



Bridges Career Academy

Media Design

Pequot Lakes High School

Learn skills in digital photography, videography, desktop publishing and web design. Develop an understanding of the demands in the workplace, and how to create and evaluate work that meets customer expectations. Use a variety of software programs such as Adobe Photoshop and Adobe Illustrator to create materials for personal and school use. Use equipment like cutting machines, printing machines and glass etching tools.

Academic Courses

- Video Production
- Graphic Arts
- Publications
- Digital Photography

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

ALL courses

GRADES **B** 

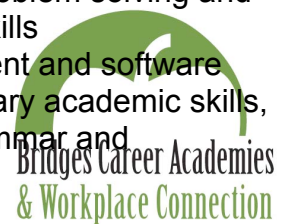
Earn a **certificate** and **green cord** at graduation



Job Skills

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



www.BridgesConnection.org/PequotLakes

Media Design Career Academy

Pequot Lakes High School

The Media Design Academy allows students to acquire fundamental skills in digital photography, videography, desktop publishing and web design as they design and create multimedia projects. In addition, students develop an understanding of the demands in the workplace, and how to create and evaluate work that meets customer expectations. While using a variety of software programs such as Adobe Photoshop and Adobe Illustrator, students will create materials for personal and school use. Using equipment like cutting machines, printing machines and glass etching tools give students real-world experiences. Students with creative skills and are interested in being part of the ever changing media industries should enroll in this Academy.

ACADEMY COURSES

Video Production — .5 High School Credit

This course will consider video as a means of communication and storytelling. Students will study the basics of camera operation and video composition. It will also examine storyboarding and screenwriting principles as a way of telling a story. The course allows students to modify video using various post-production techniques. Course work includes numerous hands-on individual and group projects.

Graphics Arts — .5 High School Credit

In this course students will be learning how to manipulate and create vector art in Adobe Photoshop. Students will learn how to manipulate and create raster art in Adobe Photoshop. Students will operate printing and cutting machines used in industry as well as glass etching and t-shirt printing while applying design principles and elements on their designs.

Publications — .5 High School Credit

This is a task oriented production class. The class is responsible for the complete production of the school yearbook and the monthly school newspaper. The duties are divided among students. Specific skills used are advertising and sales, accounting, page layout and design, news writing, photography and computer skills.

Digital Photography — .5 High School Credit

In this course students will learn how to use digital cameras in both automatic and manual modes. Students learn how to manipulate the digital images using computer programs. The course includes numerous individual hands-on projects as well as writing assignments, video camera operation, video composition, storyboarding, video editing and studio production.

COMPLETION STANDARD

Students wishing to receive a certification for this academy must complete all four of the Academy courses while earning a "B" or better grade.

CAREER EXPERIENCES

Students will tour local businesses, listen to professionals who work in the media field, job shadow and attend the Bridges Career Exploration Day event and other regional career fairs. In addition, the hands-on activities real life production activities provide students with the opportunity to learn techniques used in the industry.

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

JOB OUTLOOK: www.careerwise.minnstate.edu/jobs

POSTSECONDARY PROGRAMS: www.careerwise.minnstate.edu/education

