

# BCE ACADEMY



## Business, Communication & Entrepreneurship

### BCE Career Pathways:

Arts, Audio/Video Technology, and Communications

Business, Management, and Administration

Finance

Hospitality and Tourism

Information Technology

Marketing, Sales, and Service

### Watch for these symbols in the course descriptions.

- The “pillars” by a course description indicates that the course offers college credit or potential college credit through AP, CLEP, or PLTW testing opportunities.
- The “star” by a course description indicates the course counts toward the AAHS “Arts” credit requirement for graduation.
- Practice CLEP tests are available in the College & Career Center to help determine your level of readiness to test. There is a \$87 fee for each CLEP test, plus a \$25 administrative fee. These fees are subject to change by The College Board and test centers.
- The ‘caps’ graphic by a course description reflects our membership in the CAPS (Center for Advanced Professional Studies) network of programs. This network enhances our Academies of Alexandria model. A ‘caps’ course involves a post-secondary partner and a business partner. Through our post-secondary partners, ‘caps’ coursework will allow students to earn both college and high school credit while working within the local partner business.

### INFOGRAPHIC KEY



College Credit  
Opportunity



Counts Toward  
Arts Credit



**CLEP**<sup>®</sup>

## BCE Career Pathways

Grade	Arts, Audio/Video Technology & Communications	Business, Management & Administration Finance Hospitality & Tourism Marketing, Sales & Service	Information Technology
12		<ul style="list-style-type: none"> <li>• CAPS (Business)</li> <li>• CAPS (College Principles of Marketing)</li> </ul>	
11,12	<ul style="list-style-type: none"> <li>• AP Studio Art</li> <li>• Cardinal Café (Culinary Arts III)</li> </ul>	<ul style="list-style-type: none"> <li>• Cardinal Café (Culinary Arts III)</li> <li>• College Computer Concepts and Applications (online)</li> </ul>	<ul style="list-style-type: none"> <li>• College Computer Concepts and Applications (online)</li> </ul>
10,11,12	<ul style="list-style-type: none"> <li>• 3D Animation</li> <li>• Acting &amp; Improvisation</li> <li>• Advanced Digital Art</li> <li>• Advanced Pottery and Sculpture</li> <li>• Art &amp; Design II</li> <li>• Cardinal Creative</li> <li>• Creative Writing</li> <li>• Culinary Arts II</li> <li>• Interior Design</li> <li>• Media Productions</li> <li>• Pottery and Sculpture</li> <li>• Video Production</li> <li>• Yearbook</li> </ul>	<ul style="list-style-type: none"> <li>• Accounting I</li> <li>• Accounting II</li> <li>• Cardinal Creative</li> <li>• Culinary Arts II</li> <li>• Entrepreneurship/Management</li> <li>• M1 - Advertising &amp; Sales</li> <li>• M2 - Digital Marketing &amp; Community Promotions</li> </ul>	<ul style="list-style-type: none"> <li>• 3D Animation</li> <li>• Media Productions</li> <li>• Video Production</li> </ul>
9,10,11,12	<ul style="list-style-type: none"> <li>• Advanced Theatre Arts</li> <li>• Art &amp; Design I</li> <li>• Communications &amp; Journalism</li> <li>• Culinary Arts I</li> <li>• Digital Foundations</li> <li>• Game Design I</li> <li>• Graphic Design/Communication Arts</li> <li>• Illustration &amp; Animation</li> <li>• Intro to Theatre Arts</li> <li>• Musical Theatre in the 21st Century</li> <li>• Photography</li> <li>• Print Technologies</li> <li>• Web Page Design</li> </ul>	<ul style="list-style-type: none"> <li>• Business World 101</li> <li>• Culinary Arts I</li> <li>• Entertainment / Sports Marketing</li> <li>• Microsoft/Google Applications</li> <li>• Web Page Design</li> </ul>	<ul style="list-style-type: none"> <li>• Digital Foundations</li> <li>• Game Design I</li> <li>• Graphic Design (Communication Arts)</li> <li>• Illustration &amp; Animation</li> <li>• Introduction to Networks</li> <li>• Microsoft/Google Applications</li> <li>• Print Technologies</li> <li>• Web Page Design</li> </ul>

