

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 .
- Thoroughly complete the application before the deadline.
- If accepted, return the acceptance confirmation by the district deadline.

Vision

Realize the Possibilities

Mission

AAST is a Cognia 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 STEM?

STEM stands for Science, Technology, Engineering, and Mathematics. STEM is a philosophy of education embracing teaching skills and subjects in a way that resembles real life. STEM 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 education prepares students to explore and advance in their chosen STEM related career pathway to ensure they are college and career ready. Education is no longer about memorizing facts. STEM is about learning how to think critically, evaluate information, apply knowledge, and problem- solve to compete in the 21st century workforce.

Web and Digital Communications Instructor

Lesley Etherson
letherson@horrycountyschools.net

Guidance Counselors

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

Lacey Gordon - CFHS, CHS, SHS, SJHS
lgordon@horrycountyschools.net

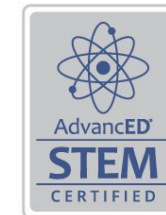
Administration

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

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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 including 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 (2D and 3D)
- Web Design/Web Development
- Poster Design
- Logo Design
- Page Layout/ Design
- Infographics
- Digital Portfolio Design
- Marketing/Social media
- Rotoscoping
- Illustration Design (2D and 3D)
- Web Design/ Development



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.

Digital Multimedia

This course covers basic multimedia concepts, processes, and applications including games, print publications, presentations, tutorials, simulations, virtual reality, and web sites. Students will design, develop, and create various interactive multimedia projects—including augmented reality, 2D and 3D Animations—culminating with an e-portfolio.

Major Courses Senior Year

Web Page Design and Development 2

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

Digital Arts 1 and 2

This program provides instruction in layout, computer design, electronic art, color enhancement, and digital photography. Students use design concepts, principles, and processes that meet client expectations using Adobe Creative Suite Software.



Electives

- Fundamentals of Web Design
- AP Principles of Computer Science
- Computer Forensics
- Game Design
- GIS Technology 1
- GIS Technology 2
- Global Logistics Course 1
- Fundamentals of Computing
- Image Editing 1
- Informatics Course 1
- IT Fundamentals

Opportunities

- Junior job shadowing
- Opportunity for senior internships
- Local, regional, & national projects and contests
- Industry guest speakers
- College visits and guest speakers
- Opportunity to join a professional organization
- Design for AAST, HCS, and the community
- Use of industry standard software with Adobe
- May be paired with AP Capstone

AP Capstone Opportunity

Students may choose to pair the Web and Digital major with AP Capstone. Students must take AP Capstone Seminar their junior year followed by AP Capstone Research their senior year.

