA Degree

### CSU Sacramento:

- Music BA or BS Degree with concentrations such as Instrumental, Jazz Studies, Keyboard, Composition, and Voice



# TV and Video Production

## Arts, Media and Entertainment Sector

- The Arts, Media, and Entertainment sector requires perhaps the greatest cross-disciplinary interaction because the work in this sector has a propensity to be largely project based, requiring both independent work and interdependent management skills for career success.
- Arts, Media and Entertainment jobs are big business throughout California and the world.
- Students choosing a career in this industry sector have active imaginations, like to paint, draw or perform, are independent, creative, and enjoy project-based assignments

## Benefits of Taking This Pathway

Seniors who meet the following requirements are eligible for a Career Pathways Cord at Graduation:

- Completion of a Pathway Program, with a B or better within the pathway.
- Earn an overall GPA of 2.0

### Potential College Majors

- Animation
- Graphic Design
- Film and Video
- Photography and Media
- E-commerce
- Information Design
- Information Law and Ethics
- Digital Arts

### Potential Careers

- Animator
- Graphic Designer/Artist
- Photographer
- Web Designer
- Information Technology
- Instructional Media Designer
- Multimedia Artist
- Multimedia Developer
- Videographer
- Audio Engineer

### Sites

- RLHS

# TV and Video Production at RLHS

## Pathway Courses

### Beginning Television and Video Production

(RLHS)

**Grades:** 10-11 **Duration:** Year

**HS Grad Req:** Electives **US/CSU a-g:** n/a

**Prerequisite:** none

**CTE Pathway (level):** Television and Video Production (concentrator)

**Course Description:** This course explores the history and impact of television and video production on American and Global cultures. Students will study the principles of lighting angles and set designs. Students will also learn the functions and operation of electronic photography, videotaping, editing, video making, etc.



### Advanced Television and Video Production

(RLHS)

**Grades:** 11-12 **Duration:** Year

**HS Grad Req:** Fine Art **US/CSU a-g:** F: F

**Prerequisite:** Beginning Television and Video Production

**CTE Pathway (level):** Television and Video Production (capstone)

**Course Description:** This course provides instruction and training for students interested in careers in the video, broadcast, and film production industries. Students experience both the creative and technical aspects of filmmaking and video production in conjunction with learning about historical and contemporary traditions and conventions. Student will explore different aspects of the media and entertainment industry as it relates to potential career selections. Students achieving competency in this course will be prepared to enter a film or broadcast journalism course of study at the college level or be prepared for entry-level employment in those fields.

## Continuing Pathways Post-Secondary

### American River College:

- Arts New Media AA Degree
- Technical Communications AA Degree
- Graphic Design Certificate
- Illustration Certificate

### CSU Sacramento:

- Graphic Design BS Degree
- Photography BA Degree
- New Media Art BA Degree
- Film BA Degree
- Digital Communication BA Degree