### BCE ACADEMY ADVISORY BOARD

Claire Anderson, Academy Coach  
 Erin Berns, LifeSTAGE Wealth Management  
 Chad Duwenhoegger, High School Principal  
 Jan Finazzo, High School Business Teacher  
 Tyler Golberg, CYBERSprout

Megan Jacob, High School Business Teacher  
 Nathan Knick, High School Art Teacher  
 Shari Laven, Viking Bank  
 Chad Meyer, Garden Center Lanes/Fat Daddy's  
 Meghan Orgeman,  
 High School Guidance Counselor

Sara Stadtherr, City of Alexandria  
 Abby Strom, Alexandria Area Economic  
 Development Commission

## 3D ANIMATED MOVIE MAKING

**Course Number:** 0718 - 0719  
**Length/Credit:** 1.0 credit – Full year  
**Grade Level:** 10,11,12  
**Prerequisite or Corequisite:** 3D Animation

Ever wonder what it takes to create a completed 3D animation motion picture like Dreamworks and Pixar? 3D Animated Movie Making is the course to take! The entire class of students will be collectively working on creating one 20-30 minute, 3D animated movie that will premiere during the spring of the school year. Students will learn the careers of producing, script writing, concept design, marketing, animation, sound engineering, and video editing throughout this year-long course.

## 3D ANIMATION

**Course Number:** 0715  
**Length/Credit:** .5 credit – 1 semester  
**Grade Level:** 10,11,12  
**Prerequisite:** None

Since the creation of Toy Story, 3-D animation has exploded in Hollywood as the “go to” form of cartoon motion picture animation. Animated movies are just one of many avenues for which 3-D animation programs are being used. With ties to engineering, marketing, broadcast graphics, interior design, gaming, visualizations, and architecture; animation programs can make the imagination come to life. During this course, students will be engaged in creating broadcast graphics, solving problems in engineering and design, and creating characters, settings, and storylines that don’t even exist yet. The possibilities this program has are limitless.



## ACCOUNTING I

**Course Number:** 0826  
**Length/Credit:** .5 credit – 1 semester  
**Grade Level:** 10,11,12  
**Prerequisite:** None

Begin the journey of one of the highest paid entry level positions in business today. This class will also make you more marketable and provide a solid accounting foundation no matter what type of work you do. Accounting is the global language of finance used by business and consumers. Most of the job opportunities of the future will be in the service area. Students will actively engage in the course by applying accounting skills to a service business. To ensure a solid accounting background, both semesters of accounting are recommended. Students who earn a grade of a B or better will receive an articulated college credit certificate (valid for 5 years). Upon enrollment in an applicable program at ATCC students will be able to use that certificate to transfer this high school course in as ACCT 1501 Accounting for Business (2 credits) at ATCC.



## ACCOUNTING II

**Course Number:** 0827  
**Length/Credit:** .5 credit – 1 semester  
**Grade Level:** 10,11,12  
**Prerequisite:** Accounting I

Accounting II takes accounting to a new level as we advance to corporate accounting for a merchandising business. It will give students the complete picture of accounting principles and is recommended to be taken during the same school year as Accounting I, but can be taken in different school years. Students who earn a grade of a B or better will receive an articulated college credit certificate (valid for 5 years). Upon enrollment in an applicable program at ATCC students will be able to use that certificate to transfer this high school course in as ACCT 1501 Accounting for Business (2 credits) at ATCC.



