

IT Program Names Descriptions

Web and Digital Communications Pathway:

Animation Technology

The **Animation Technology** State Program Area prepares students to create special effects, animation, or other visual images using film, video, computers, or other electronic tools and media for use in products or creations, such as simulations, computer games, movies, rapid prototyping, 3D visualizations, and any form of electronic entertainment, both 2D and 3D.

Digital Design and Publishing

The **Digital Design and Publishing** State Program Area prepares students for careers in graphic design, electronic publishing, specialized design services, advertising, public relations, or self-employment. Students acquire fundamental skill in image creation and image management procedures and techniques as they create, revise, optimize and export graphics for video, print and web publishing. Students learn digital photography and understand copyright basics to apply to a digital portfolio. They also develop electronic marketing strategies to promote their work.

Game Design/Development

The **Game Design/Development** State Program Area prepares students to design core features of video games. Students will learn the foundation of computer programming and game design/development.

Multimedia Technology

The **Multimedia Technology** State Program Area covers creating, revising, optimizing and exporting graphics and video for a variety of media. Students also learn digital photography, apply copyright basics, and develop electronic marketing strategies.

Audio/Video Technology

The **Audio/Video Technology** State Program Area covers setting up and operating audio and/or video equipment including microphones, sound speakers, video screens, projectors, video monitors, recording equipment, connecting wires and cables, sound and mixing boards, and related electronic equipment for concerts, sports events, meetings and conventions, presentations, and news conferences. Other skills may include: set up and operate spotlights and custom lighting systems; operate television, video, or motion picture camera to record images or scenes for various purposes, such as TV broadcasts, advertising, video production, or motion pictures; creation and editing of motion graphics, video, or other media; and edit or synchronize soundtracks with images.

Web Design/Development

The **Web Design/Development** State Program Area develops skills in designing, creating, and modifying web sites. Students will learn to analyze user needs for designing and implementing dynamic, data-driven content. They will learn methods for optimizing graphics, improving site performance, maximizing capacity, and integrating web sites with other applications. They will convert written, graphic, audio and video components to compatible web formats. The program may also include strategies for implementing enterprise-wide document management systems and related procedures that allow organizations to capture, store, retrieve, share, and destroy electronic records and documents.