

Digital Media Arts and Communication Career Pathway  
**Advertising Design** Career Major Program Outline

Course	Grade	Teacher Certification	Credits	Content
Foundational Courses				
CTE Foundations: DMAC Rotation	9	Graphic Arts	1 CTE	Introduction to Digital Media Arts & Communications pathways: Advertising Design Interactive Media Music and Audio Recording Digital Video Production
Introduction to DMAC Rotation	10	Commercial Art	2 CTE	Introduction to basic concepts: Computer literacy Client interaction Photography Composition and digital manipulation Vector based graphic illustration Typography and Page layout Prepress and print/web production
Career Major Courses: Advertising Design				
Ad. Design I	11	Commercial Art	2 CTE	Design Elements, Principles and Procedures Digital manipulation and Photography (Adobe Photoshop) Vector based graphic Illustrations (Adobe Illustrator) Typography, Composition and page layout (Adobe InDesign), Printing and production
Ad. Design II	12	Commercial Art	2 CTE	College/career readiness Digital and Print Portfolio Advanced Technical skill building Customer service and communication Project/ marketing campaign management Design for local business Internships College credit classes.