## ACTING AND IMPROVISATION

**Course Number:** 0193  
**Length/Credit:** .5 credit – 1 semester  
**Grade Level:** 10,11,12  
**Prerequisite:** Intro to Theatre Arts

Acting and Improvisation will focus on an in-depth study of acting and acting styles, including scenework, improvisational comedy, acting for film, working with non-linear and classical scripts, devising material, Viewpoints, and Rasaboxes, among others. Students will act daily, developing techniques and skills they can apply to plays and musicals, public speaking, interviews, interpersonal communication, and more.



## ADVANCED DIGITAL ART

**Course Number:** 0753  
**Length/Credit:** .5 credit – 1 semester  
**Grade Level:** 10,11,12  
**Prerequisite:** Digital Foundations or Photography or Print Technologies or Video Production or Media Productions or Web Page Design

Advanced Digital Art is a course for students who have had experience in one or more of the following Adobe programs including Photoshop, Illustrator, After Effects, Premiere, Flash, or Dreamweaver. Students will be choosing their own path in one or more of the following media areas: commercial art (graphic design), animation, illustration, photography, video production, print technologies, and web design. Each student will work with the instructor to form and design their own projects for the course as well as creating a digital portfolio by the end of the semester. This course provides students the opportunity to study their favorite digital art programs in more depth and breadth.



## ADVANCED POTTERY AND SCULPTURE

**Course Number:** 0717  
**Length/Credit:** .5 credit – 1 semester  
**Grade Level:** 10,11,12  
**Prerequisite:** Pottery and Sculpture; \$15 course fee

Advanced Pottery and Sculpture is tailored towards students who want to further expand their knowledge of 3D mediums paired with real-life art creation experiences. Advanced techniques will be used to create more complex projects in glass, clay, paper, wood, metal, and other mediums. Students will create their artwork for various audiences, hoping to sell projects through events and venues that include The Empty Bowls Project, The Cardinal Store, The Cardinal Café, and the Greenhouse Flower Sale.



## ADVANCED THEATRE ARTS

**Course Number:** 0196  
**Length/Credit:** .5 credit – 1 semester  
**Grade Level:** 9,10,11,12  
**Prerequisite:** Intro to Theatre Arts



This course is a semester-long course arts elective in which students will study advanced acting scene work, play analysis, theatre history, and technical theatre through active daily projects. Students will act in plays from different genres and time periods, including Greek tragedy, Commedia dell'arte, French Neoclassical, Noh, Shakespearean, absurdist, and contemporary drama and comedy. Students will choose a playwright whose work they will read, watch, analyze, perform, and design. Technical and design elements will be studied through the creation of a 3-D set design.

## AP STUDIO ART (2-D DESIGN, 3-D DESIGN, DRAWING)

**Course Number:** 0778-0779  
**Length/Credit:** 1.0 credit – Full Year  
**Grade Level:** 11,12  
**Prerequisite:** Instructor signature; \$15 course fee



The AP Studio Art portfolios are designed for students who are seriously interested in the practical experience of art. AP/College Credit for AP Studio Art is not based on a written examination; instead, students submit portfolios for evaluation at the end of the school year. During this course you will explore drawing issues including line quality, light and shade, rendering of form, composition, surface manipulation, the illusion of depth and mark-making through a variety of means, such as painting, printmaking or mixed media. You will start to become an informed and critical decision-maker as you develop a portfolio that is personal to your individual talents and interests, while demonstrating mastery of drawing principles. A sketchbook will be kept to document artistic interests and views. If your desire is to incorporate your creative and artistic skills into your future career, then this course will be a great foundation to that future.

## ART & DESIGN I

**Course Number:** 0701  
**Length/Credit:** .5 credit – 1 semester  
**Grade Level:** 9,10,11,12  
**Prerequisite:** None



This semester course introduces students to the Elements of Art and Principles of Design through a variety of art media and methods. Students will learn the basics in Art Creation, Art Aesthetics, Art History, and Critique. Focus will be on the creation of art, which will help to develop fine motor skills. Possible mediums include: pencil, pen and ink, watercolor, acrylic paints, printmaking, glass, and other fun mediums.

