Digital Media Arts

Program Description

Digital Media Arts program offers high school juniors and seniors a chance to explore the many opportunities available in the exciting and changing field of digital media. During the two-year program, students will have an opportunity to explore the many opportunities in Digital Media Arts, including: Audio and Video Production; 2D Video Animation; Graphic Design, Web Design and Development, Flash Animation, and Photography. Combining computer skills with personal creativity, the Digital Media Arts program gives students the basic skill set for a career and sets a foundation for future learning at the college level. Students learn communication and teamwork skills by working on larger projects with group members. Students also have their own individual challenges that are included in their portfolio upon completion of the class. Field trips, job shadowing, guest speakers and business partnerships help bring the workplace to the classroom in the Digital Media Arts program. We offer Adobe Certified Associate (ACA) and Adobe Certified Expert (ACE) certifications, along with CIW Site Design Specialists.

Related Professions

- Videographer/Editor
- Audio Producer
- Graphic Designer
- Illustrator
- Web Designer
- Photographer

Lapeer County Education and Technology Center
690 N. Lake Pleasant Rd.
Attica, MI 48412
(810)664-1124
www.lapeerisd.org

Articulations:

Baker College:
- GRC100-Elements of Drawing
- GRC 101A-Intro to Graphic Communication
- GRC 104-Intro to Digital Design/Illustration
- GRC121-Intro to Desktop Publishing

Davenport University (up to 28 credits)

Ferris State University:

PTEC 101-2 credits	ISYS 307-3 credits
PTEC 132-3 credits	ISYS 310-3 credits
PTEC 153-4 credits	ISYS 325-3 credits
TVPR -3 credits	ISYS 411-3 credits
GRDE 116-3 credits	ISYS 216-3 credits
ISYS 105-3 credits	ISYS 316-3 credits

Lansing Community College:
- DMAC 130-Digital Video Prod (4 credits)

Lawrence Tech University (6 credits):
- MCO 2003-Intro to Video Production
- MCO-Elective Credit

Macomb Community College:

MACA1020-Design 1	MACA 1070-Rendering
MACA1130-Adv Art	MACA 1090-Figure Illus
MACA1040-Illust.	MACA 1720-Web Pg Design

- MACA 1060 Photography
- MACA1050-Digital Layout
- MACA1400-Intro to Digital Media
- MACA1410-TV/Video Studio Production

Possible Certifications:

Adobe Certified Expert
Adobe Certified Associate
CIW Site Design Specialist

Program Success Indicators

Academic

- Add and Subtract Fractions
- Read and write at age appropriate level
- Complex problem solving
- Public Speaking skills
- Calculate percentages
- Basic spelling, grammar, and punctuation
- Linear measurement to 1/16"

Interpersonal

- Ability to be flexible in an instructional environment
- Handle constructive criticism
- Good attendance with positive attitude
- Able to follow directions
- Able to follow safety rules

Program specific

- Keyboarding skills
- Creating art for client need
- Enjoy hands-on work
- Physically able; good hand-eye coordination
- Teamwork skills

Instructor:
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Paraprofessional: Ethan McNulty