

Pre-Committee Review



ARTS, A/V AND COMMUNICATION CAREER CLUSTER PATHWAY

Digital Media Pathway

CIP CODE 09.0702

APPROVED PATHWAY:

- Includes a minimum of three secondary-level credits.
- Includes a work-based element.
- Consist of a sequence:
 - Introductory-level course.
 - Technical-level course.
 - Application-level course.
- Supporting documentation includes:
 - Articulation Agreement(s).
 - Certification.
 - Program Improvement Plan.
 - Program of Study.
- Technical-level and Application-level courses receive .5 state weighted funding in an approved CTE pathway.

INTRODUCTORY LEVEL

Title	Code	Credit
Computer Applications	10004/60004	1
Business Essentials	12050	0.5

TECHNICAL LEVEL

Title	Code	Credit
Graphic Design	05162/11154	1
Sports and Entertainment Marketing	12163	0.5
* 21 st Century Journalism	30100	0.5
Graphic Design Fundamentals	30102	0.5
Audio/Video Production Fund	30103	0.5
Digital Media Technology	30104	0.5
Photo Imaging	30105	0.5
Digital Marketing	35162	0.5
Media and Public Relations	43115	0.5

APPLICATION LEVEL

Title	Code	Credit
Video Production	30150	1
Digital Media Design and Production	30151	1
Digital Media Project Management	31091	1

* Required course for pathway approval.



ARTS, A/V AND COMMUNICATION CAREER CLUSTER PATHWAY

Graphic Design Pathway

CIP CODE 50.0499

APPROVED PATHWAY:

1. Includes a minimum of three secondary-level credits.
2. Includes a work-based element.
3. Consist of a sequence:
 - Introductory-level course.
 - Technical-level course.
 - Application-level course.
4. Supporting documentation includes:
 - Articulation Agreement(s).
 - Certification.
 - Program Improvement Plan.
 - Program of Study.
5. Technical-level and Application-level courses receive .5 state weighted funding in an approved CTE pathway.

INTRODUCTORY LEVEL


Title	Code	Credit
 Computer Applications	10004/60004	1
Introduction to Drawing and Design	30006	0.5

TECHNICAL LEVEL

Title	Code	Credit
Graphic Design	05162/11154	1
Computer Graphics	10202	1
Principles of Illustration	30101	0.5
* Graphic Design Fundamentals	30102	0.5
Photo Imaging	30105	0.5

APPLICATION LEVEL

Title	Code	Credit
Media Technology - Workplace Experience	10248	1
Graphic Design Project Management	31090	1

-  Business Essentials 12050 may be integrated with Computer Applications 10004.
- * Required course for pathway approval.



APPROVED PATHWAY:

1. Includes a minimum of three secondary-level credits.
2. Includes a work-based element.
3. Consist of a sequence:
 - Introductory-level course.
 - Technical-level course.
 - Application-level course.
4. Supporting documentation includes:
 - Articulation Agreement(s).
 - Certification.
 - Program Improvement Plan.
 - Program of Study.
5. Technical-level and Application-level courses receive 5 state weighted funding in an approved CTE pathway.

INFORMATION TECHNOLOGY CAREER CLUSTER DESIGN

Web and Digital Communications Pathway

CIP CODE 11.1004

Pre-Committee Review

INTRODUCTORY LEVEL

Title	Code	Credit
Computing Systems	10002/60002	1
Computer Applications	10004/60004	1

TECHNICAL LEVEL

Title	Code	Credit
Graphic Design	05162/11154	1
Computer Programming	10152	1
Web Page Design	10201	1
Computer Graphics	10202	1
Interactive Media	10203	1
Animation	10210	1
Internet Marketing	12162	1
GIS Technology	21058	1

APPLICATION LEVEL

Title	Code	Credit
IB Information Technology in Global Society	10007	1
Emerging Technologies - Computing	10040	1
Game Design and Authoring for the Web	10165	1
Particular Topics in Media Technology	10204	1
GIS Spatial Applications	21112	1
Web and Digital Communications Project Management	31096	1



Arts, A/V and Communications Career Cluster

Media Arts, Web and Design Pathway

CIP CODE :

Post - Committee Review

1. Includes a minimum of three secondary-level credits.
2. Includes a work-based element.
3. Consist of a sequence:
 - Introductory-level course.
 - Technical-level course.
 - Application-level course.
4. Supporting documentation includes:
 - Articulation Agreement(s).
 - Certification.
 - Program Improvement Plan.
 - Program of Study.
5. Technical-level and Application-level courses receive .5 state weighted funding in an approved CTE pathway.

