### Arts, Media and Entertainment Pathway Courses

<table>
<thead>
<tr>
<th>RCOE Course No.</th>
<th>Course Title</th>
<th>Course Hours</th>
<th>Primary Pathway</th>
<th>Course Sequence Level</th>
<th>Suggested Grade Level(s)</th>
</tr>
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<tr>
<td>12638</td>
<td>RCOE Creative Digital Media (UC a-g -“f”)</td>
<td>180</td>
<td>Design, Visual and Media Arts, and Game Design and Integration/Production and Managerial Arts</td>
<td>Introductory/Concentrator</td>
<td>9, 10, 11, 12</td>
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<tr>
<td>10453</td>
<td>Digital Imaging</td>
<td>360</td>
<td>Design, Visual and Media Arts, and Game Design and Integration/Production and Managerial Arts</td>
<td>Introductory/Concentrator</td>
<td>9, 10, 11, 12</td>
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<td>12501</td>
<td>Interactive Media Design</td>
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<td>Design, Visual and Media Arts, and Game Design and Integration</td>
<td>Concentrator/Capstone</td>
<td>10, 11, 12</td>
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<td>12540</td>
<td>3D Computer Animation</td>
<td>360</td>
<td>Design, Visual and Media Arts, and Game Design and Integration</td>
<td>Concentrator/Capstone</td>
<td>10, 11, 12</td>
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<td>12542</td>
<td>Website Design and Development</td>
<td>180</td>
<td>Design, Visual and Media Arts, and Game Design and Integration</td>
<td>Concentrator/Capstone</td>
<td>11, 12</td>
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<tr>
<td>12647</td>
<td>RCOE Digital Media Web Design (UC a-g -“f”)</td>
<td>180</td>
<td>Design, Visual and Media Arts, and Game Design and Integration</td>
<td>Capstone</td>
<td>11, 12</td>
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<tr>
<td>19777</td>
<td>RCOE Digital Photography I (UC a-g -“f”)</td>
<td>180</td>
<td>Production and Managerial Arts</td>
<td>Introductory/Concentrator</td>
<td>9, 10</td>
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<tr>
<td>19778</td>
<td>RCOE Digital Photography II (UC a-g -“f”)</td>
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<td>Production and Managerial Arts</td>
<td>Concentrator/Capstone</td>
<td>10, 11, 12</td>
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<td>12722</td>
<td>RCOE Audio Technology (UC a-g -“f”)</td>
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<td>Production and Managerial Arts</td>
<td>Concentrator</td>
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<td>10913</td>
<td>RCOE Digital Film Production I (UC a-g -“f”)</td>
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<td>12685</td>
<td>RCOE Digital Film Production II (UC a-g -“g”)</td>
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<td>Production and Managerial Arts</td>
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<tr>
<td>12745</td>
<td>RCOE Digital Film Production III (UC a-g -“g”)</td>
<td>360</td>
<td>Production and Managerial Arts</td>
<td>Capstone</td>
<td>11, 12</td>
</tr>
</tbody>
</table>

Using Perkins Guidelines and Instructions and the CTE Framework, the following definitions are utilized in course sequences and pathways:

**Pathway** – Designed to provide students with a non-duplicative sequence of progressive achievement leading to technical skill proficiency, a credential, a certificate, or a degree.

**CTE Course Sequencing** – The process of developing at least two sequential courses in each CTE program offered by the school. A preferable sequence format has at least three courses in each program, adding a capstone or advanced course to (1) an introductory and concentration course; or (2) two concentration courses.

**Introductory** – Preliminary course, beginning level containing introductory concepts required to build foundational and general knowledge.

**Concentrator** – A CTE course beyond the introductory level that is intended to provide more in-depth instruction in and exploration of a specific industry sector.

**Capstone** – The final course in a planned sequence of courses that provides a rigorous and intensive culmination of a course of study.
Arts, Media and Entertainment Pathway Courses

Industry Sector: Arts, Media and Entertainment

Design, Visual and Media Arts, and Game Design and Integration Pathway

Use of visual arts, digital media, and web-based tools and materials as the primary means of communication and expression. In addition to an understanding of current workplace practices, this career pathway requires the development of knowledge and skills in both visual arts concepts as well as new and emerging digital processes by which individuals are able to create and communicate complex concepts in a broad range of occupations and professions. Develop foundational knowledge in game design, animation, graphics and computer software and hardware. Students will apply academic skills and knowledge to be creative partners in video game design while building capacity for employment in all areas of the creative workforce.

Production and Managerial Arts Pathway

Whatever the form or medium of creative expression, all careers in this sector require “publication” or a public presentation in one way or another. The focus is on both the technical skills and the organizational and managerial knowledge necessary to bring arts, media and entertainment to the public.

