

Digital Media Technology

Recommended High School Courses/Levels

- Reading level 11
- Math Courses
 - Algebra I – First year
- Science Courses
 - Chemistry – First/Second Year
 - Environmental Science – Third year

**relates to student's years in program at ICTC and expectations during that year*

**detailed list of math skills noted in academic skills*

Recommendations for Success

- Ability to follow multiple step and sequential directions
- Ability to work as a team member
- Ability to work independently and stay on task
- Creativity
- Good attendance
- Keyboarding skills
- Knowledge of basic computer applications
- Manual dexterity
- Meet project completion deadlines
- Self-paced competency achievement
- Strong interpersonal skills
- Time management skills



**This document is strictly intended to provide an overview of the program and to be used as an informative tool. Essentials skills is a tool to assist districts, parents, and students in the decision making process for program decisions, transition planning, and possible placement here at ICTC.*

**This document is not intended to and should not be used as a screening tool for student placement.*

- *Dreamweaver*
- *Flash*
- *Adobe Photoshop*
- *Adobe Premiere*

Indiana County Career and Technology Center	Program Area Digital Media Technology
Objective of field	The Digital Media Technology Program prepares students for entry level employment and post-secondary education in the areas of Web Design, Animation, and Video Production. Students enrolled in this program receive intensive training in one of two student-selected careers: Web Design / Animation or Video Production. Students enrolled in the Web Design / Animation career develop skills using industry-standard software for web design and development, flash animation, and graphic design. The Video Production career exposes students to the world of digital video production. Students in this career learn all aspects of production, from storyboarding, producing and directing to sound design, digital compositing and editing. In addition to classroom activities, students receive practical experience by developing community websites for non-profit organizations and various video productions to be aired on local community television.
Classroom Tests	*CEP students – 1 per week First Year –approximately 42 for the year Second Year – approximately 42 for the year Third Year – approximately 42 for the year *Career Exploration Program offered in 9 th grade
Certification Tests	PA Skills
Books	Six textbooks provided by ICTC include: - <u>Adobe Photoshop CS2 Revealed</u> - <u>Macromedia Flash 8 Revealed</u> . - <u>Macromedia Dreamweaver MX</u> - <u>Video Communication & Production</u> - <u>Adobe Premiere Pro 2.0 Revealed</u> - <u>Adobe Premiere Pro 2.0 Revealed Projects Workbook</u>
Lecture Time	First Year and CEP students – 1 hour per week Second year – 1 hour per week Third year – 1 hour per week
Co-op/Clinical	ICTC requirements
Homework	-Chapter reading - Study for tests - Complete vocabulary lists - Study guides
Task Lists	- Complete one chapter approximately every 1 to 1 ½ weeks - Classroom lectures and demonstrations - Tutorials - Application activities - Vocabulary lists - Study guides - Projects and tests - One current event technology article will be read and a written report prepared per grading period - Maintain community based non-profit websites and/or video projects - Additional projects assigned as applicable.
Planned Courses	WEB PAGE DESIGN Graphics (First and second year) Safety (First, second, and third year) Web Page Development and Design (First, second, and third year) Customer Service/Communications (First, second, and third year) Multimedia *MULTIMEDIA ARTIST/ANIMATOR Graphics (First and second year) Safety (First, second, and third year) Web Page Development and Design (First, second, and third year) Customer Service/Communications (First, second, and third year) Multimedia (Second and third year)

