Digital Content Creation Path
Program Details

About

Digital Content Creation is a popular, fast-growing industry that has longevity and bypasses automation. Our Digital Content Creation Path will prepare students for digital marketing, social media management, and digital content creation and management careers.

Throughout the student's four years at Innovation Academy, they will gain a comprehensive general academic foundation and learn and develop skills in storytelling, video and image editing, sound design, website design & content creation, SEO, marketing strategies, data & analytics, and conversion optimization.

Students will utilize and develop the above skills through their micro-marketing agencies starting in their second year. They will provide free marketing for a small business client in their micro-agency.

Their micro-agencies will also help them create and develop professional portfolios and resumes and gain the business acumen necessary to thrive as professional content creators.

Students will earn high school diplomas and professional industry-required certificates in Adobe Premier Pro, Adobe Photoshop, and Digital Marketing Mastery or Digital Content Marketing Mastery.

Grading

As a career prep high school, our primary focus is ensuring our students can apply the necessary skills to perform their job duties at the highest level. Therefore, we focus more on providing constructive feedback than on grades. Students will only be graded on their primary final projects at the end of each course.

Grading projects can be subjective, so we created a point scale to minimize subjectivity. The grading scale for the projects:

1. 25-23 points A
2. 22-20 points B
3. 19-15 points C
4. 11-0 points Incomplete grade
    a. A meeting with the Path Teacher Guide is required before redoing the project.
5. The point scale is based on the following:

a. Creativity - 0-7 points
b. Application of knowledge using Adobe Creative Cloud- 0-7 points
c. Clear storyline - 0-6
d. Engagement- 0-5

[1]*Suppose the student receives an Incomplete more than once. In that case, the instructor will create a learning plan, including before & after-school tutoring, parent-teacher conferences, or meetings with the Head or Assitant Head of School.*

Projects
Students will participate in three types of projects: mini-projects, graded primary final projects, and their principal projects, which are their micro-agencies. All projects are added to their portfolios, and their principal projects will be added to their resumes.

Digital Content Creation Path Curriculum 4 Credits
1 Art Credit, 1 Business Elective Credit; 1 Creative Writing Credit, 1 Communication Credit.

Below are all the program **courses** each student must complete to finish the program and receive their industry-required certifications.

The courses will prepare students for their micro-marketing agencies. Each course is self-paced and will include mini-projects and a primary project to allow students to demonstrate their knowledge and understanding of the information taught in the course.

- Photoshop Magic
- Phenomenal Premiere Pro
- Art of Copywriting
- Interviewing 101
- SEO 101

- Mico-Agency I-III
- Podcasting 101
- Digital Marketing for Content Creator
- Business Etiquette

All courses in blue must be completed before the student can participate in a micro-marketing agency.