## ART & DESIGN II

**Course Number:** 0703  
**Length/Credit:** .5 credit – 1 semester  
**Grade Level:** 10,11,12  
**Prerequisite:** Art & Design I; \$15 course fee



An advanced level course in studio art with an emphasis on developing a greater understanding of the Elements of Art and Principles of Design. Studio experiences in the classroom will give students an opportunity to experience a wide variety of advanced media (pencil, pen and ink, pastel, and acrylic and oil paints) while developing students individual style and creative problem solving skills. Students will demonstrate their ability to respond, analyzing and interpreting their own artwork and the work of others through the use of self-assessments, discussions, critiques and writings. Subject matter will be more of student choice, giving students more freedom to explore their own ideas and develop a unique style.

## BUSINESS WORLD 101

**Course Number:** 0801  
**Length/Credit:** .5 credit – 1 semester  
**Grade Level:** 9,10  
**Prerequisite:** None

Do you want to be a doctor? Lawyer? Engineer? CEO? Undecided? Understanding business basics is essential for ALL careers. This course will give you a broad exposure to business activities including accounting, finance, marketing, and computer applications. It is geared to help students clarify the variety of career options and skills needed in business. Get a taste of what it takes to become a professional.

## CAPS (BUSINESS) & CAPS (COLLEGE PRINCIPLES OF MARKETING)

**Course Number:** 1870 & 1871  
**Length/Credit:** 1.25 High School Credit / 3 College Credits – 1 semester  
**Grade Level:** 12  
**Prerequisite:** Application (available in College & Career Center)  
**Prerequisite for College Credit:** Accuplacer Rdng 63 or ACT Rdng 16 or MCA Rdng 1046



Business CAPS provides senior students with real-world experiences in professional settings where they can learn and develop skills for high-demand careers. Transforming the high school experience, this innovative semester-long course meets for two consecutive blocks (3 hours) on alternating AB days. With an emphasis on Marketing business concepts, students will spend the semester applying their acquired knowledge as they engage with partner-driven projects, solving business problems and experiencing the challenges of project-based work.

The college marketing portion will introduce product development, pricing, distribution, and promotion; consumer behavior; economic, legal, social, technological and competitive environments of marketing; collecting and using marketing information; ethical and social responsibilities; and international marketing. College Principles of Marketing will be transcribed as BUSA 2043 Principles of Marketing (3 credits) at RCC. Students will be collaborating with academy partners in the community, and will need parent permission and their own transportation to travel off-site.

## CARDINAL CAFÉ (CULINARY ARTS III)

**Course Number:** 1126-1127  
**Length/Credit:** 1.0 credit – 1 semester  
**Grade Level:** 11,12  
**Prerequisite:** Culinary Arts II and Instructor signature



Students will study advanced meal preparation skills, meal management, entertaining and catering, artistic garnishing, and much more. Students will have the opportunity to shadow local executive chefs in the field and expand their knowledge with hands-on experiences in industrial kitchens. This class is geared to students with an interest in a future in the hospitality industry. We will be operating a student-run restaurant open to the public. This class will meet one block every day for one semester. Students who complete Culinary Arts I, II, and III, and a portfolio can earn articulated college credit toward NDSCS's Culinary Arts program upon enrollment in their program--specifically CULN 100, Culinary Fundamentals, 3 credits.

## CARDINAL CREATIVE

**Course Number:** 0725

**Length/Credit:** .5 credit – 1 semester

**Grade Level:** 10,11,12

**Prerequisite:** Digital Foundations or Graphic Design (Communication Arts) or Yearbook or Web Design or Illustration & Animation or Video Production or Photography or 3D Animation or Print Technologies

Cardinal Creative is a digital art course that will allow students to work on different AAHS based branding and promotion projects. These projects could include design work for events and activities such as Prom, Homecoming, Sports, Clubs, Cardinal Store, Yearbook, and other events. This class is meant to provide a setting which mimics that of a design firm. Students will get assigned different projects depending on deadlines and interests. Students will gain the ability to juggle timelines for different projects, present to clients, collaborate in teams, take creative direction from a supervisor, and develop rationale for projects. Programs used in this class will include Adobe Photoshop, Illustrator, InDesign, and AfterEffects. Students will learn how to go from ideation to finished products by prototyping concepts and preparing files for productions. This class will work closely with other courses including Print Technologies, Yearbook and Photography.



