



Wilbur H. Palmer  
Career and Technical  
Education Center

# Digital Media

In Alvirne's digital media program, students develop a good theoretical understanding of the systems and equipment used in the graphics and web technology design industry. Students work with a variety of programs used to create digital media including Photoshop; Illustrator; InDesign; Dreamweaver; Flash; HTML5; CSS33 and an introduction to digital music mixing and movie creation.



**Sample Occupations for Digital Media Graduates** (Source: Bureau of Labor Statistics- Occupational Outlook Handbook):

| Job Title                           | Projected Openings Through 2026 | Average Salary |
|-------------------------------------|---------------------------------|----------------|
| Multimedia Artists & Animators      | 6,200                           | \$70,530       |
| Graphic Designers                   | 11,100                          | \$48,700       |
| Film/Video Editors/Camera Operators | 7,600                           | \$58,210       |
| Producers                           | 16,500                          | \$71,620       |

For More information: Contact your Local School Counselor OR

Wilbur H. Palmer CTE Center  
@Alvirne High School

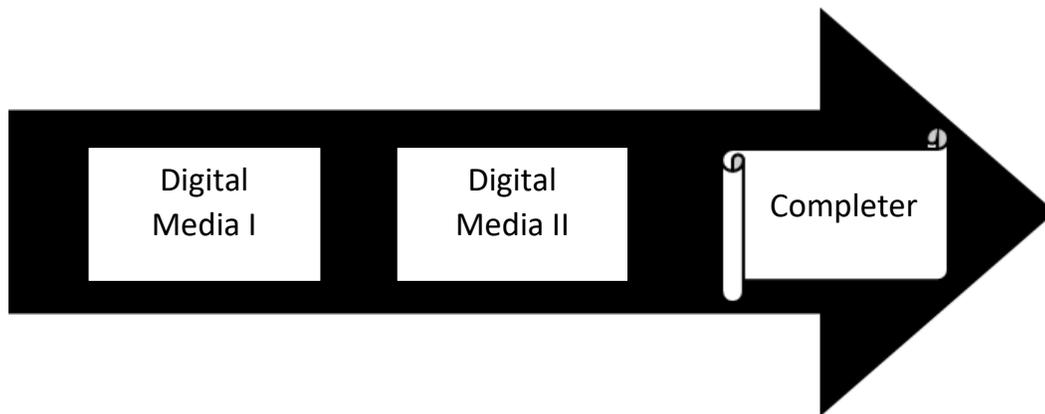
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Hudson, NH 03051

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# Digital Media Program Path



## Course Descriptions

### **Digital Media I:** *Grades 10-12; year-long course; COMP626*

This year-long course introduces students to some of the basic graphic design techniques used by commercial, visual, print, web, online game and app designers. Digital Media 1 provides in-depth instruction in Adobe Photoshop and Illustrator. Students will learn how to use the fundamentals of layout, design, typography and composition in the digital realm. They will integrate a variety of drawing, painting, editing, and retouching tools with special emphasis on how to create/achieve sophisticated, real-world results including posters, programs, logos and brochure designs. It will encourage students to use flexibility and imagination in their growing repertoire of computer skills; providing better productivity, and therefore, employability. Real-world critical thinking and implementation are a hallmark of this course. As such, each student will be required to create both a physical as well as an electronic portfolio of accomplishments throughout this course.

**\*Prerequisite:** Successful completion of ICT Lit

**\*Successful completion of Digital Media 1 will meet the fine arts requirement for graduation.**

**\*This is a dual enrollment course. Successful completion of this course provides an opportunity to receive college credits simultaneously with high school credit through Southern New Hampshire University**

### **Digital Media II:** *Grades 11-12; year-long course; COMP628*

By completing this year-long capstone course students are preparing to continue their interest in becoming a user/ developer of media technologies; for print and graphic design, web development, web page animation, game design, and/or audio-visual production. DM2 provides digital imaging training in InDesign and Dreamweaver. Students will learn how to integrate the skills they have learned thus far in Photoshop and Illustrator to create good layout and design spaces in both InDesign, [for print] and Dreamweaver [for web site design]. Students will continue to build on their image, illustration and text skills to achieve professional design variations for multiple forms of digital media. Students will also explore Word Press, HTML5 and CSS3 to add animation and automation to their coding skills. Students will explore advanced integration of multiple media technologies utilized in advertising and marketing agencies, production houses, and media-focused departments within larger corporations. Real-world critical thinking and implementation are a hallmark of this course. As such, each student will be required to continue to add to both a physical as well as an electronic portfolio of accomplishments that they started in DM1.