

Career Majors in Graphics & Media

Advertising/Graphic Design

Audio Production

Digital Film and Video Production

Professional Photography



Advertising/Graphic Design

Approved by New York State Education Department (NYSED)



ADVERTISING/GRAPHIC DESIGN is for students that are interested in the field of graphic design and advertising. Students explore concepts in print and computer media, such as illustration (traditional and digital), lettering, layout design, logo images, advertising animation and portfolio development and setup. Students are encouraged to develop strong graphic design skills to gain artistic confidence in pursuing college or entry-level jobs. This course is excellent for students who are interested in artistic/visual design and want a creative experience working with computer design, animation software and graphic design tools.

Work Environment

Most graphic artists work as staff or freelance artists for advertising departments of companies, printing and publishing firms, textile companies, media studios, and a variety of other businesses. Job duties include creating graphic concepts for print, multi-media design and web media. Other aspects of the job may include: developing advertising campaigns; designing logos, lettering designs, ads, stationery packages, illustrations, and cartooning.

Career Opportunities

Graphic Designer
Art Teacher
Multimedia Artist
Fine Artist
Package Designer
Illustrator

Advanced Standing Available*

Art Institute of Philadelphia
Art Institute of Pittsburgh
Boston University
Dowling College
New England Institute of Technology
Pennsylvania College of Technology
SUNY Canton
SUNY Cobleskill
Dual Enrollment Eligibility:
SUNY Farmingdale Early College Program

*Advanced Standing may be available to those who successfully complete this Tech course. See Articulation Agreements in Handbook.

Student Supplies

1. (3) #2 Pencils, Fine line black sharpie marker, Extra fine black sharpie marker
2. Several erasers
3. One steel 12" or 14" graphic art ruler (pica and inches)
4. One plastic 10" (30-90 degrees) triangle

Academic Credits integrated:

Tech Math, Eng 12, Art, CFM, Comp App

CTE Endorsement

Students must successfully meet the academic and attendance criteria for a two-year Wilson Tech Certificate of Completion, be High School diploma eligible, and pass the following national certification exam: National Occupational Competency Testing Exam (NOCTI) - Advertising and Design Exam.

Average Annual Wage

National entry-level to experienced:

\$33,550 - \$59,390

NY entry-level to experienced:

\$34,430 - \$73,320

For more information:

www.careerzone.ny.gov

Course Outline

Art Foundations
Lettering
Illustration
Perspective
Color Theory
Drawing
2-D Design
Job Interviewing
Portfolio Development
Graphic Design
Layout
Typography
Digital Photography /
Image Editing
Design Preparation
Digital Design
Flash Animation
Macintosh OS



Audio Production

InfoComm International Member



AUDIO Production will give students the opportunity to learn about basic audio production techniques. Instruction will be provided for students to learn to set up, operate and maintain a variety of analog and digital equipment that are used in this industry. Students will practice their skills on audio mixing consoles, microphones, and digital multi-track recorders. Projects will include writing, producing, engineering and mixing projects in the fields of radio, television, broadcasts, concerts, plays, live musical recordings, films and commercial applications. Students will also explore music history and the development of diverse musical styles.

Work Environment

Audio technicians and producers generally work indoors in pleasant surroundings. However, projects outside the studio would subject audio technicians to all types of weather conditions. Audio technicians may be required to set up heavy equipment. Producers may be under pressure to meet broadcasting deadlines and may need to work evening, weekend and holiday hours.

Career Opportunities

Audio and Video Equipment Technicians
Broadcast Technicians
Broadcast Field Supervisors
Chief Engineers
Field Technicians
Radio Operators
Sound Engineering Technicians
Sound Mixers
Recording Engineers
Re-Recording Mixers
Transmission Engineers
On/Off Air Talent

Advanced Standing Available*

Art Institute of Pittsburgh
Boston University
Five Towns College
Full Sail University
New England Institute of Art
New England Institute of Technology
Pennsylvania College of Technology
SUNY Cobleskill
Dual Enrollment Eligibility:
Five Towns College

*Advanced Standing may be available to those who successfully complete this Tech course. See Articulation Agreements in Handbook.

Student Supplies

1. 16 GB Flash drives
2. Wilson Tech t-shirt for location and field trips

Academic Credits integrated:

Tech Math, Tech Phys Sci, Art, CFM, Comp App

CTE Endorsement

Students must successfully meet the academic and attendance criteria for a two-year Wilson Tech Certificate of Completion, be High School diploma eligible, and pass the following national certification exam: SkillsUSA Workforce Ready System - Audio Production.

Helpful Preparatory Courses

Algebra
Science (Physical Science)
Computer Applications

Average Annual Wage

National entry-level to experienced:

\$31,140 - \$58,050

NY entry-level to experienced:

\$32,890 - \$70,220

For more information:

www.careerzone.ny.gov

Course Outline

Apple Soundtrack recording
Digital recorders
Multi-track audio recording
Electronic instrumentation, operation, and composition
Audio-mixing consoles
Microphone Techniques
Pro Tools recording
Music arrangement
Live sound re-enforcement
Multi-track editing systems
Music history
Audio for Film/Video
Apple Logic Pro recording
Room Acoustics and Design
Channel Strip Plug-ins
Mastering and Distribution



Digital Film & Video Production

InfoComm International Member



DIGITAL FILM and video Production develops the skills necessary to enter the field of television and digital film production. Through course work and hands-on experience, students participate in business and creative aspects of pre-production, production, post-production and basic audio production techniques. Good communication skills, proper use of English and computer skills are stressed.

