Digital and Visual Communication

Create powerful, purposeful communications

Learn how individual creativity integrates with graphic design, photography, video production and strategic communication using Adobe Creative Cloud. Communicate with purposeful and powerful messages by creating, designing, editing and producing visual projects for print and digital dissemination.

Units of Study

- Field Overview/Career Planning
- Ethics and Legal Issues
- Typography
- Measurements
- Drawing/Illustration Software
- Color Theory
- Logos and Marketing
- Business and Corporate Design
- Photo Enhancement Software
- Digital Photography
- Mass Media & Direct Advertising
- Package and Menu Design
- Page Layout Software
- Page Layout
- Public Relations/Journalism
- Video Production Software
- Videography
- Digital Advertising/Graphics
- Video Production
- Recognition Ceremony Cover
- Financial Literacy
- End-of-Year Video

Available Academic Credits

English

Licensing / Industry-Based Certifications

- Adobe Certified Professional:
  - Illustrator
  - InDesign
  - Photoshop
  - Premiere Pro

Work-Based Learning

CTE programs bring students into the workplace for real life experiences. Businesses that support our Digital and Visual Communication Program:

- George Eastman Museum
- Robotek AVS, Inc.
- Monroe 2 BOCES Communication and Technology Services

Articulation Agreements

SUNY Canton

Career Paths

All CTE programs correlate to many career paths.

⬇ *Start Here*
- Print Production Assistant
- Assistant Videographer

Go Here ⬇
with more education & experience
- Graphic Designer
- Video Producer/Editor
- Art Director
- Animator

Explore more:
https://www.careerzone.ny.gov/
https://www.onetonline.org/find/