DIGITAL COMMUNICATION 09.0702.00
Program Description, Industry Credential, Coherent Sequence, and Teacher Certification Requirements

PROGRAM DESCRIPTION

The **Digital Communication** instructional program prepares students to gather, process, and deliver news through a variety of print and online formats, including newspapers, magazines, journals, annual publications, weblogs (blogs), and other traditional and new media platforms. Students who successfully complete the **Digital Communication** program's coherent sequence of instruction will develop an in-depth understanding of news writing and editing, reporting, photojournalism, page layout, graphic design, media management, product distribution and delivery, and specialized equipment operation and maintenance. **Digital Communication** students will explore the history and societal and economic impact of the digital communication industry and will examine legal and ethical considerations and business best practices unique to digital communication and related industries. Throughout the **Digital Communication** instructional program, students learn and practice valuable skills using real-world computer hardware and news-gathering equipment as well as industry standard image editing, graphic design, and page layout software to create professional-grade media products.

The **Digital Communication** Career and Technical Education program is delivered as a coherent sequence of courses designed to offer students knowledge and skills that meet the needs of the workplace. The Professional Skills developed by business and industry leaders across Arizona are integrated throughout the program. **Digital Communication** students develop leadership, social, civic, and career skills through participation in one of the state-recognized Career and Technical Student Organizations, SkillsUSA or FBLA (Future Business Leaders of America).

The **Digital Communication** instructional program prepares students for entry-level employment, further training, and/or postsecondary education for these and other occupations: Advertising Associate, Advertising Copy Writer, Blogger, Communications Specialist, Content Creator, Content Editor, Contributing Writer, Copy Editor, Copy Writer, Correspondent, Desk Editor, Desktop Publisher, Editor, Editorial Assistant, Feature Writer, Features Editor, General Assignment Reporter, Graphic Designer, Journalist, News Director, News Editor, Newspaper Copy Editor, Photo Editor, Photographer, Photojournalist, Production Director, Proofreader, Public Relations Specialist, Publication Designer, Publisher, Reporter, Social Media Specialist, Sports Editor, Sports Information Director, Sports Photographer, Sports Writer, Staff Writer, Technical Writer, and Web Editor

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INDUSTRY CREDENTIALS

The following industry credentials have been approved for the A-F CCRI and may be appropriate for the **Digital Communication** instructional program:

- Adobe Certified Professional (ACP) – Visual Effects & Motion Graphics using Adobe After Effects
- Adobe Certified Professional (ACP) – Multiplatform Animation using Adobe Animate
- Adobe Certified Professional (ACP) – Web Authoring using Adobe Dreamweaver
- Adobe Certified Professional (ACP) – Graphic Design & Illustration using Adobe Illustrator
- Adobe Certified Professional (ACP) – Print & Digital Media Publication using Adobe InDesign
- Adobe Certified Professional (ACP) – Visual Design using Photoshop
- Adobe Certified Professional (ACP) – Digital Video using Adobe Premiere Pro
- AWS Certified Cloud Practitioner
- Google UX Design Certificate

COHERENT SEQUENCE

09.0702.13 – Digital Communication I, **and**

09.0702.40 – Digital Communication II, **and program may elect to add:**

09.0702.45 – Digital Communication III, **or**

09.0702.49 – Digital Communication IV, **or**

09.0702.72 – Digital Communication – DCE (Diversified Cooperative Education) **or**

09.0702.79 – Digital Communication – Internship, **or**

09.0702.86 – Digital Communication – Cooperative Education

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TEACHER CERTIFICATION REQUIREMENTS
The instructor must be ADE/CTE certified in one of the following Certificates:

SCTIET   Standard Career and Technical Education Industrial and Emerging Technologies

SSCTEIET   Standard Specialized Career and Technical Education Industrial and Emerging Technologies

Note:
- Digital Communication 09.0702.72 (DCE) requires a CTE Teacher to have the Cooperative Education Endorsement (CEN).
- Digital Communication 09.0702.79 (Internship) **does not** require a CTE Teacher to have a Cooperative Education Endorsement (CEN).
- Digital Communication 09.0702.86 (Cooperative Ed.) requires CTE Teacher to be appropriately certified for the program and to have a Cooperative Education Endorsement (CEN).