



Bellmont • Jay County • Southern Wells • Huntington North  
Norwell • South Adams • Adams Central • Jay County • Blackford

# Web & Digital Communications

## ARTS, AV TECHNOLOGY & COMMUNICATIONS: Interactive Media

Bellmont HS



Jay County

Graphic designers create visual concepts, by hand or by using computer software, to communicate ideas that inspire, inform, or captivate consumers. They help to make an organization recognizable by selecting color, images, or logo designs that represent a particular idea or identity to be used in advertising and promotions.



Bellmont

### POSSIBLE CAREERS:

- GRAPHIC DESIGNERS
- MULTIMEDIA ANIMATORS
- DESKTOP PUBLISHERS
- ART DIRECTORS
- ADVERTISING & PROMOTION
- MARKETING MANAGERS
- PRINTERS



Bellmont

### DUAL CREDITS

Ivy Technical College

### ADVISORY BOARD

### DIPLOMAS

- Core 40
- Core 40 with Technical Honors
- Core 40 with Academic Honors

**COURSES:**  
**GRAPHIC DESIGN & LAYOUT**  
**COMPUTER ILLUSTRATIONS & GRAPHICS**  
**INTERACTIVE MEDIA**  
**WEB DESIGN**

### JOB OUTLOOK

Employment of graphic designers is projected to increase by 13 percent from 2010 to 2020, about as fast as the average for all occupations. High job turnover should result in numerous openings. However, competition for senior graphic designer positions will be very strong.

Source: Bureau of Labor Statistics



CTE Cooperative Serving Adams • Blackford • Huntington • Jay • Wells Counties

For more information:  
KEVIN KELLER, AREA 18 DIRECTOR  
KKELLER@BHMSD.K12.IN.US

**See your school guidance counselor for assistance if your school currently does not offer the classes in which you are interested. There are shared programs among the nine high schools in Area 18 Career and Technical Education.**

Indiana College and Career Pathway Plan – State Model									
Cluster: Arts, AV Technology & Communications					Career Pathway: Visual Arts				
Concentration: Visual Communication									
Core 40 with Honors High School Graduation Plan*									
*This is a SAMPLE plan for schools to use in planning. Course sequences and grade level in which courses are offered may vary according to local policies, practices and resources.									
Students should enroll in Indiana Career Explorer, complete interest inventories, and investigate careers in clusters & pathways prior to or during the time they create their individual Pathway Plans.									
SECONDARY	Grade	English/ Language Arts	Math	Science	Health/PE Social Studies	CTE/Career Preparation Courses for this Pathway		Other Elective Courses for this Pathway	
	9	English 9	Algebra I	Biology	Health & Wellness/ Physical Ed	Preparing for College & Careers;		Digital Citizenship, Personal Financial Responsibility	World Language
	10	English 10	Geometry	Chemistry	Geography/History of the World or World History/Civilization	<b>**Design Fundamentals</b>	Introduction to Communication	<b>Norwell</b>	World Language
	11	English 11	Algebra II	3 <sup>rd</sup> Core 40 Science	US History	<b>**Computer Illustration and Graphics</b>		<b>Bellmont Jay County</b>	World Language
	12	English 12	Math or Quantitative Reasoning		Government Economics	<b>**Graphic Design and Layout</b>		<b>Bellmont Jay County</b>	<b>**Web Design</b>  Fine Arts
<b>State specified Pathway Assessments:</b> End of Course Assessments/Final Exams for Dual Credit courses for which you have articulation agreements.									
<b>Industry Recognized Certification:</b> PrintED Certification									

Postsecondary Courses Aligned for Potential Dual Credit**	
**See individual Course Frameworks for alignment of high school course standards and postsecondary course objectives	
Ivy Tech	Vincennes University
<ul style="list-style-type: none"> <li>VISC 101 Fundamentals of Design</li> <li>VISC 115 Introduction to Computer Graphics</li> <li>VISC 102 Fundamentals of Imaging</li> <li>VISC 110 Web Design I</li> </ul>	<ul style="list-style-type: none"> <li>DESN 120 Computer Illustration</li> <li>DESN 155 Computer Page Layout</li> <li>COMP 107 Web Page Design</li> <li>COMP 113 Advanced Web Page Design</li> </ul>

**Computer Illustration and Graphics** introduces students to the computer's use in visual communication. The focus of the course is on basic computer terminology and use, mastering fundamental skills, and developing efficient working styles. These skills are then developed by creating work with imaging, drawing, interactive, and page layout software. The course includes organized learning experiences that

incorporate a variety of visual art techniques as they relate to the design and execution of layouts and illustrations for advertising, displays, promotional materials, and instructional manuals. Instruction also covers advertising theory and preparation of copy, lettering, posters, produce vector illustrations, graphics and logos, and artwork in addition to incorporation of photographic images.

**Interactive Media** prepares students for careers in business and industry working with interactive media products and services; which includes the entertainment industries. This course emphasizes the development of digitally generated or computer-enhanced products using multimedia technologies. Students will develop an understanding of professional business practices including the importance of ethics, com-

munication skills, and knowledge of the "virtual workplace". This course will allow students to have experiences in various software programs involved in creating multimedia presentations, digital movies, digital animation, and introductory scripting. Students explore the role of contemporary marketing and design.

**Web Design** is a course that provides instruction in the principles of web design using HTML/XHTML and current/emerging software programs. Areas of instruction include audience analysis, hierarchy layout and design techniques, software integration, and publishing. Instructional strategies should include peer teaching, collaborative instruction, project-based learning activities and school community projects.

**CHRIS KRIEG**  
Jay County



Always on a deadline, the Jay County graphics and printing program, run by long-time instructor Chris Krieg, is always on deadline. Students learn how to use the Adobe Creative Suites' software program for all sorts of graphics and illustrations; while in the adjoining room, the printing presses are operated by students enrolled in any one of the full day's offerings of classes.

**Computer Illustrations and Graphics  
Graphic Design & Layout**

**CINDY HELLER**  
Bellmont



Creativity is the name of the game for students who take Interactive Media classes under career teacher Cindy Heller. Students learn Flash, Photoshop and Sound Booth, among other software during the class. For their final project, students set up, design or manage a Web site for a community business, and learn how to work with clientele in a real life setting.

**Computer Illustrations and Graphics  
Interactive Media**