Course Title: RCOE Creative Digital Media

Course Description: This course begins by looking at art, and studies the process of art creation in various subjects and mediums throughout history. Students will be taught the importance of art as a means of expression and communication and the way art impacts society and culture. Significance of the fine artwork by masters and contemporary innovators and the materials, tools, techniques and methods used to create their art is strongly emphasized. Basic elements of art and principles of design will be taught as a foundation for creating artworks by hand and digitally. Critical thinking skills will be developed in order to examine art and designs for content, artistic skill and aesthetic value. Lessons will include class lectures, demonstrations and hands-on art activities. Students will use studio art supplies and the computer as tools to visually articulate, express, and communicate ideas, concepts and personal experiences in creative meaningful ways. Industry standard software will be used to produce a variety of digital art projects that include digital illustration, digital painting, digital manipulation and graphic design. Students will become increasingly aware of art and design in our everyday environment and realize that all manmade surroundings have, to some degree, been designed or created by an artist. Students will understand and recognize current trends in art and design, how they are influenced by culture and impact everything from fashion to music to advertisements, etc. Skills learned will relate to current careers in visual arts. Students will build a portfolio that showcases their best work. This course has received approval from the University of California for entrance requirements in the “f” category.

*Prerequisite: Computer and keyboard usage basics are required.
Industry Sector: Arts, Media and Entertainment

Course Title: Digital Imaging

Course Description: The course focuses on creation and production of high-quality computer generated imagery. Students receive training in state-of-the-art industry software utilized in the creation of contemporary digitalized media. Hands-on interactive lessons provide a broad foundation and working knowledge of illustration, photographic, and layout software. Students are provided the opportunity to express their individual creativity while implementing principles associated with respected graphic design and visual communication techniques. Course content emphasizes the use of computer and electronic technology as a tool for creating commercial digitized media. Emphasis is placed on empowering students with knowledge of the employment potential in the various pathways of digitized media.

Course Title: Interactive Media Design

Course Description: This course addresses the interactive media design process and is the capstone in the sequence of the Arts, Media and Entertainment Sector. Students will create graphics, animation, and videos in digital products, designed to communicate a product, service, or concept. Included concepts are typography, graphics, animation, video, and sound, as related to interactive media design. Projects are designed for digital media output including CD, DVD, and web content.

Course Title: 3D Computer Animation

Course Description: This course introduces students to computer generated three-dimensional modeling, texturing and understanding of animated 3-D computer graphics creation. Students will learn techniques used to create virtual models of environments, buildings, machines, vehicles, people and animals, as used for computer animation. The foundations of the 12 basic principles of animation will be used in creating animated projects.

This course is appropriate and beneficial for all students in courses related to graphic art, multimedia, illustration, internet web design, game design and film production, and industrial design (architectural, automotive, furniture, clothing and product design).

Course Title: Website Design & Development

Course Description: Website Design and Development is an introductory course in HTML, interface design, and digital animation. An emphasis is placed on the creative process. Effective design principles are discussed as they apply to graphic communication. Simulating the workplace, students will successfully interface with various programs in the production of original graphic elements, digital movies, and web pages. Students will design individual website navigational interface as new programming and digital imaging skills are acquired. This is a fun-filled, fast-paced project oriented class! It is designed for beginners as well as advanced computer users. Students learn to create web pages using a variety of software programs, as well as use of HTML for more control and flexibility in designing web pages. Students also learn how to create their own web graphics including animated graphics.
Industry Sector: Arts, Media and Entertainment

Course Title: RCOE Digital Media Web Design

Course Description: Digital Media Web Design is the melding of a Career Technical Education course and Fine Arts curriculum as it applies to the topic of web design. Students are immersed in the relationship between electronic art and the internet; bringing to both fields a depth of understanding of the linkage between artistic creation and internet usage. The career links include creating and updating website portfolios, preparing both digital and analog artworks for the marketplace and using photography for both artistic and commercial purposes. Students also gain a historical appreciation of artistic endeavor, ambient online culture, and the web design market. This course brings a unique dimension to the study of electronic art and relates the connection to online application in every unit. This course has received approval from the University of California for entrance requirements in the “f” category.

Course Title: RCOE Digital Photography I

Course Description: This course meets the UC subject’s requirements for visual and performing arts as a visual arts introductory course. This course provides entry-level training in fine art photography and studio production lighting principles and theory. Further, in keeping with UC/CSU requirements, the course is focused on: artistic perception, creative expression, historical and cultural context, and art and literacy, while connecting and applying what is learned in the photography craft to careers and professional choices for the future. Students learn various compositional elements through visual thinking strategies, how to properly handle digital cameras, the light meter, as well as the studio lighting equipment’s properties and functions. Basic skills in the use of digital imaging manipulation are also taught. Students will use computers, studio lights, flash units, scanners, light meters, and digital cameras. This course has received approval from the University of California for entrance requirements in the “f” category.