	<p>VIDEO EDITOR Digital Video Camera Operation (First and second year) Digital Video Lighting Techniques (First and second year) Graphics (First and second year) Safety (First, second, and third year) Customer Service/Communications (First, second, and third year) Digital Video Editing (First, second, and third year) Digital Video Production (Second and third year) DVD Production (Third year additional)</p> <p>*PRODUCER/DIRECTOR Graphics (First and second year) Digital Video Camera Operation (First and second year) Digital Video Lighting Techniques (First and second year) Safety (First, second, and third year) Customer Service/Communications (First, second, and third year) Digital Video Editing (First, second, and third year) Multimedia (Second and third year) Digital Video Production (Second and third year) DVD Production (Third year additional)</p>
Prerequisites	<ul style="list-style-type: none"> - Ability to follow multiple step and sequential directions - Ability to work as a team member - Ability to work independently and stay on task - Creativity - Good attendance - Keyboarding skills - Knowledge of basic computer applications - Manual dexterity - Meet project completion deadlines - Self-paced competency achievement - Strong interpersonal skills - Time management skills
Academic Skills	<p><u>Reading level - 11</u> <u>Math skills</u></p> <ul style="list-style-type: none"> - Fractions (add, subtract, multiply, divide) - Decimals - Order of operations - Measurement - Proportions - Decimal/fractions/percent conversions - Linear measure in standard units - Area - Basic Algebra properties/skills - Percentage - Reading and creating graphs and charts
Soft Skills	<ul style="list-style-type: none"> - Creativity - Oral/written communications - Interpersonal skills - Professionalism - Time management skills - Ability to work independently and as a team member - Ability to follow multi-step directions - Ability to follow a systematic and sequential plan or activity
Computer Skills	Keyboarding and basic computer applications
Physical Requirements	<ul style="list-style-type: none"> - Able to lift 50 pounds - Agility - Standing/sitting for long periods of time - Viewing monitor for long periods of time (eye strain) - Manual dexterity for keyboard use
Vocational Testing Essential Aptitudes for lab recommended levels	<ul style="list-style-type: none"> - Structural mechanical visualization/reasoning - Manual dexterity - Retention of mechanical and structural detail
Job Duties/Training	<p>The Digital Media Technology Program provides a unique program that integrates creativity with emerging technologies in preparation for jobs and careers in media-related industries. This program is designed for students who:</p> <ul style="list-style-type: none"> - Wish to develop, design and implement projects in the fast growing field of digital media - Students completing this program can expect a career in the web design, animation, multimedia, or video production fields.
Uniform Requirements	Business casual dress for client meetings and school related activities.

Articulation/Agreements (refer to course catalog for more)	Douglas Education Center PA Highlands Community College Westmoreland Community College Penn College Dual enrollment program
Employment/Job Outlook	Employment in the digital media field is expected to grow faster than average for all occupations through 2014. Median salary is around 32,000. http://www.bls.gov/oco/ocos276.htm Career Opportunities <ul style="list-style-type: none"> - Web Page Designer - Producer/Director* - Video Editor - Multimedia Artist/Animator* - Camera Operator *Post-Secondary education required
	VIDEO PRODUCTION CAREERS OUTLOOK Employment of camera operators and editors is expected to grow about as fast as the average for all occupations through 2014. Median annual earnings for television, video, and motion picture camera operators were \$37,610 in May 2004. Median annual earnings for video editors were \$43,590 in May 2004. Employment of producers and directors is expected to grow about as fast as the average for all occupations through 2014. Median annual earnings of salaried producers and directors were \$52,840 in May 2004. WEB DESIGN CAREERS OUTLOOK The development of new technologies usually leads to demand for various kinds of workers. The expanding integration of Internet technologies into businesses, for example, has resulted in a growing need for specialists who can develop and support Internet and intranet applications. Median annual earnings of all other computer specialists were \$59,480 in May 2004. \$51,750 to \$74,520 for web developers Demand for graphic designers should increase because of the rapidly expanding market for Web-based information and expansion of the video entertainment market, including television, movies, video, and made-for-Internet outlets. Graphic designers with Web site design and animation experience will especially be needed as demand for design projects increase for interactive media—Web sites, video games, cellular telephones, personal digital assistants (PDAs), and other technology. Median annual earnings for graphic designers were \$38,030 in May 2004. The middle 50 percent earned between \$29,360 and \$50,840. Graphic designers with special design services earn an average of \$41,620. ANIMATOR CAREER OUTLOOK Employment of artists and related workers is expected to grow about as fast as average for all occupations through the year 2014. Additional job openings will arise from an increasing demand for Web site development and for computer graphics adaptation from the growing number of mobile technologies. Median annual earnings of salaried multi-media artists and animators were \$50,360 in May 2004.
How to find out more?	<ul style="list-style-type: none"> - http://www.ictc.ws/Secondary/at/p_home.htm - US Department of Labor www.bls.gov http://oceania.digitalmedianet.com/ - DMT CAREERS: VIDEO EDITOR, CAMERA OPERATOR Television, Video, and Motion Picture Camera Operators and Editors http://www.bls.gov/oco/ocos091.htm - DMT CAREERS: PRODUCER, DIRECTOR Actors, Producers, and Directors http://www.bls.gov/oco/ocos093.htm - DMT CAREER: MULTIMEDIA ARTIST / ANIMATOR Computer Scientists and Database Administrators (includes web site designers) http://www.bls.gov/oco/ocos042.htm - DMT CAREER: WEB DESIGNER Graphic Designer (Specialized design services) http://www.bls.gov/oco/ocos090.htm#outlook - DMT CAREER: ANIMATOR Artists and Related Workers http://www.bls.gov/oco/ocos092.htm