

## Arts, Audio Video and Communication Career Cluster

# Media Design and Communication

CIP CODE 11.0801

A program that prepares individuals to apply HTML, CSS, XML, JavaScript, graphics applications, and other authoring tools to the design, editing, and publishing (launching) of documents, images, graphics, sound, and multimedia products on the World Wide Web. Includes instruction in Internet theory, web page standards and policies, elements of web page design, user interfaces, vector tools, special effects, interactive and multimedia components, search engines, navigation, morphing, e-commerce tools, and emerging web technologies.

- 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.

## INTRODUCTORY LEVEL

Title	Code	Credit
Drawing for Designers	30006	.5
Computer Applications (8-9)	10004/60004	.5
Introduction to Web and Digital Media	05254	.5

## TECHNICAL LEVEL

Title	Code	Credit
Graphic Design I	30102	.5
Graphic Design II	05162	1
Principles of Illustration	30101	.5
Web Design	10201	1
Interactive Media	10203	1
Computer Programming	10152	1

## OPTIONAL SUPPORT COURSES: CONTENT CREATION

Title	Code	Credit
2D Animation	10202	1
3D Animation	10210	1
Photo Imaging	30105	.5
Audio/Video Production I	30103	.5
Journalism and Media Communication	30100	.5
Media and Public Relations	43115	.5
Digital Media Technology	30104	.5

## APPLICATION LEVEL

### GRAPHIC DESIGN STRAND

Title	Code	Credit
Applied Graphic Design	31090	1
Graphic Design Workplace Experience	10248	1

### WEB & DIGITAL DESIGN STRAND

Title	Code	Credit
Applied Game Design	10165	1
Web & Design Workplace Experience	31096	1

### OPTIONAL SUPPORT COURSES: CONTENT CREATION

Title	Code	Credit
Media Design & Production	30151	1
Advanced Media Design & Production	31091	1
Audio/Video Production II	30150	1