## CREATIVE WRITING

**Course Number:** 0173

**Length/Credit:** .5 credit – 1 semester

**Grade Level:** 10,11,12

**Prerequisite:** None

Students who enjoy creating original material should take this course. This class will focus on a variety of creative writing skills and genres such as: poetry, short story, children's stories, digital storytelling, one-act plays, and photo stories. Key skill components developed will include organization, content, word choice, and style. This course will prepare students for the creative components of higher level media and communications courses.



## COLLEGE COMPUTER CONCEPTS & APPLICATIONS (ONLINE)

**Course Number:** 0812

**Length/Credit:** .75 credit – 1 semester

**Grade Level:** 11,12

**Prerequisite:** 0808 Microsoft Office or 0822 Microsoft/Google Applications recommended

**Prerequisite for College Credit:** Accuplacer Rdng 63 or ACT Rdng 16 or MCA Rdng 1046

This course provides a basic understanding of computer history, concepts, and microcomputer applications using Windows-based computers. Topics covered include computer hardware and software, operating systems and utilities, the system unit, input and output devices, secondary storage, communications and connectivity, the Internet and the Web, security and privacy, ethics, and computer use in organizations. Through hands-on experience, students acquire an understanding of Microsoft Windows and Microsoft Office including Word, Excel, Access, and PowerPoint that are used in business. No prior knowledge of software packages or microcomputers is necessary. This course is part of Riverland Community College's Business Concentration and Associate in Science Business degrees which are accredited by the Accreditation Council for Business Schools and Programs (ACBSP).



## CULINARY ARTS I

**Course Number:** 1124

**Length/Credit:** .5 credit – 1 semester

**Grade Level:** 9,10,11,12

**Prerequisite:** None

This is an introductory course for the student who is interested in learning skills necessary for food preparation. These skills will be applied through basic food preparation and a food service simulation. Through this simulation, students will also learn basic employability skills (job application, resume writing and interviewing).



## CULINARY ARTS II

**Course Number:** 1125

**Length/Credit:** .5 credit – 1 semester

**Grade Level:** 10,11,12

**Prerequisite:** Culinary Arts I

This course is for the student who wants to learn intermediate food preparation knowledge and skills. Included in the course of study are food habits, nutrition and food careers. Foods prepared may include pastry, quick breads, yeast breads, fruits, vegetables, foreign foods, casseroles and soups.



## COMMUNICATIONS & JOURNALISM

**Course Number:** 0174

**Length/Credit:** .5 credit – 1 semester

**Grade Level:** 9,10,11,12

**Prerequisite:** None

This course does not meet any English credit requirements.

With communication as the overall focus, students will explore various methods of media that provide information to the public. The course will also cover the written and oral communication, such as reporting, interviewing, researching, and presenting, that are needed to be successful in these fields. This course is recommended for students wanting to explore careers in Broadcast, Journalism, Business Communication, Public Speaking, Web Communication, etc.

## DIGITAL FOUNDATIONS

**Course Number:** 0714

**Length/Credit:** .5 credit – 1 semester

**Grade Level:** 9,10,11,12

**Prerequisite:** None

This semester long course is an introduction to digital design principles and techniques. Students will use programs such as Adobe Photoshop, Illustrator, and Flash to create digital artworks in the fields of graphic design, illustration, and animation. Students will learn the elements and principles of design as well as developing their digital technical skill. Students will get a little taste of everything in this class on an introductory level. This course is a prerequisite for Commercial Art & Design as well as Illustration & Animation.

