



Media Arts CTE Program Spotlight

Mr. Herzog & Mrs. Turner
Media Arts
Teachers

Memorable

"When Advanced Production Design class went outside to show them how to use the drones. They were very excited about it and we had a lot of fun flying them. A specific memorable event was when one of the students got one stuck in the tree, and they got to watch their teacher Mr. Herzog climb the tree to retrieve it."

Beneficial

"Being media literate is crucial, and a good way to learn is to be a part of the production. From the beginning, I teach media ethics and best practices. Even students who do not go into the field benefit from knowing how good reporting should be done. It is also a highly marketable skill set--from design, photography, videography, news writing, broadcasting as well as management and leadership, students leave my program with a more mature understanding of the media."



Media Arts Students Shine

"Herzog is a cool human" - Eddie Salcedo.

"Only real people take Media Arts classes" - Jonathan Vaughn.

"Mr. Herzog makes learning strange and wonderful" - Evan Herzog

"I learned so much from my time in Lamplighter. I conducted my first interview, I learned vocabulary such as "pull quotes" and "b-roll," and I worked with Adobe software to create visuals for the first time. Mrs. Turner met me as a quiet junior who liked English, and she transformed me into a confident journalist." - Maggie Davis



Career and Tech
Student Organization
(CTSO)



Cinematography and Video Production

CAREER PATHWAY

Pathway Description

This pathway prepares students to communicate through media. Includes video technology and equipment operation, video production, video directing, video editing, video and audio technique, and multi-media production. The pathway prepare students to function as staff, producers, directors, and managers of media programming and media organizations. Topics of study include writing, editing, media copyright, multimedia editing and publication of audio and moving images as well as distribution and marketing of media products.

Related Careers

Broadcast Producer
Broadcast On-Air Personality
Film and TV Crew
Film and TV Editor
Online Media Editor
Podcast Editor
Photojournalist
Public Relations Director
Social Media Producer
Radio/TV Producer

Associated College Majors

Broadcast Journalism
Sports Journalism
Radio Journalism
Photo Journalism
Communications
Marketing
Public Relations
Animation and Digital Media

Certification Options

CTE EOP Cinematography
Adobe Certified Associate:
- Photoshop, Premier Pro

Our Teachers

Wendy Turner & Ben Herzog

Course Options

Intro to Media Arts
Video Studio Fundamentals
Studio Directing and Performance
Advanced Studio Production
Media Arts Internship
Dual Credit BCTC FLM 190
Dual Credit BCTC FLM 122
Dual Credit BCTC FLM 140



Graphic Design

CAREER PATHWAY

Pathway Description:

PREPARES STUDENTS TO APPLY SKILLS FOR EFFECTIVELY COMMUNICATING IDEAS AND PACKAGING PRODUCTS TO BUSINESSES AND CONSUMERS. TOPICS STUDIED: AESTHETIC MEANING, APPRECIATION AND ANALYSIS; CONSTRUCTION, DEVELOPMENT, PROCESSING, MODELING, SIMULATION AND PROGRAMING INTERACTIVE EXPERIENCES; TRANSMISSION, DISTRIBUTION AND MARKETING; CONTECTUAL, CULTURAL AND HISTORICAL ASPECTS AND CONSIDERATIONS.

Course Options:

- INTRO TO MEDIA ARTS
- 2-D MEDIA DESIGN
- DIGITAL IMAGING
- ADV. PRODUCTION DESIGN
- MEDIA ARTS INTERNSHIP

Related Careers:

- ADVERTISING ACCOUNT EXECUTIVE
- ART DIRECTOR
- FILM AND VIDEO EDITOR
- GRAPHIC DESIGNER
- INDUSTRIAL/PRODUCT DESIGNER
- MAREKTING MANAGER
- MULTIMEDIA ARTIST
- SIGN MAKER
- VISUAL MERCHANDISER

Certification Options:

- CTE EOP Graphic Design
- Adobe Certified Associate:
 - Illustrator
 - Photoshop
 - In Design

Associated College Majors:

- DIGITAL MEDIA
- GRAPHIC DESIGN
- DIGITAL VIDGED AND AUDIO
- FASHION DESIGN
- SIGN GRAPHICS
- VISUAL COMMUNICATIONS
- MOBILE APPLICATION & WEB DESIGN

Our Teachers:

- WENDY TURNER
- BEN HERZOG

