

Web & Digital Communications

Media Type: Microsoft® PowerPoint® Presentation

Duration: 24 slides

Description:

The *Web & Digital Communications* PowerPoint® presentation is a guide to exploring career opportunities found within the Web and Digital Communications Pathway of the Information Technology Cluster. Careers within this pathway focus on the creation of interactive multimedia presentations. Students will analyze and explore career descriptions, working environments, educational requirements, skills needed and the salary of several careers within the pathway. Careers covered include web designer, webmaster, 3-D animator and several more.

Objectives:

1. To analyze occupations within the Web and Digital Communications Pathway.
2. To discover and describe career options available within the Web and Digital Communications Pathway.
3. To explore the working environment, education, skills needed and salary of careers available within the Web and Digital Communications Pathway.

Horizontal Alignment

Core-Subject Area	Foundation Concept	Basic Understanding
Language Arts	<i>Application of Writing Skills</i>	descriptive and informative writing; vocabulary enhancement
	<i>Analysis of Text, Literature and Information</i>	developing listening and comprehension skills; creating visual representations
Science	<i>Scientific Thinking and Investigating</i>	real world investigations and applications; analytical skills; classification/organization skills

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Lesson Plan

Student and Teacher Notes are available to print in outline format. You can access these documents under the “Printable Resources” section. If student licenses have been purchased, an interactive version of the Student Notes is available in the “Interactive Activities” section. If printing the full PowerPoint® is desired, you may download the file and print the handouts as needed.

Class 1: Begin class by distributing the *Career Ranking Activity*. Have students rank the various careers found within the presentation as to their interest level. Next, show *Web & Digital Communications* slides 1-24 and instruct students to fill in the *Web & Digital Communications Student Notes* as they view the presentation. While viewing the presentation, ask the class the following questions for each career covered:



Slides
1-24

1. What are some local businesses which feature this career?
2. What skills/qualities would you need in order to find success in this career?
3. Describe advancement opportunities within this career.
4. Describe the joys/challenges associated with a career in this field.
5. Describe some of the courses students interested in this career should take in the future (high school, trade school, university, etc.).

After viewing the presentation, have students complete the remainder of the *Career Ranking Activity*. Distribute the *Educational Career Path Project* for homework.

Class 2: Have students complete the *Educational Career Path Project*.



Lesson Links

- <http://www.bls.gov/oco>
- <http://www.online.onetcenter.org>
- <http://www.careerbuilder.com>



Career Connections

Using the *Career Connections Activity*, allow students to explore the various careers associated with this lesson. See the *Activity* for more details. *If student licenses have been purchased:* Students will select the interviews to watch based on your directions. *If only a teacher license is purchased:* Show students all the career interviews and instruct them to only complete the interview form for the required number of interviews.

- iCEV50315, Brandon Sharpe, Web Programmer, Converse Marketing
- iCEV50578, Mike Hartrich, Internet Electronic Product Manager, Yellow Pages Publishing Company
- iCEV50604, Pradeep Suthram, Project Manager, PICnet, Inc.
- iCEV50369, John Kennon, Web Designer, University of Georgia



Projects

Educational Career Path

Directions:

Have students choose their favorite career found within the Web and Digital Communications Pathway. Next, have students research the courses available to them in the high school they are/will be attending. Have students choose ten elective courses they feel would be most helpful in pursuing that career. Students should then develop an e-mail to their counselor ranking the courses in their order of importance and explain why they feel it is essential for them to take those courses.