

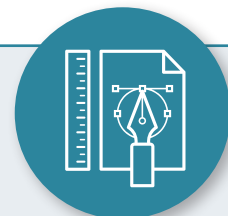


Skilled and Technical: Visual Communications

The Visual Communications Pathway is a great program for students who have an interest in working with photographic and video equipment, and with the Adobe Creative Suite, to create and modify images and/or video. A career in visual arts offers a multitude of benefits, ranging from personal fulfillment to diverse professional opportunities. Engaging in creative expression allows individuals to communicate their unique perspectives and emotions while contributing to cultural enrichment. Moreover, visual artists often find themselves in demand across various industries, including advertising, entertainment, design, and media. In Washington state, for instance, the employment data underscores the viability of this field, with a thriving job market for visual artists. The Bureau of Labor Statistics reported that the state had approximately 3,880 employed multimedia artists and animators, with a mean annual wage of around \$76,430. This indicates a promising landscape for those pursuing a career in visual arts, both in terms of artistic fulfillment and financial stability.

Students in this pathway will:

- ➔ Be able to use photographic and/or video cameras.
- ➔ Be able to participate in SkillsUSA or TSA clubs to build career and leadership skills.
- ➔ Be able to receive dual credit (college credit) through Pacific Northwest College Credit.
- ➔ Be prepared to receive additional training at two- and four-year colleges.



What high-demand careers are related to the Visual Communications Pathway?

High-demand careers	Annual salary in Washington	Required training after high school	Schools offering degrees or certification
Art director	\$104,396	Bachelor's degree	Seattle Central College Spokane Falls Community College Seattle University
Commercial or industrial designers	Not available	Bachelor's degree	University of Washington Northwest College of Design and Art Cornish College of the Arts
Graphic designers	\$61,640	Bachelor's degree	University of Washington Central Washington University Whitworth University
Set and exhibit designers	Not available	Bachelor's degree	Central Washington University University of Washington Cornish College of the Arts

* Information from Washington State Employment Security Department, 2023

What courses are offered in the Visual Communications Pathway?

Middle school courses in this pathway	College credit offered			Leads to a certification?	Equivalencies offered to meet graduation requirements
Digital Production or Digital Media	N/A			N/A	N/A
High school courses in this pathway	College credit offered			Leads to a certification?	Equivalencies offered to meet graduation requirements
	CTE dual credit	College in the High School	AP		
Intro to Digital Arts (0.5 credits)	X				0.5 art credit
Computer Graphics (0.5 credits)	X				0.5 art credit
Photography 1 (0.5 credits)	X				0.5 art credit
Advanced Photography 1 (0.5 credits each)	X				0.5 art credit
Digital Video – (GPHS - 1.0 credits)	X				0.5 art credit

Suggested course sequence - Visual Communications Pathway:



Middle school courses

Digital Production (Centennial Middle School) or Digital Media (Valley View Middle School) – This class exposes students to digital photography and the skills needed to go beyond taking pictures to making pictures. Projects are designed to introduce lighting techniques, rule of thirds, leading lines, and other composition skills. Students will also learn to edit using the Photoshop software to enhance and change images. The second half of this semester class will introduce students to video production skills needed to create a school newscast, commercials, and a three-minute educational video.

High school courses

Intro to Digital Arts – This introductory course explores the use of the elements of art and the principles of design through computer graphic design, photography, and digital video. Students will be introduced to the career opportunities in this field. Students will begin developing a portfolio of their work from the semester. Four college credits are available through CTE dual credit. 0.5 art equivalency credit.

Computer Graphics – In this class, students will build on the skills that were taught in Introduction to Digital Arts by continuing to use Adobe software to take their design ability to a new level. Assignments will include industry-standard design for posters, t-shirts, tickets, and flyers for school and community events. This class will assist students in building a portfolio of student design work. Five college credits are available through CTE dual credit. 0.5 art equivalency credit is available.

Photography 1 – Photography 1 is an intensive course covering topics including basic DSLR camera operation, digital photography editing, and workflow. Concepts such as depth of field, shutter speed, ISO and acceptable exposure is introduced. Strong emphasis is paid to aesthetic concerns, including design and composition. Students also have the opportunity to enter their work in local and national photography contests. Five college credits are available through CTE dual credit. 0.5 art equivalency credit is available.

Advanced Photography – Students learn marketable skills such as portrait lighting and pet photography. As students progress, they work more independently on projects such as shooting senior portraits, taking photos for school web pages, and covering special events. An emphasis will be placed on entering local, state, and national photography contests. Five college credits are available through CTE dual credit. 0.5 art equivalency credit is available.

Digital Video (Glacier Peak High School only) – Digital video is a one-semester course focused on the fundamentals of videography, the design and production of video. Students will gain hands-on experience with all aspects of the digital video creation process. The last component of the class will be creating a digital portfolio to showcase so students can showcase their work. Five college credits are available through CTE dual credit. 0.5 art equivalency credit is available.

What clubs are offered to practice career-related skills and leadership?

TSA (Technology Student Association) is the CTE co-curricular opportunity (called a Career and Technical Student Organization) that is related to the Visual Arts career pathway. In TSA, students engage in a wide spectrum of hands-on activities, competitions, and projects that encourage creativity, problem-solving, and technological skills development. Members have the opportunity to explore diverse fields such as robotics, engineering, coding, graphic design, and environmental sciences. As TSA students advance through their educational journey, they acquire practical experience, collaborate on innovative projects, and refine their technical expertise. Following high school, many TSA alumni pursue careers in engineering, computer science, architecture, industrial design, information technology, and other technology-related fields, contributing to advancements in technology and its applications across industries, from sustainability to entertainment and beyond.

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