

Media Communications

Institute of Technology at Syracuse Central High School (ITC) CTE Pathway

The Career Field: Media Communications offers students an opportunity to pursue a career in a variety of exciting fields. Study in this area can lead to jobs in television and radio, film and video, digital media, journalism, writing and publishing, and public relations, just to name a few.

Employment of media and communication occupations is projected to grow 6 percent from 2016 to 2026.



The Program: Students in our program learn to work in a professional television studio while being involved in operating the school's news and communication network including announcements, social media, news magazines and web presence. The class structure is project-based and hands-on. Projects are supplemented with reading, writing, lectures, demonstrations, videos, online research and critiques.

In this program you will:

- » Learn video and photo methods to professionally edit footage into finished videos
- » Apply creative and professional framing techniques to photo shoots
- » Create photo shoot lists and storyboards and use digital story telling principles



Media Communications

CTE Pathway

Career Opportunities

- » Reporter
- » Anchor
- » Producer
- » Editor
- » Public Relations
- » Advertising
- » Spokesperson

Certificates and College Partners

- » Onondaga Community College
- » Adobe Photoshop
- » Adobe InDesign

Community Partnerships

- » The Stand
- » iHeart Media
- » Syracuse.com
- » Bousquet Holstein PLLC

Who

Any SCSD 8th grade student may apply to the Media Communications CTE Pathway at ITC.

Cost

There is no cost to attend the Media Communications CTE Pathway at ITC.

Where

Students in the Media Communications CTE Pathway will attend the Institute of Technology at Syracuse Central High School.

Apply

During the 8th grade year, students apply online at www.scsd.us or in person at the **Student Registration Center** (1005 W. Fayette St.).

All applicants (accompanied by a parent or guardian) must complete an in-person interview with ITC staff.

A student with glasses is shown in profile, focused on operating a professional video camera. The camera is a large, black, professional-grade model with various buttons and a microphone. The background is blurred, showing other people in a classroom or studio setting. The entire image has a blue tint.

Do you dream of anchoring a news desk? Do you dream of working behind the scenes as a camera operator/programmer?

The Media Communications Pathway at ITC may be for you!