



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 projects.
- Transfer knowledge and skills with various production tools and techniques to create various media projects.
- Apply ethical standards and practices throughout the media process.
- Demonstrate design standards as it pertains to media projects.
- Transfer knowledge and skills with various software techniques to finish media productions.
- Explore careers within the cluster to include developing individual career documents.