## ENTERTAINMENT / SPORTS MARKETING

**Course Number:** 0816

**Length/Credit:** .5 credit – 1 semester

**Grade Level:** 9,10

**Prerequisite:** None

This is a unique and innovative course designed for students with an interest in the entertainment and sports industry. Students are provided with a framework for understanding key marketing issues facing organizations in the entertainment and sports industry, including event planning, promotion, marketing, advertising, and career opportunities. This course also covers recent developments in the entertainment industry, including music, movies, television, theatre, and high school/college/professional sports. Students will use case studies, hands-on projects, and computer simulations to apply and practice entertainment and sports marketing strategies.

## ENTREPRENEURSHIP / MANAGEMENT

**Course Number:** 0804

**Length/Credit:** .5 credit – 1 semester

**Grade Level:** 10,11,12

**Prerequisite:** None

Have you ever wished you were the boss? Did you ever think you had a good idea for a product or service? Do you like to plan your own day and make your own decisions? Then you might consider entrepreneurship as a career. Statistics show that 65 percent of those who start a business are relatively young, between the ages of 25 and 40. If you are a business-minded person who has thought about owning a business in the future, an entrepreneurship class may be for you. Entrepreneurship will introduce you to the process of starting and managing your own business. Students will create a business plan that includes market research, self-analysis, industry trends, forms of organization, hiring employees, setting goals, defining target markets, the marketing mix, managing risk, and a financial plan.

## GAME DESIGN I

**Course Number:** 0820

**Length/Credit:** .5 credit – 1 semester

**Grade Level:** 9,10,11,12

**Prerequisite:** None

This is a course that engages students in the development of original computer games with project based learning activities. Students will start with simple drag and drop programming, then transition into writing actual code. Game Design will include math theories, physics concepts, engineering cycles, color theory, and visual design. The curriculum is aligned with ISTE's NETS and 21st Century Skills Tech Core Standards. Game Development and computer programming are careers with unlimited possibilities. This course will help introduce students to those fields. An ability to problem solve, learn technical skills, design digital graphics, and be an innovative thinker will contribute to a student's success in this class.

## GRAPHIC DESIGN (COMMUNICATION ARTS)

**Course Number:** 0783

**Length/Credit:** .5 credit – 1 semester

**Grade Level:** 9,10,11,12

**Prerequisite:** Digital Foundations

This semester course allows students to explore the elements and principles of design needed to create artwork for commercial application. Skills in typography, color theory, composition, and visual communication will sharpen the student's eye for design. Students will develop and utilize drawing and computer applications to create corporate identities, package designs, brands and logos, advertisements, and related graphic design documents.

## ILLUSTRATION & ANIMATION

**Course Number:** 0712

**Length/Credit:** .5 credit – 1 semester

**Grade Level:** 9,10,11,12

**Prerequisite:** Digital Foundations

In this semester course, students will study the history of cartoon animation and how it has developed over time. Students will explore some of the life, styles, and processes of various cartoon and illustrative artists such as Walt Disney, Chuck Jones, Charles Schultz, and Dr. Seuss. Students will focus on the design process, elements and principles of design, and developing their own illustrative style. Projects will include both hand drawn and computer illustrations. The second portion of this course will include the creation of both hand drawn and computer created animation using iMovie, Adobe Photoshop, and Adobe Flash. Students will utilize the elements and principles of media arts when creating their animations.

## INTERIOR DESIGN

**Course Number:** 1110

**Length/Credit:** .5 credit – 1 semester

**Grade Level:** 10,11,12

**Prerequisite:** None

The housing and interior design field is booming. Popularity has come from hit TV shows from HGTV and there is also a growing interest in DIY home remodeling and design. Do you like color? like to draw? like to arrange furniture? Would you ever consider working in a store selling furniture or carpets, paint or window treatments? If you'd like to learn more about these topics, Interior Design is the class for you. We take a hands-on approach to learning the basics of design principles and how these are incorporated into well-designed homes. Students interested in careers in interior design, architecture, and drafting would find this course especially useful. As a final project, the students will design the interior and exterior of their "Dream Home."

