



# Design, Communication and Media Academy

A Design, Communications and Media Academy Endorsement on the High School Diploma will be awarded to students who complete the requirements of the academy.

## Overall Requirements

- Coursework
  - Computer Design 1
  - Web Development & Social Media Management
  - Media Production 1
  - 3 additional strand-specific courses
- Co-Curricular Connection
  - Active involvement in at least one creative co-curricular activity
    - Clubs: Falls Creative, Yearbook, FBLA, National Art Honor Society
    - Events: Film Festival, Thassophobia
  - 2 field trips related to career or college post-secondary opportunities during 10th-12th grade, accompanied by a written reflection (submitted via Google Form)
- Community Engagement
  - 2 Job Shadows (4+ hours each) during 10th-11th grade, accompanied by a written reflection (submitted via Google Form)
  - 20 hours of volunteer experience in a digital communications related field
    - Participation in groups/clubs related to this academy contributes to this total
- Capstone Experience (12th grade)
  - Exit Interview with Advisor
  - Select One
    - AP Studio Art/2D Design- Design Strand
    - Entrepreneurship -Communication Strand
    - Media Production 3- Media Strand
    - Falls Creative Designated Community Project
    - Employment through District Communications
  - The capstone experience will provide opportunities to apply skills and concepts in a problem-based extensive project. In addition, students will create an electronic career portfolio and will share final projects with the community in a public showcase event.

## Potential Careers

### Design

- Graphic Designer
- Advertising
- Illustrator
- Motion Graphics
- Photography
- Web Design

### Communication

- Copywriter
- Journalist
- Public Relations
- Reporter
- Strategic Writing
- Web Developer

### Media

- Audio Production
- Digital Recording
- Music Editor
- Screenwriter
- Sound Engineering
- Video Production

<b>Coursework Plan for DC&amp;M</b>		
<b>9th - 10th Grade</b>		
<ul style="list-style-type: none"> <li>• Computer Design 1</li> <li>• Media Production 1</li> <li>• Apply for academy</li> </ul>		
<b>11th Grade - 12th Grade</b>		
<ul style="list-style-type: none"> <li>• Web Development and Social Media Management</li> <li>• 3+ Elective Courses by strand</li> </ul>		
<b>9th - 12th Grade</b>		
<b>Available Strands Within Academy: Choose One Strand</b>		
<b>Design (choose 3+, plus capstone)</b> <ul style="list-style-type: none"> <li>• Computer Design 2</li> <li>• Digital Photo 1</li> <li>• Digital Photo 2</li> <li>• Marketing Principles</li> <li>• <b>Capstone Course:</b> <b>AP Studio Art/2D Design</b></li> </ul>	<b>Communication (choose 3+, plus capstone)</b> <ul style="list-style-type: none"> <li>• Marketing Principles</li> <li>• Business Communication</li> <li>• Computer Design 2</li> <li>• Creative Writing</li> <li>• <b>Capstone Course:</b> <b>Entrepreneurship</b></li> </ul>	<b>Multimedia (choose 3+, plus capstone)</b> <ul style="list-style-type: none"> <li>• Media Production 2</li> <li>• Computer Design 2</li> <li>• Marketing Principles</li> <li>• Intro to Recording Technology &amp; Audio Engineering</li> <li>• <b>Capstone Course:</b> <b>Media Production 3</b></li> </ul>
<b>12th Grade</b>		
<ul style="list-style-type: none"> <li>• Capstone Experience=AP Studio Art/2D Design, Entrepreneurship, or Media Production 3</li> <li>• Students may also take further elective courses which align with selected career pathway</li> </ul>		

**For More Information:**

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**Online Application**

<https://goo.gl/forms/ZfNP7wfzqtuSfMF43>