



Digital Arts & Design

Arts, Audio/Visual Technology, & Communications

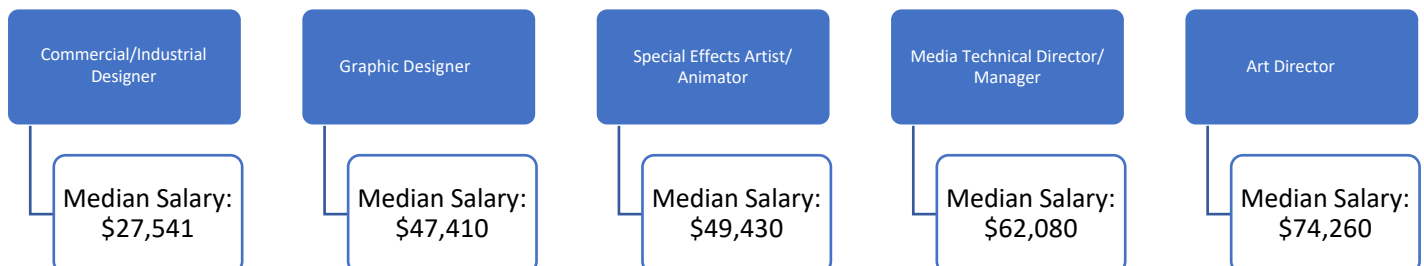
JOB OUTLOOK

Overall employment in arts and design occupations is projected to grow 2 percent from 2021 to 2031, slower than the average for all occupations; though slow, the increase is expected to result in about 20,500 new jobs over the decade. In addition to new jobs from growth, opportunities arise from the need to replace workers who leave their occupations permanently. About 94,500 openings each year, on average, are projected to come from growth and replacement needs.



OCCUPATION PROFILE

Graphic designers create visual concepts, using computer software or by hand, to communicate ideas that inspire, inform, and captivate consumers. **Special Effects artists and animators** create special effects or animations using film, video, computers, or other electronic tools and media for use in products, such as computer games, movies, music videos, and commercials. **Commercial/Industrial designers** design and develop manufactured products, such as cars, home appliances, and children's toys. Combine artistic talent with research on product use, marketing, and materials to create the most functional and appealing product design. **Art directors** are responsible for the visual style and images in magazines, newspapers, product packaging, and movie and television productions. **Media Technical directors/managers** coordinate activities of technical departments, such as taping, editing, engineering, and maintenance, to produce radio or television programs.



[Type here]



Memphis-Shelby County Schools



ROAD MAP TO SUCCESS

PROGRAM OF STUDY PROFILE

The Digital Arts & Design program of study is for students interested in pursuing careers as multimedia artists, animators, graphic designers, and communications specialists. Course content is designed to develop strong knowledge in communications technologies, animation and software applications, digital graphics, motion graphics, and more for a broad range of business and industry applications. Students will leverage digital tools to gather, evaluate, and use information, and apply design skills in the communication of materials as they would for an organization or company. Upon completion of the program of study, students will be prepared to pursue advanced study in graphic design or communications, or seek entry level employment with such organizations.

CAREER PATHWAY

SECONDARY EDUCATION

- *Digital Arts & Design I
- *Digital Arts & Design II
- *Digital Arts & Design III
- *Applied Arts Practicum
- *AP Studio Art: 2-DDesign

CERTIFICATIONS

- *PHOTOGRAPHY
- *3D DESIGN & GRAPHICS
- *COMPUTER BASED GRAPHIC DESIGN
- *GRAPHIC DESIGN & WEB DEVELOPMENT TECHNOLOGY
- *DIGITAL GRAPHIC DESIGN TECHNOLOGY

ASSOCIATES

- *DIGITAL MEDIA DESIGN AND PRODUCTION
- *GRAPHIC ARTS TECHNOLOGY

BACHELORS:

- *GRAPHIC DESIGN
- *DESIGN COMMUNICATIONS
- *DIGITAL MEDIA

MSCS PARTICIPATING SCHOOLS: Craigmont HS

DUAL ENROLLMENT: Digital Graphic Design - Craigmont HS + Tennessee College of Applied Technology (TCAT)

LOCAL EMPLOYERS: Archer Malmo, International Paper, LAB Digital Creative, Memphicity Design, Memphis Grizzlies, Memphis-Shelby County Schools, & Speak Creative