



Web and Digital Media is a program of study within the **Information Technology Career Cluster**. A Career Cluster is a grouping of occupations and broad industries based on commonalities. There are 16 Career Clusters.

Career Clusters link what students learn in school with the knowledge and skills they need for success in college and careers. The Information Technology Career Cluster involves the design, development, support and management of hardware, software, multimedia and systems integration services.

There are four programs of study in this cluster:

- Information Support and Services
- Web and Digital Media
- Network Systems
- Programming and Software Development

Employment Outlook

The job outlook for **Multimedia Producers** is good. Demand for these professionals will increase as consumer demand for more realistic video games, movie and television special effects, and 3D animated movies continues. Job growth will occur with increasing demands for website development and computer graphics adaptations in a variety of technologies. Nationally, salaries for multimedia producers range from \$31,570 to \$100,390 per year (Occupational Outlook Handbook, 2008-2009).

Using this brochure

Inside you will find a suggested **program of study** that has lots of helpful information. The model is an example of the types of courses and extended learning experiences that are important for the **Web and Digital Media Program of Study**. Use this model to plan your course schedule, educational experiences, and career choices.

At the top of the model, you will find **career goals** with the corresponding **O*NET code**. The O*NET code is an official classification of jobs and can be used to locate career-related information. Your teacher, counselor, or media center should be able to help you locate further information.

The upper left side of the model highlights the **core courses and career-related electives** in high school that will help prepare you for your career goal. This model is based upon the Recommended High School Program graduation plan and can easily be adapted for the Distinguished Achievement High School Program graduation plan.

The upper right side of the model highlights examples of **extended learning experiences** that can enhance your knowledge and skills for your career goal. You will find examples of curricular activities, such as participation in Career and Technical Student Organizations like BPA or FBLA, career learning experiences, service learning activities, and extracurricular activities.

The lower left side of the model indicates **industry licensures/certifications** and **on-the-job training experiences** that may be available while still in high school. This section also highlights the various levels of **postsecondary education** and examples of **career options** available to you once you have completed that level of education and training.

The lower right side of the model contains examples of **professional associations** available for interactive media professionals. Many of these organizations allow preprofessional membership while enrolled in a postsecondary program. Most organizations have websites which can be easily located by entering the organization name in available search engines.

Thinking about a career in Multimedia Productions?



<http://www.achievetexas.org>

The Web and Digital Media program of study may be for you! Multimedia Producers use computers to create the animated images or special effects seen in movies, television programs, and computer games (Occupational Outlook Handbook, 2008-2009). Look inside to see the suggested coursework and learning opportunities that will prepare you for an exciting and rewarding career.

