

Media & Design Arts Pathway

Description of Pathway:

This pathway is big business in California. By 2012 it is projected to grow by 12.9%. This pathway prepares students for careers in planning, managing, and performing marketing activities. Up to 9 units of college credit can be obtained by taking the career electives in this pathway.

District: Pleasanton and Sunol Glen

School Site: Amador and Foothill

LEVELS	GRADE	English/ Language Arts	Math	Science	Social Studies	Career Technical Education Courses	Other Required Courses or Recommended Electives	Related Occupations, Certifications, and Student Clubs
								Occupations Requiring Less Than a Baccalaureate Degree
SECONDARY	9	English	Algebra, Geometry, or Math 1	Conceptual Physics	Global Studies	Digital Arts 1	Photography 1	➤ Film Loader
	10	English 10/Honors	Geometry, Intermediate Algebra, Or Math 2	Biology	World History, Honors World History, or AP World History	Art 1		➤ Animation Assistant
	11	English 11	Intermediate Algebra , Pre-Calclus, or Math 3	Chemistry	U.S. History, , or AP U.S. History	Visual Communications/ Print Graphics * * * Marketing * *	Psychology	➤ Web Designer
	12	Expository Reading and Writing, AP English, or Advance Composition	Pre-Calculus, AP Calculus, or Math 4		Civics/Economic or AP	Economics of Business Ownership*	Publications/Yearbook Journalism	➤ Graphic Artist
*Articulated Dual Credit courses may be taken/moved to the secondary level for articulation/dual credit purposes. <i>Italicized</i> courses are Las Positas (LPC)								Occupations Requiring a Baccalaureate Degree
POSTSECONDARY	Year 13	English	Stats	Natural Sciences	Social & Behavioral	<i>BUSN 59*</i> Intro Visual Communications	<i>Digital Design 56 * * *</i> <i>Bus 95 or 96 * *</i>	➤ Writer
	Year 14				Psychology	<i>BUSN 105A *</i> Photoshop Illustrator	Creative Portfolio	➤ User Interface Designer
	Year 15					Typography Color Design		➤ Media and Design Arts Instructor
	Year 16							➤ Illustrator
								Industry recognized Certifications and Credentials related to this pathway
								➤ AA Visual Communications
								➤ Certificate in Visual Comm.
								➤ B.A. Design
								➤ B.A. Design Technology
								➤ B.A. Journalism
								➤ M.A. Arts
								Student Clubs or Organizations
								➤ Digital Arts Club

Work-Based Learning Opportunities

➤ Job-Shadows

➤ Internships

➤ Part-time Job