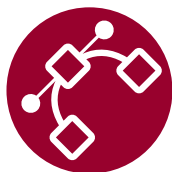




INTERACTIVE MEDIA DESIGN

PROGRAM OVERVIEW



Interactive Media Design is a pathway into the world of interactive and digital media design. Students will focus on design concepts, design theory, creative techniques, and multimedia production. Students will work with a variety of digital elements, including photographs, illustrations, text, narration, music, sound effects, video, and animation. The central

objective of this pathway is to think about interactive media and its technical, creative, aesthetic, and social possibilities – in addition to becoming proficient in basic web design and multimedia authoring. Students will explore industry standard equipment and software which includes using professional Canon cameras for photos and videos to producing interactive media projects using Apple iMac computers with Adobe Creative Cloud software.



CAREER OPPORTUNITIES

- **Art Director**
- **Associate Web Developer**
- **User Experience Designer**
- **Interactive Designer**
- **Jr. Motion Graphics Designer**
- **Videographer/Photographer**
- **Motion Designer & Video Editor**
- **Product Designer**
- **Interactive Developer**
- **Front-end Web Developer**
- **Creative Coder**
- **Product Engineer**
- **Interactive Media Producer**
- **Web Designer**
- **Applications Developer**
- **Graphic Designer**
- **Animation**



POST-SECONDARY EDUCATION OPPORTUNITIES

- **Rochester Institute of Technology**
- **SUNY Oswego**
- **SUNY Brockport**
- **Finger Lakes Community College**
- **Monroe Community College**
- **University of Buffalo**
- **Buffalo State**





PROGRAMS OF STUDY

FOUNDATIONAL COURSES

CTE Foundations: Digital Media

9th Grade // 1 CTE Credit

Career Research and Exploration
Safety, Equipment, and Technology
Basic Design and Production Skills

Introduction to Digital Media

10th Grade // 2 CTE Credits

Rotation of Experiences in Digital Video Production,
Advertising Design, Interactive Media, and
Digital Audio & Music Production

CAREER MAJOR COURSES

Interactive Design I

11th Grade // 2 CTE Credits

Animation
Web Design
Graphic Design
Photography
Videography
Visual Effects

Interactive Design II

12th Grade // 2 CTE Credits

Business Development and Working with Clients
Senior Project Proposal
Senior Website Portfolio Site
Customer Service and Client Communication
Project Management and Marketing
Internships and Co-Ops
College Credit Classes (coming soon)



EMPLOYABILITY PROFILE:

The Proficient Advertising Design Student will...

- Demonstrate employability skills that will help them get a job and meet employer's professional expectations.
- Demonstrate academic knowledge and skills that meet postsecondary requirements.
- Consistently demonstrate safe practices and healthy relationships.
- Properly select, use, store, and maintain all tools and equipment.
- Effectively read a variety of materials and communicate in a variety of situations.
- Accurately solve mathematical calculations, and apply geometric concepts, in context.
- Accurately measure within industry-standard tolerances.
- Demonstrate grit. Persevere through challenges and not give up.
- Follow legal and ethical practices.
- Demonstrate and apply computer literacy concepts and terminology.
- Apply the elements, principles and procedures of design.
- Apply the rules and use typography both as text and art.
- Apply technical and aesthetic skills in photography and videography
- Code and design webpage layouts.
- Create and manipulate motion graphics for video.
- Create and manipulate digital audio for media production.
- The proficient student will consult with clients to ensure projects meet their needs and budget.