



# Digital Media Production

NYS Approved CTE Program



DIGITAL MEDIA PRODUCTION offers students the opportunity to learn about basic videography, photography, and live entertainment production and design. Students will gain hands-on experience constructing, operating, and maintaining a variety of industry equipment. Skills pertaining to videography, lighting photography, digital editing software, live event streaming, and drone production will be covered. Projects will include producing, designing and editing work in film, television, photography, and live event production such as concerts, plays, and live musical performances. Students will also explore the business elements of publishing, distribution, commercial content creation, touring and corporate production planning.

## Work Environment

Technicians and Producers generally work indoors in comfortable surroundings. Career opportunities are often found within large corporations located in major cities. However, live production can involve different environments that may include extended travel in diverse climates. Media Technicians and producers may be required to set up heavy equipment, and may work under pressure to meet deadlines. Working hours may include evening, weekend and holidays.

## Career Opportunities

Camera Operator  
Video Engineer  
Film Editor  
Photographer  
Lighting Director  
Lighting Designer  
Stagehand  
Touring Manager  
Media Technician  
News Producer  
Audio/Music operator  
Set Designer  
Event Producer  
Show Caller  
Audio Engineer  
Playback Operator  
Live Stream Engineer  
Drone Operator  
Social Media Producer

## Advanced Standing Available\*

Five Towns College  
New England Institute of  
Technology  
SUNY Cobleskill

\*College credits may be earned by meeting the criteria of articulation agreements (see listing in Handbook) Tech has established with SELECT colleges. In addition, check directly with the post-secondary institutions for any additional credits they may offer.

## Academic Credits integrated:

Tech Math, Tech Phys Sci, Eng. 12,  
Art, CFM, Comp App

## CTE Endorsement

Students must successfully meet the academic and attendance criteria for a two-year Wilson Tech Certificate of Completion, be High School diploma eligible, and pass the following exam: YouScience: Video Production I

## Student Supplies

Additional supplies will need to be purchased for this program including a black crew shirt for events.

## Average Annual Wage

Salaries are subject to market fluctuations.

For the most current updates on local & national wages go to job search engines on the internet and [www.careerzone.ny.gov](http://www.careerzone.ny.gov)

## Course Outline

- Basic Camera Operation
- Video/Still Photography
- Studio Production
- Live Event Production
- Touring
- Digital Editing
- Basic Lighting Techniques
- Drone Operation
- Computer Graphics/Chyron
- Content Streaming
- Social Media Production
- Location Recording
- Sound Recording
- Media Network Systems
- Set Design
- Digital Story Telling
- Media AI
- Equipment Safety and Maintenance
- Video/Film Scripting
- Publishing and Distribution
- Corporate Media Structure
- Online Portfolio Creation