Work Environment

Technicians may work in large city TV stations where jobs are specialized. In local stations, employees may handle several jobs simultaneously, working with the producer, director, announcer, art director, set director, makeup artist, graphic artist, wardrobe designer, music librarian, camera operator, film and tape editor, lighting director, floor director, sound-effects technician, researcher, property handler, and secretary.

Technicians also work closely with news directors, reporters, writers, researchers, on-air personalities, producers, and assignment editors as well as electricians, artists, carpenters and photographers.

Career Opportunities

Assistant Cameraperson
Audio Technician
Camera Operator
Casting Assistant
Desk Assistant
Event Videographer
Film Editor/Video Tape Editor
Gaffer/Grip
Non Linear Editor
Lighting Assistant
Master Control Operator
Multi-media Assistant/Technician
News Videographer
Production Assistant
Prop Person
Radio DJ
Researcher
Soundperson
Video Engineering Assistant

Advanced Standing Available*

Art Institute of Pittsburgh
Boston University
Dowling College
Five Towns College
Nassau Community College
New England Institute of Technology
SUNY Cobleskill

Dual Enrollment Eligibility:
Five Towns College

*Advanced Standing may be available to those who successfully complete this Tech course. See Articulation Agreements in Handbook.

Student Supplies

1. Minimum 16 gig flash drive, Compact Flash Card 8 gig or more, Lexar Professional CF Card (800X) UDMA7 is preferred
2. Wilson Tech t-shirt for location and field trips

Academic Credits integrated:

Tech Math, Tech Phys Sci, Eng 12, Art, CFM, Comp App

CTE Endorsement

Students must successfully meet the academic and attendance criteria for a two-year Wilson Tech Certificate of Completion, be High School diploma eligible, and pass the following national certification exam: SkillsUSA Workforce Ready System - Television Video Production.

Average Annual Wage

National entry-level to experienced:

\$31,140 - \$58,050

NY entry-level to experienced:

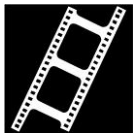
\$32,890 - \$70,220

For more information:

www.careerzone.ny.gov

Course Outline

Fundamentals of Television/Digital
Film & Production
TV Equipment Use
& Maintenance
Non Linear Editing
Audio Engineering
Script Writing
Set Design
Set Building/Dressing
Lighting
Film Documentary Development
Podcasting
Youth Leadership Activities
Career Opportunities



Professional Photography

InfoComm International Member



PROFESSIONAL PHOTOGRAPHY develops skills and knowledge of commercial photography. Students are provided opportunities to obtain studio and darkroom skills as well as learn the business aspects of photography.

Work Environment

The professional photographer may work in a studio, a darkroom with chemicals, or outdoors on location. Photography is the cornerstone of graphic arts, television, video and arts of the stage. Well-paid opportunities in these fields are always open to trained persons.

Fashion, sports, science, education, research, publishing, government and the armed services look more and more to photography to report, dramatize, illustrate, clarify, explain, and sell. Vast and lucrative opportunities also exist for the portrait and wedding photographer in every town.

Career Opportunities

Biomedical/Medical Photographer
Fashion Photographer
Forensic Photographer
Freelance Photographer
Industrial Photographer
Photographic Salesperson
Photojournalist
Photo Lab Technician
Special Events Photographer
Wedding Photographer

Advanced Standing Available*

Art Institute of Philadelphia
Art Institute of Pittsburgh
Boston University
Dowling College
Pennsylvania College of Technology

*Advanced Standing may be available to those who successfully complete this Tech course. See Articulation Agreements in Handbook.

Student Supplies

1. Wilson Tech t-shirt for location and field trips
2. Students may use their own 35mm SLR or DSLR camera
3. 8 gig SD card
4. 8 gig flash drive

Academic Credits integrated:

Tech Math, Tech Phys Sci, Eng 12, Art, CFM, Comp App

CTE Endorsement

Students must successfully meet the academic and attendance criteria for a two-year Wilson Tech Certificate of Completion, be High School diploma eligible, and pass the following national certification exam: Skill Connect Assessment and Skills USA Workforce Ready System - Photography.

Average Annual Wage

National entry-level to experienced:

\$19,950 - \$43,930

NY entry-level to experienced:

\$21,290 - \$67,220

For more information:

www.careerzone.ny.gov

Course Outline

Camera Theory and Applications
Adobe Photoshop CS5
Digital Cameras (DSLR)
Small/Medium Format SLR Cameras
Lighting Techniques
Film Processing
Composition
Business Techniques
Portraiture
Color Slide Production
Polaroid Emulsion Lift
Publicity, Industrial Products, and Fashion work
Black and White Darkroom
Color Skills
Computer Skills
Advanced Printing Techniques