



GREEN COUNTRY TECHNOLOGY CENTER

Career Cluster: Information Technology
Pathway: Web and Digital Communications
Major: Multimedia Specialist
Local Name: Multimedia Specialist
Instructor: Julie Roberds
Total Hours: 1050

Business, Marketing and Information Technology Core	130
Desktop Publishing and Graphic Design	130
Image Management Techniques	130
Non-Linear Digital Editing	130
Digital Editing and Production Photography	130
Advanced Digital Video Tools and Techniques	130
Non-Linear Digital Production	130
Interactive Media or Video Editing Production Capstone	140

Course Descriptions:

Business, Marketing & Information Technology Core

This course will provide the basis for preparing students for Business and IT positions through hands-on and project-based learning, textbook assignments and internet research. It is a core course for students who want to obtain basic literacy to understand key computer concepts, applications, and the internet. The course provides a foundation for achieving application-specific computer certifications.

Desktop Publishing & Graphic Design

Students will acquire skills related to communicating through visual design with the primary emphasis of this course being desktop publishing and working with graphics.

Image Management Techniques

Students will acquire fundamental skills in image management procedures and techniques; video presentation skills; methods for print and web publishing; and certification standards and copyright basics as they develop an electronic portfolio.

Non-Linear Video Editing

Students will master real-time editing for professional video productions.

Advanced Digital Video tools & Techniques

Students will be exposed to emerging technology as they utilize digital video equipment and software to enhance productions. Students will generate projects to DVD formats for a wide degree of playback compatibility.

Non-Linear Video Production

Students will foster creativity and innovation while designing motion graphics and visual effects that deliver the desired results.

Digital Editing & Production Photography

Students will acquire skills in digital photography. Additionally, students will understand certification standards and copyright basics. (Can substitute Interactive Marketing Techniques for this course)

Interactive Media or Video Editing Production Capstone

Internships, project-based instruction and teamwork will be utilized to integrate the use of interactive media products across the whole video or digital media project life. Students will make final preparations for industry certifications as they master outlined competencies. Students will select from various project options to finalize portfolios that highlight skills and certifications. Students may also undertake special projects, cross-train or participate in workplace learning opportunities to enhance skills in accordance with industry demands.