



Bridges Career Academy Mass Communication and Graphic Design

Aitkin High School

Gateway to careers in the media industry. Learn traditional and new media. Students completing this academy will have the skills necessary to work as a graphic designer at a print shop, newspaper or a designer for social media platforms. Gain entry-level employment or continue education.

Academic Courses

- Emerging Technologies
- Digital Art
- Digital Photography
- Webpage Design

Career Experiences

- Tour local businesses
- Listen to industry speakers
- Job shadow professionals
- Attend the Bridges Career Exploration Day or other regional career fairs

Completion Standards

COMPLETE

**3 of 4
courses**

GRADES

B↑

ATTENDANCE

90%

Earn a **certificate**
and **green cord**
at graduation



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Job Skills

In addition to having technical skills, employers expect workers in this industry to have these skills:

- Listening skills and written communication skills
- Ability to work with customers and coordinating with others
- Problem solving and decision-making skills
- Apply software tools



Mass Communication and Graphic Design Career Academy

Aitkin High School

The Mass Communication and Graphic Design Academy is the gateway to a wide variety of careers in the media industry. Students will demonstrate proficiency in both traditional and new media. Students completing this academy will have the skills necessary to work as a graphic designer at a print shop, newspaper or a designer for social media platforms. Students wishing to continue into higher education or employment will have the foundational skills needed to succeed.

ACADEMY COURSES

Emerging Technology — 1 High School Credit

This is a semester course, which will feature new and emerging technologies. Students will explore some of the latest technologies available today. Projects include: 3D printing, Mobile Applications, Robotics, Programming, Drone Use. What can new technologies bring to personal and business communication, learning and knowledge? This course explores these issues and addresses the future of these technologies. Students in this class will learn basic programming and will have the opportunity to create mobile apps or a computer game.

Digital Art — 1 High School Credit

This art course uses technology to create artistic imagery through digital drawing and painting as well as engineering design. A variety of projects and technology will be explored that may include creative apps, and platforms such as Adobe Photoshop and Adobe Illustrator.

Digital Photography — 1 High School Credit

This is a basic course in photography designed to offer experiences with a point-and-shoot camera and explore the professional world of photography. Various camera settings will be learned to offer greater creative and technical control. Building the foundation for visual literacy regarding both form and content of photographic images. The elements and principles of design as they relate to photographic composition are emphasized. Students learn framing and explore various compositional principles. Digital processing techniques are introduced using Adobe Photoshop and Lightroom. Students learn how to set up professional portfolios, book photography sessions, and the operations of a professional photography business.

Webpage Design — 1 High School Credit

Students learn how to create web pages and use code in XHTML. The class creates sample web pages using images, tables, links and color code. Students will be exposed to (CSS) Cascading Style Sheets and may have the opportunity to work with Photoshop and Dream Weaver. In addition, students design web pages and mobile apps using Adobe Dreamweaver, Photoshop and Flash and learn the 'do's and don'ts' of the design process by evaluating existing web pages and mobile apps.

COMPLETION STANDARD

Students wishing to receive a certification for this academy must complete 3 of the 4 courses, earn a "B" or better in each course and have at least a 90% attendance.

CAREER EXPERIENCES

Students will explore and research careers with industry speakers, tours of local newspapers and graphic businesses, attend Bridges Career Exploration Day event and other regional career fairs, maintain or create a web page for local business, and job shadow with local businesses. Real-world applications are used through webpage simulations, designing and creating T-shirts for various events and creating mobile apps.

-OVER-



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JOB SKILLS

In addition to having technical skills, employers expect their workers to have other skills such as:

- Listening skills and written communication skills
- Ability to work with customers and coordinating with others
- Problem solving and decision-making skills
- Apply software tools

CAREER OPTIONS: www.careerwise.minnstate.edu/careers

JOB OUTLOOK: www.careerwise.minnstate.edu/jobs

POSTSECONDARY PROGRAMS: www.careerwise.minnstate.edu/education

