



Digital Design

Fairview Campus

Career Option: Digital Marketing Specialist Introduction

DESCRIPTION:

In this career option, students learn the basics of technology and web design. Students acquire fundamental skills in image creation and management techniques, as they create, revise, optimize and export graphics for digital and web publishing. Students learn how Digital Media Production and complete a Capston Course for this career option. The Digital Design course is unlike a traditional classroom setting because assignments are available online and through self-paced video training as well as individual and group projects completed in and out of the classroom. Students post their work to their own WordPress website as well as create an online and print portfolio.

WHO CAN ENROLL:

High School Juniors, Seniors and Adults

CERTIFICATIONS/CREDENTIALS:

Students are eligible to test for the following certifications: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, WorkKeys and various certification through Brainbench.

ACCREDITATIONS:

NWTC is accredited by the Oklahoma State Department of Education and the Oklahoma Department of Career and Technology Education.

CAREER OPPORTUNITIES:

Artist, Creative Director, Creative Manager, Design Director, Designer, Graphic Artist, Graphic Designer, Online Producer, Production Artist, Publications Designer

TUITION:

Secondary In-District	No Tuition Charge
Adult In-District (Full Time)	\$960
Adult In-District (Half Time)	\$480
Adult Out-of-District (Full Time)	\$1920
Adult Out-of-District (Half Time)	\$960
Book/Material Use Fee	\$.50/clock hr.

Financial Assistance is available to adult students who qualify. Prices listed above are per year.

For Admission Questions or To Schedule a Visit:

Call NWTC at 580.227.3708.

Download a brochure of all career options at www.nwtech.edu.

NWTC provides equal opportunities to all students without regard race, color, sex, pregnancy, gender, gender expression or identity, national origin, religion, disability, veteran status, sexual orientation, age, or genetic information in the operation of CTE programs, recruitment, admissions, financial aid or employment practices.

COURSE INFORMATION (480 Hours)

Fundamentals of Technology	120 Hrs.
Digital Marketing	90 Hrs.
Marketing Fundamentals	120 Hrs.
Multimedia & Image Mgt. Techniques	120 Hrs.
Career Option Capstone	60 Hrs.

High School Students may use this career option to fulfill computer science credits needed for graduation.

INSTRUCTOR:

Stacy Lee, Instructor

slee@nwtech.edu

801 Vo-Tech Drive, Fairview, OK 73737

580.227.3708

Find Out More on Social Media!

www.nwtech.edu

SCHEDULES AVAILABLE:

8:20am - 11:20am

12:20pm - 3:20pm

Full-time adult students attend both sessions.

STANDARD OCCUPATIONAL CLASSIFICATION (SOC Code):

By utilizing the SOC Code: 27-1014 for Interactive Media Specialist at www.onetonline.org additional information including working conditions, physical requirements, knowledge skills and salary range can be found.

GAINFUL EMPLOYMENT INFO:

Including related occupations, program costs, length, on-time completion/graduation rates, job placement rates, and median loan debt is available at <http://www.nwtech.edu/gainful-employment/>.