

## Major Entrance Requirements

- Two Units of English
- Two Units of Math (must include Geometry or Algebra 2)
- Two Units of Science (must include Biology)
- One Unit of Physical Education

## Application Process

- Apply online through Horry County Schools or the AAST website beginning December 3rd, 2018.
- Thoroughly complete the application before the deadline on January 25, 2019.
- After application screening, you will be contacted by Ms. Etherson for an interview.
- If accepted, return the acceptance confirmation by the district deadline.

## Vision

Realize the Possibilities

## Mission

AAST is an AdvancED whole school STEM certified school committed to preparing its students to be college and career-ready global citizens by fostering creativity, innovation, systematic problem-solving, and critical thinking through participation in rigorous and authentically collaborative academic and career experiences.



## What is STEAM?

STEAM stands for Science, Technology, Engineering, Arts, and Mathematics. STEAM education is much more than those titles combined. It's a philosophy of education embracing teaching skills and subjects in a way that resembles real life. The addition of Arts to STEM to create STEAM is about incorporating creative thinking and applied arts in real situations. Web and digital communications isn't just about working on a computer. It is about discovering and creating ingenious ways of problem solving, integrating principles or presenting information. Instead of teaching courses in independent subject compartments, lessons are well rounded, project and inquiry based, with a focus on interdisciplinary learning. STEM and STEAM education prepares students to explore and advance in their chosen career pathway to ensure they are college and career ready.

### Web and Digital Communications Instructor

Lesley Etherson  
letherson@horrycountyschools.net

### Guidance Counselors

Wanda Randall - NMB, GSF, LHS, AHS, MBH  
wrandall@horrycountyschools.net

Jennifer Jordan - CFHS, CHS, SHS, SJHS  
jjordan@horrycountyschools.net

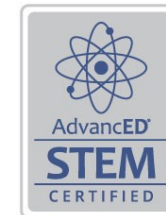
### Administration

Kelly Wilson - Principal  
kwilson@horrycountyschools.net  
Mariah Reiss – Assistant Principal  
mreiss@horrycountyschools.net

Horry County Schools does not discriminate on the basis of race, religion, color, national origin sex, immigrant status, English speaking status, or any other characteristic protected by applicable federal or S.C. law in its programs or activities. For questions regarding the nondiscrimination policies call 843-488-6700, or write Horry County Schools, 335 Four Mile Rd., Conway, SC 29528



## Web and Digital Communications



The Academy for the Arts, Science, and Technology

895 International Drive  
Myrtle Beach, SC 29579  
aast.horrycountyschools.net  
www.horrycountyschools.net

## What is Web and Digital Communications?

The Web and Digital Communications major is designed for students with a desire to pursue careers such as Photo Editor, Graphic Artist, Web Page Developer, Webmaster, Illustrator, 3D Animator, and Multimedia Specialist. Students will gain knowledge through Adobe industry standard software such as Photoshop, Illustrator, Adobe Animate, Adobe Character Animate, Adobe Lightroom, and Dreamweaver. Through an articulation agreement with Horry Georgetown Technical College, students have the opportunity to earn nine credit hours toward a Digital Arts degree.

### Areas of Study

- Elements and Principles of Design
- Photo Editing/ Manipulation
- Animation
- Web Design/ Web Development
- Illustration Design
- Poster Design
- Logo Design
- Page Layout Design
- Infographics
- Digital Portfolio Design
- Marketing/Social Media
- Mographics



## Major Courses Junior Year

### Image Editing 1

Students are instructed in the fundamental features of using digital imaging software in editing and designing both photos and graphics.

### Web Page Design and Development 1

This course is designed to provide students with the knowledge and skills needed to design, implement and maintain a website. They also research Web-related careers.

### Foundations of Animation

This course examines the features of animation software that is the professional standard for producing high-impact animations using video, text, graphics, and audio. Students create rich media applications that span a wide variety of digital devices, from desktops to mobile devices.

## Major Courses Senior Year

### Image Editing 2

Students will continue to be instructed in the fundamental features of using digital imaging software in editing and designing both photos and graphics.

### Web Page Design and Development 2

This course focuses on scripting, developing searching strategies, publishing skills, and serving information on a web server.

### Advanced Animation

This course prepares students to use artistic and technological foundations to create animations. Students will use industry standard software including Adobe Animate, Adobe Character Animate, AR Spark, Adobe Premier, and Java coding to deepen their skills to create industry standard animations.

## Opportunities

- Junior job shadowing
- Senior internships
- Earn nine (9) college credit hours
- Local, regional, & national projects and contests
- Industry guest speakers
- College visits and college guest speakers
- Opportunity to join a professional organization
- Design for AAST, HCS, and the community
- Use of industry standard software with Adobe