Course Title: RCOE Digital Photography II

Course Description: Digital Photography II is designed for the intermediate to advanced photography student for a more advanced and rigorous curriculum built upon skills acquired in the first year. Technically advanced photographic equipment including digital processes will be the emphasis of the course. This course has received approval from the University of California for entrance requirements in the “f” category.

Prerequisite: Completion of RCOE Digital Photography I course or equivalent.
Industry Sector: Arts, Media and Entertainment

Course Title: RCOE Audio Technology

Course Description: The RCOE Audio Production course focuses on the aesthetic qualities of sound production in the studio and live environment. It will analyze the impact of digital and analog audio technology as a vital part of communication in the world today. Students will creatively express and develop written ideas within groups and individuals including, proposals, budgets and musical compositions. Students will also write and produce podcasts, webcasts and songs in a variety of formats. Instruction in the creative process that precedes any final project including writing, rewriting, collaboration and more rewrites will be a main focus. Students will also study the impact audio and sound production on our society from a social, economic, and political viewpoint. Students will learn the history of sound production and the technological advances in the art form. Knowledge and utilization of microphones, digital, analog and computer-based audio editing and recording equipment, and software programs such as Reason and Pro Tools will be a secondary focal point to that of meeting the elements of art and principles of design as well as the components in the state standards. Study and training in the Audio Production course will prepare students for careers in music engineering and production, post-production for film and television, and live sound-mixing for theater and concerts. This course has received approval from the University of California for entrance requirements in the “f” category.

Course Title: Television/Video Production – Level I

Course Description: This course is designed to provide students with the opportunity to learn and explore the television and film/video industry, their history, and the careers involved. Students are exposed to and perform all facets of the job market in the areas of talent and production. Students will get a combination of classroom as well as hands-on training. The students will be responsible for all facets of production during the semester; ultimately leading to the production of a short student film.

This is a beginning level course, which can be followed-up with the Television/Video Production-Level II (Digital Film Production Level II) course. A certificate of training will be issued to students completing the course. Students may receive an official list of competencies achieved at the end of the course.

*Prerequisite: Completion of Television/Video Production – Level I course or equivalent.
Arts, Media and Entertainment Pathway Courses

Industry Sector: Arts, Media and Entertainment

**Course Title: RCOE Digital Film Production I**

**Course Description:** This course focuses on the aesthetic qualities of television and movie production and analyzes the impact of digital video technology as an alternate form of communication in today's society. Students will convey creative expression and develop ideas individually or within a group, compose an outline/proposal of a historical and or cultural nature, and write a script from the outline. The completed project will be a video product based on their script and storyboards. Students will also write and produce television shows in a variety of formats. Instruction in the creative process that precedes any movie or television project including writing, rewriting, collaboration and more rewrites will be a main focus. Students will also study the impact of digital video on our society from a social, economic, and political viewpoint. Students will learn the history of moviemaking and the technological advances in the art form. Knowledge and utilization of microphones, digital video cameras, analog and digital computer-based audio/video editing equipment, and software programs such as Final Cut Pro X will be a secondary focal point to that of meeting the elements of art and principles of design as well as the components in the state standards.

This is a beginning level course, which can be followed up with the RCOE Digital Film Production II course. A certificate of training will be issued to students completing the course. Students may receive an official list of competencies achieved at the end of the course. This course has received approval from the University of California for entrance requirements in the “f” category.

**Course Title: RCOE Digital Film Production II**

**Course Description:** This course is designed to provide students with the opportunity to further explore the television and film/video industries, their history, and the careers involved therein. Students gain further training in and perform all facets of the job market in the areas of on-screen talent and the production crew. Students will receive mostly hands-on production training. Students will be responsible for all facets of production during this course with the demonstration of their skills ultimately culminating in the production of a daily/weekly news and entertainment show. This course has received approval from the University of California for entrance requirements in the “g” category.

*Prerequisite:* Completion of RCOE Digital Film Production I course or equivalent.

**Course Title: RCOE Digital Film Production III**

**Course Description:** This course is designed to provide students with the opportunity to use their knowledge of the video and film production industries and the careers involved within. Students will learn how to manage industrial video projects, pitch marketing ideas and concepts to potential clients, and to create, as well as execute, business proposals in marketing to clients. Students will also gain further training in the areas of marketing and business related skills, as it relates to video and film production. Students will gain further technical training in the design and critique of motion graphics and pictures, as well as understand the psychological impact that digital media will have on their client's potential audience. This course is the capstone of the Digital Film Production Pathway. This course received approval from the University of California for entrance requirements in the “g” category.