



Bridges Career Academy

Advertising and Media

Bertha-Hewitt High School

Learn about the advertising and marketing industry of today while developing advertising and promotional materials across different media channels. Learn different types of media such as newspapers, magazines, films, television, the internet and digital forms. Learn new software and develop writing skills. Design and create multimedia projects.

Academic Courses

- Creative Writing/Poetry
- Desktop Publishing
- Visual Arts
- Video Production

Career Experiences

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

Completion Standards

COMPLETE

All courses

GRADES **B** ↑

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



Explore types of careers

www.careerwise.minnstate.edu/careers

Review the local job outlook

www.careerwise.minnstate.edu/jobs

Find postsecondary programs

www.careerwise.minnstate.edu/education

Job Skills

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

- Listening skills
- Ability to work with customers and coordinating with other employees
- Critical thinking, problem solving and decision making skills
- Managing equipment and software
- Employing necessary academic skills, such as math, grammar and technology



www.BridgesConnection.org/BerthaHewitt

Advertising and Media Career Academy

Bertha-Hewitt High School

The Advertising and Media Academy offers students an opportunity to be a key player in the advertising and marketing industry of today as they develop advertising and promotional materials across different media channels. Students develop an understanding of the various types of media such as newspapers, magazines, films, television, the internet and digital forms. Learning new software and developing writing skills will allow students to acquire the basic tools necessary to design and create multimedia projects.

ACADEMY COURSES

Creative Writing/Poetry — 1 High School Credit

This course is designed to engage in writing from a creative point of view. Students will study the masters of short story writing. In addition, students will write several sketches focusing on the elements of short stories such as plot, character, and characterization. Students will complete one short story/novella. Students will study poets and write poetry as they learn the use of figurative language and prosody.

Desktop Publishing — 1 High School Credit

In this course students will learn to use a variety of software to create and design print and digital multimedia projects. Students will be exposed to topics such as presentations, video slideshows, video editing, desktop publishing, and web design. Through various projects, students will learn to work with, edit, and combine images, audio, and videos.

Visual Arts —1 High School Credit

This course is designed to teach students the skills of drawing as they create individual projects. Skills in the organization of a project from generating ideas and identifying needed materials to creating the project are included in the course. Student start by defining a project concept then organizing the project; determining its aesthetic value and end with a completed project. Use Adobe Portfolio and Digital Photo.

Video Production —1 High School Credit

This course will consider video as a means of communications. Course study will consist of learning the background to the world of television and the internet, while developing skills in video camera operation, video composition, storyboarding, video editing, studio production, and numerous hands-on projects.

COMPLETION STANDARD

Students wishing to receive a certification for this academy must complete all Academy courses while earning a grade of 'B' or better in each course.

CAREER EXPERIENCES

Students will explore and research careers with industry speakers, attend Bridges Career Exploration Day event and other regional career fairs and tour local businesses. In addition, the hands-on activities using a variety of software, and photo alteration programs are an integral to the Academy. Highlights of the business experiences will be presentations from writers and poets.

JOB SKILLS

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

- Listening skills
- Ability to work with customers and coordinating with other employees
- Critical thinking, problem solving and decision making skills
- Managing equipment and software
- Employing necessary academic skills, such as math, grammar and technology

CAREER OPTIONS: www.careerwise.minnstate.edu/careers

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