

The Greater Altoona Career and Technology Center

offers high school students and area adults the opportunity to train for immediate employment or advanced placement in many colleges and technical schools. Interested high school students should contact their home school counselor for more information.

General Information

- Diversified career training with a future
- Hands-on instruction
- Resourceful career counseling
- Beneficial support programs
- Practical cooperative education
- Advanced college standing
- Tech-Prep: applied academics and focused technical training
- All GACTC Instructors are certified by the Pennsylvania Department of Education

WORKPLACE VALUES:

Give 100% effort in all you do

SCHOOL THAT'S COOL!

http://www.gactc.edu/school_thats_cool.asp

*Visit us on the web at
www.gactc.edu and sign-up
for our eNews Newsletter*

The Greater Altoona Career and Technology Center will not discriminate in its educational programs, activities, or employment practices, based on race, color, national origin, sexual orientation, disability, age, religion, ancestry, union membership, or any other legally protected classification. Announcement of this policy is in accord with state and federal laws, including Title IX of the Education Amendments of 1973, Titles VI and VII of the Civil Rights Act of 1964, and the Americans with Disabilities Act of 1990. Employees or applicants who have an inquiry or complaint of harassment or discrimination, disabilities, should contact Title IX Section 504 Coordinator, Daniel Bender, at 1500 Fourth Avenue, Altoona PA 16602-3695, or telephone 814.946.8454.

Designed by the Multimedia and Web Design Program | 2009

Multimedia and Web Design

Multimedia and Web Design

Now
Offering
24 college
Credits!!

For a complete list of program offerings,
visit us on the web at:
www.gactc.edu



1500 Fourth Avenue
Altoona, PA 16602
814.946.8450
www.gactc.edu

1500 Fourth Avenue
Altoona, PA 16602
814.946.8450
www.gactc.edu

*Where Careers
Come Alive!*

Multimedia and Web Design

(Courses 755-756)

Pennsylvania Department of Education CIP
Codes 10.0399

Effectively interacting with your audience on many levels, from graphics to audio, is your challenge in this field. Corporate Web sites and interactive CD-ROMs and training materials become your canvas in the professional world. Multimedia system and Web page design, video, animation, and scripting are just some of the key elements in the curriculum. Your technical toolbox and creative abilities prepare you for entry-level positions such as graphic artist, digital media producer, and interface designer in fields as varied as advertising, corporate communications, and law and medicine.

There's a revolution going on in communication. A digital revolution. The Internet, CDs, DVDs, and video production are all creating new avenues of artistic expression. Students who know how to create, build, and deliver that digital information are going to have the edge. In this program, you'll learn to navigate the digital landscape, including the worlds of video production and multimedia technology. You'll be able to combine traditional production techniques with the latest digital tools to shoot, edit, refine sound, and develop special effects. You'll be prepared for entry-level production positions in Internet, broadcasting, and cable industries.

Another aspect of our program, you'll study mass communications and media writing. You'll also explore lighting, audio for video, television studio production, linear and non-linear editing. Your portfolio will demonstrate your talent in the form of a video from concept to final, edited composition. Entry-level jobs that may await you include those in pre- and post-production

fields, lighting, directing, and production in broadcasting or corporate environments. These days, photography is much more than capturing an image. Once it's been taken, a photograph can be scanned, digitized, manipulated, retouched - you name it. That's why our program emphasizes both the artistry and technical requirements of this highly creative field. You'll learn how to capture images using your unique perspective. You'll also study composition, lighting, darkroom processes, and digital imaging. This program will prepare you to seek entry-level positions in ad agencies, magazines, newspapers, studios, or stock photo houses.



Occupational Profile:

For information on this occupation's description, required knowledge, job tasks and related job titles, state/national wages and employment trends, visit the U.S. Dept. of Labor's site for this career field at: <http://online.onetcenter.org/link/summary/27-1024.00>

Dual Enrollment - College Credits

Students enrolled in this program may also choose to become a "dual enrolled" student by registering with Penn Highlands Community College and receive **15-24** college credits while completing this three year program!

9 More Credits Added effective March 22, 2010!!
Now Multimedia offers 24 Credits!!!

PrintED Certification

PrintED, administered by the Graphic Arts Education and Research Foundation (GAERF®) is a national accreditation program, based on industry standards, for graphic communications courses of study at the secondary and post-secondary levels. Students have the opportunity to receive certification in both Digital File Preparation and Advertising & Design.

DECA - Student Organization

All CTC programs are required to be members of a student organization as part of the regular curriculum. Multimedia students each pay a \$16 per year membership fee to DECA, an international association of high school and college students studying marketing, management and entrepreneurship in business, finance, hospitality and marketing sales and service.

Students are strongly encouraged to be actively involved since club activities are an integral part of each training program. We've also had 3 students who have been awarded \$25,000 scholarships through DECA. Activities are designed to produce well-rounded individuals with the following goals in mind:

- * Personal growth and self-confidence
- * Leadership and cooperation
- * Respect for work and career development
- * Community understanding and patriotism

Visit us on the web
at: www.gactc.edu