

## Focusing Education on the Future!



# CAREER PATHWAY INTERACTIVE MEDIA

Dual or Tech/Career Seal

In the Interactive Media pathway, careers involve creating, designing and producing interactive multimedia products and services, including the development of digitally-generated or computer-enhanced media used in business, training, entertainment, communications and marketing.

### Major Courses

Students must take THREE pathway concentration courses and ONE additional pathway elective course.

#### Pathway Concentration Courses (3):

- Advanced Web Design
- Computing in the Modern World (formerly Information Technology Foundations)
- Digital Media Technology\*
- Fundamentals of Web Design\* (formerly Web Page Design)
- Introduction to Animation & 3d Design\* (formerly Digital Media Design & Production)
- Multimedia Presentation/Communication Tech

#### Pathway Elective Course (1):

- Apprenticeship/Internship
- Broadcasting/Video Production I
- Broadcasting/Video Production II
- Communication Technology
- Foundations of Engineering and Technology (formerly Introduction to Technology)
- Practicum B – Digital File Preparation\*
- Other Pathway Concentration Course

### Other Recommended Courses

- Entrepreneurship: Building a Business
- Introduction to Engineering Drawing
- Marketing Principles
- Psychology
- Visual Arts

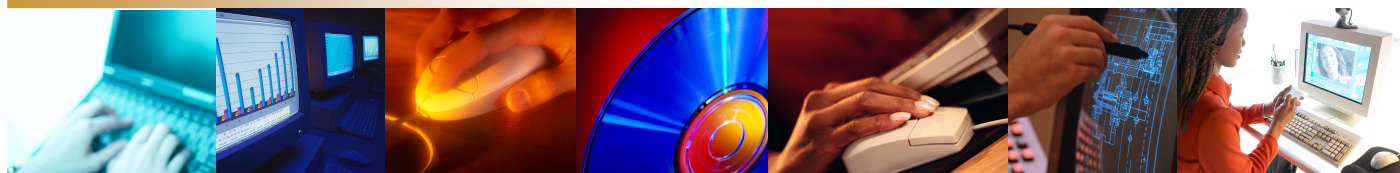
### Post-Secondary Degrees, Diplomas, & Certificates

#### Technical Colleges

- Commercial Photography
- Computer Information Systems/Internet Specialist-Website Design
- Website Design Specialist
- Website Fundamentals

#### Colleges/Universities

- Advertising
- Art Marketing
- Computer Information Systems
- Computer Science
- Management Information
- Media Arts & Animation
- Printing & Graphics Technology



Web Administrator  
Architect  
Audio/Video Engineer  
Page Developer  
Site Developer

Webmaster  
Producer  
Multimedia Developer  
Media Specialist  
Media Designer

2D/3D Artist  
Animator  
Web Specialist  
Programmer  
Designer

Virtual Reality Specialist  
Authoring Specialist  
Specialist Producer  
Production Assistant  
Streaming Media Specialist

C  
A  
R  
E  
E  
R  
S

### EMPLOYMENT OUTLOOK

Over 195,000 jobs in Interactive Media are immediately projected; 35,000 in IT companies and 160,000 in IT-reliant companies. Organizations of all types and sizes use digital media to communicate with existing and potential customers, to track transactions, and to collaborate with colleagues. Interactive media experts can find employment opportunities in organizations of all sizes and types, doing work such as creating e-business auction websites that allow people around the world to buy and sell items in real-time.