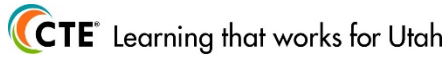


# Utah Career and Technical Education Career Pathway

## 2019-2020 School Year



### Career Cluster: Arts, Audio/Visual Technology & Communication

#### Career Pathway: Graphic Design & Communication: Digital Media

| CORE CODE   | FOUNDATION COURSES (required)          | CREDITS |              |
|---|--|---------|--------------|
| 35.02.00.00.010                                       | Digital Media 1                        | .50     | 2.00 credits |
| 40.10.00.00.040                                       | Digital Graphics Arts Introduction     | .50     |              |
| <b>Choose 1.00 credit from the following courses:</b> |  |         |              |
| 35.02.00.00.075                                       | 3D Animation                           | .50     | 1.00 credit  |
| 35.02.00.00.070                                       | 3D Graphics                            | .50     |              |
| 35.02.00.00.011                                       | Digital Media 2                        | 1.00    |              |
| ELECTIVE COURSES                                      |  |         |              |
| 35.02.00.00.014                                       | Augmented Reality and Virtual Reality  | .50     |              |
| 37.01.00.00.001                                       | Digital Marketing                      | .50     |              |
| 32.02.00.00.220                                       | Entrepreneurship                       | .50     |              |
| 35.02.00.00.045                                       | Gaming Development Fundamentals        | .50     |              |
| 40.10.00.00.040                                       | Digital Graphics Arts Introduction *   | .50     |              |
| 35.02.00.00.005                                       | Introduction to Information Technology | .50     |              |
| 35.02.00.00.012                                       | UX/UI and Quality Assurance            | .50     |              |
| 35.02.00.00.060                                       | Web Development 1                      | .50     |              |
| 41.00.00.00.050                                       | CTE Internship                         | .50     |              |
| 41.00.00.00.030                                       | Workplace Skills                       | .50     |              |
| <b>3.00 credits for completion</b>                    |  |         |              |

\* Course can be taken up to 1.00 credit.

Foundation courses taken beyond the required credits can be used as elective credit.

Visit [UtahCTE.org](http://UtahCTE.org) to learn how to earn industry certification in this Career Pathway.

**Career and Technical Education provides all students access to high-quality, rigorous career-focused programs that result in attainment of credentials with labor market value.**

#### Digital Media is:

- > High skill
- > High wage
- > High demand

#### Sample Occupations Requiring:

- [High School Diploma](#)
- > N/A
- [Certificate](#)
- > N/A
- [Assoc. or Technical Degree](#)
- > Web Developer
- [Baccalaureate Degree](#)
- > Career and Technical Education Teacher
- > Graphic Designer
- > Multimedia Artist and Animator
- > Software Developer
- > Web Administrator
- [Graduate or Prof. Degree](#)
- > Software Engineer

#### CTSO Information

Career and Technical Student Organizations (CTSO) align with the national Career Clusters® and the Utah CTE Career Pathways.

Students who participate in the Digital Media Career Pathway choose among the following CTOS, depending upon what is available at their school:

FBLA | SkillsUSA | TSA

#### Workforce Trends

Digital media is the field of the future and is rapidly growing. Because our global economy is driven by technology digital media is one of the most in-demand fields. With more than 3 billion Internet users worldwide and more than 1 billion websites, the demand for individuals skilled in digital media is high.

#### Student Testimonial

"To reach my goal of becoming a graphic designer and animator, I will need to gain both an education and extensive experience. I have begun my experience and education by taking multiple CTE classes while still in high school, that will prepare me for the fields of graphic design and animation. The CTE classes have given me the preparation and foundation for college that I will need to stay one step ahead in order to succeed."

Lauren Yancey

### HIGH SCHOOL TO POSTSECONDARY EDUCATION AND TRAINING

There are a number of options for education and training beyond high school, depending on your career goals.

| 12th Grade  | 1-Year Certificate | 2-Year Associate or Technical Degree  | 4-Year Bachelor's Degree | More Graduate or Prof. Degree |
|---|--------------------|---|--------------------------|-------------------------------|
| Certificates are awarded upon the successful completion of a brief course of study, usually one year or less. Upon completion of a course of study, a certificate does not require any further action to retain.<br><br>In high school a variety of certificates can be earned. |                    | An academic degree is an award for the completion of a program or course of study over multiple years at postsecondary education institutions.<br><br>In 2016-2017, 74 percent of secondary students who concentrated in a CTE Career Pathway placed in postsecondary education, advanced training, military service or employment (October 1-December 31). |                          |                               |

#### Utah Business and Industry Facts

"The talent pool of computer engineers, digital artists and animators in Utah is astounding," said WildWorks CEO Clark Stacey. "The workforce talent here is perennially refreshed not only by in-state colleges and universities, but by seasoned professionals fleeing the congestion and high cost of living in other hub cities like San Francisco and Seattle."  
*Silicon Slopes Magazine, Spring 2017*

#### CTE Skill Certificates

Competency-based student assessments, measured by core standards and competencies, needed to be successful in the workforce.

In 2017-2018, 111,238 CTE skill certificates were awarded to high school students. Students' knowledge and performance is demonstrated as part of the Skill Certificate process.

#### UtahFutures: College and Career Planning

Visit [UtahFutures.org](http://UtahFutures.org) for salary projections, labor market demand, and training options.

In 2016-2017, the graduation rate for students who concentrated in a CTE Career Pathway was 95 percent, compared to Utah's statewide graduation rate of 86 percent.