



NH Department of Education

# Bureau of Career Development

**Title:** Digital Communication and Media/Multimedia

**CIP#:** 09.0702

**Definition:** A program that focuses on the development, use, critical evaluation, and regulation of new electronic communication technologies using computer applications; and that prepares individuals to function as developers and managers of digital communications **media**. Includes instruction in computer and telecommunications technologies and processes; design and development of digital communications; marketing and distribution; digital communications regulation, law, and policy; the study of human interaction with, and use of, digital **media**; and emerging trends and issues. See also: [50.0102 - Digital Arts](#).

**This career cluster is organized into five career pathways:**

- Media Pre-Production
- Media Production
- Media Ethics
- Media Design
- Media Post-Production

## Careers

Students in Digital Communication and Media/Multimedia learn and practice skills that prepare them for diverse post-high school education and training opportunities, from apprenticeships and two-year college programs to four-year college and graduate programs.

CTE classes in this cluster will introduce you to a variety of interesting careers including:

- Broadcast
- Graphic Artist
- Cinema
- Journalism
- Video Post-Production
- Audio Post-Production
- Audio Engineering
- ADR
- Foley Artists
- Podcast Production
- Photography
- Cinematography
- Director
- Screenwriter
- Casting Director
- Lighting Engineer
- Animator
- Film Critic
- Sports Casting
- Field Production
- Photojournalist
- Storyboard Artist
- Production Design
- Colorist
- Drone Photographer
- Producer
- Gaffer
- Lighting Director
- Rop Master
- Location Scout
- Marketing/advertising production
- Composer
- Screen Printing

**Note:** Each School and school district has different CTE options. Not every district has classes in every cluster, nor does every district offer CTE Dual Credit and Advanced Placement options.

### **COMMON COMPETENCIES**

Upon completion of their selected pathway program,

The students will:

- Use correct terminology, vocabulary and appropriate language to communicate effectively in the workplace
- Select and safely use appropriate tools, supplies, and equipment for a specific task or set of tasks.
- Employ effective time and project management strategies to complete work efficiently and proficiently.
- Apply math concepts, including measurement, operations, and higher mathematics to relevant applications and specific tasks.
- Demonstrate awareness strategies to safely work in a variety of workspaces and locations.

### **PATHWAY COMPETENCIES**

Upon completion of the Digital Communication and Media/Multimedia pathway, students will achieve competency in six areas.

Learner will be able to:

- Develop and plan for story AND/OR project concepts for various media productions.
- Transfer knowledge and skills with various production tools and techniques to create various media productions.
- Apply ethical standards and practices throughout the media production process.
- Demonstrate design standards as it pertains to media productions.
- Transfer knowledge and skills with various post-production software techniques to finish media productions.
- Explore careers within the cluster to include developing individual career documents.