

COMMUNICATION, ARTS & TECHNOLOGY



SCOTTSBLUFF HIGH SCHOOL

CAREER ACADEMY



PATHWAYS

- JOURNALISM & BROADCASTING
- VISUAL & PERFORMING ARTS
- DIGITAL & GRAPHIC DESIGN

Impact the World by Designing the Future!

Are you a creative thinker? Are you imaginative, original, and innovative? Do you like to write, draw, design, or act? Do you have an aptitude for music, arts, dance, or theater? Do you like to utilize technology to express your creativity? If any of these characteristics sound like they match your interests, then the Communication, Arts, and Technology Academy may be right for you.

Scottsbluff High School
308.635.6200
www.sbbs.net/shs



QUICK FACTS

RELATED EDUCATIONAL PROGRAMS AT WNCC:

- Journalism, Art, Information Technology, Communication Studies, Theater Arts, Vocal Performance, Cosmetology
- Associate of Arts Degree
 - Associate of Occupational Studies
 - Certificates

ESTIMATED DUAL-CREDIT COSTS:

- No cost for dual-credit classes taught at SHS by an SHS instructor
- Dual-credit classes taught at WNCC or at SHS by a WNCC instructor:
 - If school requires this class as part of a Career Academy, then no cost to student
 - If not school required, then student pays half of normal credit-hour tuition
- Textbooks will be issued by SBPS for all dual-credit classes and will remain property of SBPS

OTHER COLLEGES OR POST-SECONDARY OPTIONS:

- Chadron State College
- University of Nebraska-Lincoln
- University of Nebraska-Kearney
- University of Nebraska-Omaha
- Nebraska Community Colleges

AVERAGE SALARY:

Based on local businesses, starting wages for WNCC graduates in this industry range from \$14.00 to \$25.00 per hour.

Combined Non-Discrimination Notice
The Scottsbluff Public School District does not discriminate on the basis of race, color, national origin, sex, disability, or age in its programs and activities and provides equal access to the Boy Scouts and other designated youth groups. The following people have been designated to handle inquiries regarding the non-discrimination policies: Dr. Andrew Dick, Superintendent or Wendy Kemling, Executive Director of Student Services, 1722 1st Ave. Scottsbluff, NE 69361 308-635-6200

OVERVIEW



Students in the Communication, Arts, and Technology Academy will have the opportunity to design and create artistic projects in a collaborative, project-based learning environment. Students will learn design elements and effective communication techniques associated with a variety of mediums. The skills learned within the academy will prepare students for opportunities ranging from entry level to graduate level degrees.

STUDENT CLUBS/ ORGANIZATIONS



- Newspaper/Yearbook Staff
- Speech Team
- One Act Play
- Vocal/Instrumental Music

STUDENT EXPERIENCE & PROJECTS

Students in this academy will have the opportunity to participate in student-driven projects focused on leadership, design, creation, innovation, and teamwork. Students will have the opportunity to participate in design and production to promote the school and district. Students will participate in service-learning projects and have the opportunity to belong to clubs, such as SkillsUSA, Play Production, School Newspaper, Yearbook, and Speech. As part of the academy, students may choose to enroll in an internship or work collaboratively with industry professionals on collaborative projects. Students will learn in conditions similar to their chosen career field.



INTERNSHIP



Senior students enrolled in the CAT Pathways have the opportunity to take part in Internships with many local businesses.

FOLLOW THE PATH THAT'S RIGHT FOR YOU



Grade 9 & 10

Pre-Career Academy Courses

- Intro to Digital Design (All Pathways)
- Intro to Theatre, Theatre (VPA Path)
- Intro to Art, Art 2, Art 3 (VPA Path)
- Journalism (JB Path)
- Intro to Music Tech (VPA Path)



Grade 11

Foundational Career Academy Courses (30 Credits)

- English Elective or AP Language*
- Pathway Options (must select 2 based on interest and prerequisites)
 - Digital and Graphic Design (All Pathways)
 - Studio Art/Digital Media Art (VPA Path)
 - Music Tech (VPA Path)
 - Video Production (JB Path)
 - Theatre (VPA Path)
 - Technical Theatre (VPA Path)
 - Publications (JB Path)
 - Marketing/Marketing Management (All Pathways)



Grade 12

Specialized Academy Pathway (select 30 credits from Pathway of emphasis)

Digital and Graphic Design (DGD) Pathway

- English Comp 1 (ENGL 1010)*
- English Comp 2 (ENGL 1020)*
- Advanced Digital and Graphic Design
- Advanced Video Production
- Principles of Marketing (BSAD 2520)
- Internship

Journalism and Broadcasting Pathway (JB)

- English Comp 1 (ENGL 1010)*
- English Comp 2 (ENGL 1020)*
- Advanced Digital and Graphic Design
- Advanced Video Production
- Publications
- Principles of Marketing (BSAD 2520)
- Internship

Visual and Performing Arts Pathway (VPA)

- English Comp 1 (ENGL 1010)*
- English Comp 2 (ENGL 1020)*
- Advanced Music Tech
- Advanced Studio Art
- Advanced Digital Media Art
- Advanced Theatre
- Advanced Technical Theatre
- Advanced Digital and Graphic Design
- Principles of Marketing (BSAD 2520)

*At the Foundational or Specialized Level identified courses may be substituted with counselor or administrative approval and based on student's academic readiness.

CAREERS IN COMMUNICATION, ARTS & TECHNOLOGY

Example Careers:

- Journalism
- Broadcasting
- Recording Technician
- Musician
- Graphic Arts Design
- Actor
- Director
- Web Page Design
- Video Production
- Artist
- Advertising
- Set Design



STAY HERE FOR A REWARDING CAREER!

These local businesses provide careers in Communication, Arts and Technology:

- Infinite Graphics
- Star-Herald
- KNEB
- Midwest Theater
- Theatre West
- Scottsbluff Screenprinting
- Marketing Consultants
- NBC Nebraska
- ALLO Communications

