

Digital Media



Instructors Abby Cahill and Rob Gibson
CIP Code 50.0602

Digital Media has become an in-demand career field over the past few years. Streaming web videos and livestreaming has created a demand for content creation. The Erie High School Digital Media Program provides students with skills in both technical areas of photography, videography and editing as well as skills in writing, producing and on-camera work.

The program provides instruction in film theory, film technology and equipment operation, film production, directing, editing, computer image making, multi-media production and the planning and management of film/video operations. Every position within a live television studio is learned during class.

Students will work on Erie High School's morning announcements, special video productions and photography for school promotions and interviews with a variety of people. Students will assist the yearbook team with photographs of students and events for publication in the Erie High Yearbook.

Career Pathways:

Videographer
Photographer
Video Editor
Audio/Video Equipment Technicians
Social Media Marketing – Content Provider
Reporter*
Anchor*
Producer*
Graphic Designer*
Marketing/Public Relations*

*Some job titles will require post-secondary education

Program Entrance Recommendations:

Technical:

- Independent thinker/worker
- Self-motivated
- Likes Procedures

Creative:

- Artistic
- Good communication skills
- Writing

Earn Industry Certifications:

Adobe Certified Associate – Visual Communication Using Adobe Photoshop

OSHA 10-Hour General Industry

Earn College Credits:

PA Bureau of CTE SOAR Articulation Credits– for more information, visit <https://www.collegetransfer.net/Search/PA-Bureau-of-CTE-SOAR-Programs>

