

ARTS, A/V AND COMMUNICATION CAREER CLUSTER PATHWAY

# Digital Media Pathway

CIP CODE 09.0702

## 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 <sup>st</sup> 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

### 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.

\* Required course for pathway approval.