



## **Advertising and Media Career Academy Bertha-Hewitt High School**

The Advertising and Media Academy offer students an opportunity to be a key player in the advertising and marketing industry of today as they develop advertising and promotional activities across different media channels. Students will learn about the different 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. Students with a creative skills and are interested in being part of the ever changing media industries should enroll in this Academy.

### **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, student 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 these projects, they 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, identifying needed materials and creating the project are included in the course. Student will start by defining a project concept organizing the project; determine the aesthetic value ending with a completed project. Software such as adobe portfolio and adobe digital photo will be used throughout the course.

#### ***Video Production***

***1 High School Credit***

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

## **Academy Completion Standard**

Students wishing to receive a certification for this academy must complete the Academy courses. In addition, students must maintain a grade point average of '80%' or better in each course.

## **Business and Industry Experiences**

Students will explore and research careers with industry speakers, participate in career fairs and tour local businesses in addition to the hands-on activities using a variety of software, photo alteration programs. 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

## **Careers Options**

Photographer, Graphic Designer, Photojournalism, Web Designer, Journalist, Graphic Designer, Technical Writer, Advertising Manager, Animator, Administrative Assistant, Marketing Specialist, Magazine Editor, Internet Publisher, Telecommunications Specialists, Writer, Poet, Camera Operators, Art Director, Communication Equipment Mechanics, Audio and Video Technician, Performing Artist, Visual Artist, Journalist, Broadcaster, Radio Jockey, Film/Video Editor, Sound and Lights Technician, Producer, Videographer

## **Job Outlook**

Media Communication and Graphic Designer 21 % growth for Central Minnesota

## **Postsecondary Programs**

Please check at [www.mnscu.edu](http://www.mnscu.edu) for colleges that offer educational programs for this Career Academy such as;

Brown College, Central Lakes College, Century Community College, North East Hibbing Community College, Minneapolis Community and Technical College, College of Visual Arts, Northwest College, Ridgewater College, Rochester Community and Technical College, St. Cloud Technical and Community College, ITT College, Northland Community and Technical College, Century College