Discover
DIGITAL MEDIA

bt Butler Tech

in Colerain and Northwest Local Schools

Industry Overview

From social media advertising to big-budget movies, a career in Digital Media is full of opportunity to create and tell stories throughout the world. A successful Digital Media professional blends their creativity with technical skills. They pay close attention to detail and have an undeniable thirst for culture.

Butler Tech Digital Media Program Overview

In the Digital Media pathway, you can learn the necessary skills to succeed in a career in this creative, fast-paced industry. You'll gain hands-on experience using state-of-the-art, industry standard equipment as you learn to create videos, from concept to final production. There are many creative people in the world, but few have the skills to share their vision with other people—and to make a living doing it.

Learn Digital Media by actually doing it. Learn how to create videos, music and even create your own YouTube channel. Collaborate with your peers to develop art, videos and photography.

> "We are preparing students for a variety of careers in media production. We do video, audio and photography. This is a vast field. I hope to give them enough information and experience to know what specialty they want to pursue."
> Instructor, *Digital Media*

Coursework

- Adobe products
- Audio/visual systems
- Basic communication theory
- Computer concepts
- Computer graphic design
- Computer hardware and software as applied to digital media
- Digital photography
- Digital video production
- Marketing
- Media studies
- Public relations
- Television and radio broadcasting
- Television post production

Student Organization

All Digital Media students participate in Business Professionals of America (BPA), a membership organization for students pursuing careers in business-related fields. The foundation of the Digital Media coursework and membership in BPA encourages all students to become expert communicators in business and in their personal lives.

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Skills

Active Listening
Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.

Critical Thinking
Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.

Speaking
Talking to others to convey information effectively.

Personality

Artistic
People interested in this work like activities that include creating, designing and making your own rules. They do well at jobs that need:

- Achievement/Effort
- Adaptability/Flexibility
- Attention to Detail
- Dependability
- Initiative
- Innovation

Career Pathways

- Animator
- Editor
- Graphic Designer
- Production Designer
- Video Producer
- Web Designer

"This program has a lot of freedom. There's a lot of different things you can do with what we are learning here. We work with all kinds of technology in the studio, but the best thing we are learning here is how to communicate with each other as we work together."

Senior Student, *Digital Media*

Discover Digital Media through Butler Tech and pursue a career that's right for you.

Butler Tech connects high school students to career technical education in more ways than ever. Complete your traditional academic courses in half of each school day and fill the other half of your day with career-focused labs and on-the-job training. Each moment in a Butler Tech career technical program is a step toward building your future.

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See your guidance counselor for application information.

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