INTRODUCTORY LEVEL

Title	Code	Credit
<i>Drawing for Designers</i>	30006	.5
Computer Applications (8-9)	10004/60004	.5
<i>Introduction to Web and Digital Media</i>	05254	.5

TECHNICAL LEVEL

Title	Code	Credit
<i>Graphic Design I</i>	30102	.5
<i>Graphic Design II</i>	05162	1
Principles of Illustration	30101	.5

APPLICATION LEVEL

Title	Code	Credit
<i>Applied Graphic Design</i>	31090	1
<i>Graphic Design Workplace Experience</i>	10248	1

WEB & DIGITAL DESIGN STRAND

Title	Code	Credit
Computer Programming	10152	1
<i>Web Design</i>	10201	1
Interactive Media	10203	1

WEB & DIGITAL DESIGN STRAND

Title	Code	Credit
<i>Applied Game Design</i>	10165	1
<i>Web & Design Workplace Experience</i>	31096	1

OPTIONAL SUPPORTING COURSES MEDIA CREATION

Title	Code	Credit
<i>2D Animation</i>	10202	1
<i>3D Animation</i>	10210	1
Photo Imaging	30105	.5
<i>Audio/ Video Production I</i>	30103	1
<i>Media Communications</i>	30100	.5
Media and Public Relations	43115	.5
Digital Media Technology	30104	.5

OPTIONAL SUPPORTING COURSES MEDIA CREATION

Title	Code	Credit
Media Design & Production	30151	1
Advanced Media Design & Production	31091	1
<i>Audio/Video Production II</i>	30150	1

Pathway Recommendations Summary:

The three pathways of Digital Media, Graphic Design, and Web and Digital Communications were merged into a single pathway with a proposed Pathway name of Media Arts, Web and Design. *(Or potential name: Media Design and Communications)* *The potential name change is based upon the broad skill set under the occupational skills recommended by business and industry, as well as alignment to post-secondary programs across Kansas.)* The layout compliments course progression for the occupational tasks for the two high-skill, high-wage, and in-demand occupations in Kansas: Graphic Designer (27-1024) and Web and Digital Interface designer (15-1255).

Additionally, course competencies were updated to reflect the occupational tasks, technological - skills, and work details of a Graphic Design and Web and Digital Interface designer. *One* new introductory course was added. Eight courses were removed with the merge of all three pathways but remain as course offerings in other pathways.

CIP Change:

11.0801, A program that prepares individuals to apply HTML, XML, Javascript, graphics applications, and other authoring tools to the design, editing, and publishing (launching) of documents, images, graphics, sound, and multimedia products on the World Wide Web. Includes instruction in Internet theory, web page standards and policies, elements of web page design, user interfaces, vector tools, special effects, interactive and multimedia components, search engines, navigation, morphing, e-commerce tools, and emerging web technologies.

Courses Reviewed with Recommended Changes:

- 10004/60004 (9th-8th) Computer Applications
- 30006 Drawing for Designers - renamed from Introduction to Drawing and Design
- 03102 Graphic Design I - rename from Graphic Design Fundamentals
- 05162 Graphic Design II - renamed from Graphic Design I
- 30101 Principles of Illustration
- 10202 2D animation - renamed from Computer Graphics
- 10203 Interactive Media
- 10210 3D Animation -renamed from Animation
- 10201 Web Design - rename from Web "Page" Design
- 30105 Photo Imaging
- 30103 Audio/Video Production I - renamed from Audio/Video Production Fundamentals
- 30100 Media Communications - renamed from 21st Century Journalism
- 43115 Media and Public Relations
- 31090 Applied Graphic Design, renamed from Graphic Design Project Management
- 10248 Graphic Design Workplace Experience, renamed from Media Technology Workplace Experience
- 10165 Applied Game Design, renamed from Game Design and Authoring for the Web
- 31096 Web & Design Workplace Experience, renamed from Web and Digital Communications Project Management
- 30151 Media Design and Production, renamed from Digital Media Design and Production
- 31091 Media Design Production Advanced, renamed from Digital Media Project Management
- 30150 Audio/Video Production II, renamed from Video Production, updated competencies.

New Course Recommendations:

- 05254 Introduction to Web and Digital Media - added to address the introductory and fundamental skills of web interface design.

Courses with no recommended changes:

- 30104 Digital Media Technology
- 10152 Computer Programming

Courses recommended to be removed

- 12050 Business Essentials
- 12163 Sports and Entertainment Marketing
- 10002/60002 Computing Systems
- 12163 Sports and Entertainment Marketing
- 12162 Internet Marketing
- 21058 GIS Technology (moved to new Telecommunications and Networking Pathway)
- 10007 IB Information Technology in Global Society
- 21112 GIS Spatial Applications ((moved to new Telecommunications and Networking Pathway)
- 35162 Digital Marketing
- 10204 Particular Topics in Media