## INTRODUCTION TO NETWORKS

**Course Number:** 0809

**Length/Credit:** .5 credit – 1 semester

**Grade Level:** 9,10,11,12

**Prerequisite:** None

This introductory course introduces the architecture, structure, functions, components, and models of the Internet and other computer networks. This course addresses the principles and structure of the Internet Protocol (IP) addressing and fundamentals of Ethernet concepts, media, and operations are introduced to provide a foundation for understanding networks. Students will be able to build simple Local Area Networks (LAN), perform basic configurations for routers and switches, and implement IP addressing schemes. Students in grades 10-12 who earn a grade of a B or better will receive an articulated college credit certificate (valid for 5 years). Upon enrollment in an applicable program at ATCC, students will be able to use that certificate to transfer this high school course in as CVNP 1603 Cisco I (3 credits) at ATCC.

## INTRO TO THEATRE ARTS

**Course Number:** 0195

**Length/Credit:** .5 credit – 1 semester

**Grade Level:** 9,10,11,12

**Prerequisite:** None

This is a "hands-on" course which offers students opportunities to explore advanced improvisation, technical theatre production, acting, and directing. The emphasis in this class is on production. Students will learn about every aspect of the production process including lighting, props, sets, costumes, makeup, and sound. Students will study and see a professional production of a classic or contemporary play. The class will culminate in a production written, acted, directed, and designed by members of the class.

## M1 - ADVERTISING & SALES

**Course Number:** 0802

**Length/Credit:** .5 credit – 1 semester

**Grade Level:** 10,11,12

**Prerequisite:** None

Is essential for students preparing for a future in business. This class allows students to explore the activities of marketing products, sales, and advertising. Throughout the course, students will learn how to successfully market both themselves and the companies they will one day work for or own. Your opportunity to belong to DECA, an internationally recognized marketing club, starts here!



## M2 - DIGITAL MARKETING & COMMUNITY PROMOTIONS

**Course Number:** 0819

**Length/Credit:** .5 credit – 1 semester

**Grade Level:** 10,11,12

**Prerequisite:** Business World 101 or M1- Advertising & Sales or Entertainment / Sports Marketing recommended

Learn how to create a personal relationship between a company and your customers by utilizing social media, web design, promotional videos, blogging, search engine optimization and many more digital applications. Apply these skills in a variety of project based learning opportunities by using HootSuite to create and manage all of your social media blasts to promote events, build followers and ultimately increase sales.

## MEDIA PRODUCTIONS

**Course Number:** 0709

**Length/Credit:** .5 credit – 1 semester

**Grade Level:** 10,11,12

**Prerequisite:** None

This course is a great opportunity for students to realize their creative potential and gain experience in writing, reporting, and videotaping of news, features, editorials, and critical reviews. Content includes the criteria for recognizing sound journalistic practices, and basics of video production. A major goal of this course is to produce a 5-minute news and feature program to be broadcast school wide daily. Students will build skills necessary for today's technology driven industries. The course combines technical skills: i.e. multimedia, video broadcasting, internet web casting; reading and writing skills; research and analytical skills; and cooperative learning and teamwork. This class may be taken one or more semesters.

## MICROSOFT / GOOGLE APPLICATIONS

**Course Number:** 0822

**Length/Credit:** .5 credit – 1 semester

**Grade Level:** 9,10

**Prerequisite:** None

This course is essential for success in high school, college, and on the job. Learn to be more efficient and save time inside and outside of the classroom. In a computer-based world one needs to be proficient in online and desktop environments using tools that are prevalent in schools and businesses today. Students will learn Microsoft applications such as Word, Excel, and PowerPoint as well as the Google counterparts.

