Bridges Career Academy
Mass Communication and Graphic Design
Aitkin High School

Gateway to careers in the media industry. Learn traditional and new media. Students completing this academy will have the skills necessary to work as a graphic designer at a print shop, newspaper or a designer for social media platforms. Gain entry-level employment or continue education.

Academic Courses

- Desktop Publishing
- Journalism
- Word Processing
- Digital Photography and Photoshop
- Webpage Design

Career Experiences

- Tour local businesses
- Listen to industry speakers
- Job shadow professionals
- Attend the Bridges Career Exploration Day or other regional career fairs

Completion Standards

COMPLETE

☑ **3 of 5 courses**

GRADES **B** ↑

ATTENDANCE **90%**

Earn a **certificate** and **green cord** at graduation

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Job Skills

In addition to having technical skills, employers expect workers in this industry to have these skills:

- Listening skills and written communication skills
- Ability to work with customers and coordinating with others
- Problem solving and decision-making skills
- Apply software tools

Bridges Career Academies & Workplace Connection

www.BridgesConnection.org/Aitkin

Mass Communication and Graphic Design Career Academy
Aitkin High School

The Mass Communication and Graphic Design Academy is the gateway to a wide variety of careers in the media industry. Students will demonstrate proficiency in both traditional and new media. Students completing this academy will have the skills necessary to work as a graphic designer at a print shop, newspaper or a designer for social media platforms. Students wishing to continue into higher education or employment will have the foundational skills needed to succeed.

ACADEMY COURSES

Desktop Publishing — 1 High School Credit
Using Adobe Creative Suite, students will learn the basic tools of Photoshop, Illustrator, and InDesign. Learn the difference between a pixel-based and vector-based graphic and import and export graphics in multiple formats. Topics include creating text and gradients, drawing and composing an illustration, transforming and distorting objects, incorporating color techniques, placing type in an image, and working with layers and printing preparation. Projects include designing a logo, editing photographs for a brochure, design and layout for a company newsletter.

Journalism — 1 High School Credit
This course provides a basic introduction to journalism's techniques and issues while developing a school newspaper. Technology and research develops the ability to produce articles like an actual newspaper and include feature articles, editorials, news stories, etc. An ongoing process will be the creation and maintenance of a school newspaper while using previously developed skills in writing and revision.

Word Processing — 1 High School Credit
This course is designed to teach the basic skills of word processing used in the personal, educational and business worlds. Students work on computers daily, use the Microsoft Office, Google Docs and other software that increases their proficiency with the touch-type method. Students create research papers, business and personal letters, tables, resumes, and other types of business correspondence. Students develop a Microsoft PowerPoint and Prezi presentation and use graphics to create flyers, posters, and newsletters.

Digital Photography and Photoshop — 1 High School Credit
In this photography course, the focal point will be to take pictures for use in the AHS Yearbook. Personal projects will also be part of the coursework. Students will shoot, download, enhance (using Adobe Photoshop), crop and save photos.

Webpage Design — 1 High School Credit
Students learn how to create web pages and use code in XHTML. The class creates sample web pages using images, tables, links and color code. Students will be exposed to (CSS) Cascading Style Sheets and may have the opportunity to work with Photoshop and Dream Weaver. In addition, students design web pages and mobile apps using Adobe Dreamweaver, Photoshop and Flash and learn the 'do's and don'ts' of the design process by evaluating existing web pages and mobile apps.

COMPLETION STANDARD
Students wishing to receive a certification for this academy must complete 3 of the 5 courses, earn a "B" or better in each course and have at least a 90% attendance.

CAREER EXPERIENCES
Students will explore and research careers with industry speakers, tours of local newspapers and graphic businesses, attend Bridges Career Exploration Day event and other regional career fairs, maintain or create a web page for local business, and job shadow with local businesses. Real-world applications are used through webpage simulations, designing and creating T-shirts for various events and creating mobile apps.

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JOB SKILLS

In addition to having technical skills, employers expect their workers to have other skills such as:

- Listening skills and written communication skills
- Ability to work with customers and coordinating with others
- Problem solving and decision-making skills
- Apply software tools

CAREER OPTIONS: www.careerwise.minnstate.edu/careers
JOB OUTLOOK: www.careerwise.minnstate.edu/jobs
POSTSECONDARY PROGRAMS: www.careerwise.minnstate.edu/education

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