## MUSICAL THEATRE IN THE 21ST CENTURY

**Course Number:** 0192

**Length/Credit:** .5 credit – 1 semester

**Grade Level:** 9,10,11,12

**Prerequisite:** Intro to Theatre Arts, or enrollment in an AAHS music ensemble

This course is essential for success in high school, college, and on the job. Learn to be more efficient and save time inside and outside of the classroom. In a computer-based world one needs to be proficient in online and desktop environments using tools that are prevalent in schools and businesses today. Students will learn Microsoft applications such as Word, Excel, and PowerPoint as well as the Google counterparts.



## PHOTOGRAPHY

**Course Number:** 0704

**Length/Credit:** .5 credit – 1 semester

**Grade Level:** 9,10,11,12

**Prerequisite:** \$10 course fee

This semester course will challenge you to develop your technical photographic skills by studying and utilizing the manual settings on your camera. Students will learn about the creation of good exposure by balancing ISO, aperture, and shutter speed. Students will also study and implement the elements and principles of design in their photography to create strong photographic compositions. The second portion of the semester will expand upon techniques while also learning the basics of photographic editing such as retouching, manipulation, and compositing in Adobe Photoshop.



## POTTERY & SCULPTURE

**Course Number:** 0722

**Length/Credit:** .5 credit – 1 semester

**Grade Level:** 10,11,12

**Prerequisite:** None

Students will create free-standing, hand-made pieces using sculptural techniques, including coil and slab building, form molding and carving, while working with simple forms. They consider volume, weight, color, form, and texture while creating pieces. This class will explore functional and nonfunctional sculptures along with discussions on the purpose of sculpture. Using the elements and principles of design students will create a multitude of sculptures through a variety of mediums which include glass, clay, wire and more. This course is designed for the artist who wants to work more 3 dimensionally and have a fun time doing it. There is a \$15 fee for this course to cover the cost of materials.



## PRINT TECHNOLOGIES

**Course Number:** 0716

**Length/Credit:** .5 credit – 1 semester

**Grade Level:** 9,10,11,12

**Prerequisite:** \$10 course fee

This semester long course is an introduction to a variety of printing technologies. Students will explore printing mediums including screen printing, vinyl decal printing, and 3D printing (if time allows). Throughout the course, students will be collaborating in small groups called "businesses" to execute projects and tasks. Students will learn the elements and principles of design, as well as developing their technical skills within each medium. This course is great for students who like to work hands-on to create artwork.



## VIDEO PRODUCTION

**Course Number:** 0708  
**Length/Credit:** .5 credit  
**Grade Level:** 10,11,12  
**Prerequisite:** None

Video Production is a course that will provide a "hands on" experience in creating & producing video products for our school & community. Students will participate in all areas of video production: storyboarding, camera operation, shooting techniques, lighting, post production & video distribution.



## YEARBOOK

**Course Number:** 0710  
**Length/Credit:** .5 credit – 1 semester. Semester 2 by application only  
**Grade Level:** 10,11,12  
**Prerequisite:** None

This semester course provides students with the opportunity to produce The Alexian, Alexandria Area High School's Yearbook. Students will learn skills in journalism and design including story writing, captions and headlines, photography, layout design, typography, proofing and editing, and marketing and sales. Participants will also gain skills in teamwork, responsibility, finances, and time management. Students will be required to work outside of class to conduct interviews, take photos, and promote yearbook sales.



## WEB PAGE DESIGN

**Course Number:** 0806  
**Length/Credit:** .5 credit – 1 semester  
**Grade Level:** 9,10,11,12  
**Prerequisite:** None

Want to do more than make a Google site? Web Page Design is an introduction to the design, creation, and maintenance of web pages. Students will critically evaluate websites and learn how to create dynamic pages and sites. This course also includes a Photoshop unit as for adding special features. Learn the fundamentals of editing images, of the HTML tagging language, and of graphic editing software.



## Notes

